

K Spreading the Word

About Your Kickstarter Project

We know that spreading the word about your project can feel daunting, especially if you're not sure how to get started. After hearing from lots of creators with questions about promotion and marketing services, we've created some resources to help you construct a thorough and effective outreach plan, all on your own.

Step One

[Create an organized list of all your contacts \(and potential contacts\).](#)

Knowing who your audience is and how to reach them is a must before launching a campaign. And getting all of those contacts organized in one place is a smart move, no matter if you're launching a project or not. [This post](#) has some tips to help you create organized lists that'll make your outreach smoother and easier.

Step Two

[Draft how you'll talk about your project ahead of time.](#)

In addition to putting together a compelling video and description, plan content for updates, emails, and social media before you launch. Share the language with your team to make sure that everyone's on the same page. [This post and the linked worksheets](#) will help you think through all of your messaging.

Step Three

[Plan how you'll approach press and bloggers.](#)

Research publications and blogs that cover your project's themes. And don't just focus on large outlets. A blog, zine, or Facebook group with a dedicated following might do more to help you reach the right people than a larger publication with a less focused group of readers.

Step Four

[Assemble a team of trusted collaborators.](#)

It's okay to ask for help, especially when you have trustworthy and talented teammates. Think about people that have helped you with projects in the past, and don't forget to use our new collaborators feature.

Step Five

[Do your homework before you partner with a marketing or promotion service.](#)

If you've run a project before, then you've probably heard from a few marketing or PR services that promise backers and pledges. This post gives a rundown of everything you should consider before working with one of these services and on Campus, [creators share how they approached these offers](#). TL;DR there's a lot that you (and your team) can do on your own.

More Resources

[Kickstarter Blog](#)

Featuring guest posts from previous creators and roundups of answers to our most common questions.

[Kickstarter Tips](#)

Follow us on Twitter for more advice on running a stellar campaign, or to ask questions.

[Help center](#)

Your step-by-step guide to getting started. Visit Campus to ask questions, or the FAQ to see what's already been asked.