

# Checklist: Riddle live promotion

- ☐ **Create your Riddle content**
- ☐ **Publish your content**
- ☐ **Activate your audience**
  - ☐ **Communication via social media (with link to content)**
  - ☐ **Create QR-Codes**
  - ☐ **When you give out prizes to winners, always highlight the prizes clearly in your communication. Doing so can boost engagement by up to 57% on average.**
- ☐ **Draw a winner**
- ☐ **Use your collected data for marketing and further activations**