Quick Start Guide

Build a Photo Vote Contest in 12 Easy Steps
Build a Photo Vote Contest in 12 Easy Steps/15 minutes

ShortStack offers templates that make it easy to create beautiful Campaigns you can use to engage with people and collect leads. In this Quick Start Guide we’ll take you through the 12 steps it takes to set up a basic photo vote contest (our most popular type of Campaign). It should take you about 15 minutes.

When you’re ready to build Campaigns with more advanced features, we’ve got the resources to help listed on the last page of this document.

*Ready? Let’s get started!*
STEP 1

Log into your ShortStack account and click “New Campaign.” When asked “How would you like to start?”, click the “Start with Template” button.
STEP 2

Choose the “Photo Vote Contest” template.
STEP 3

Choose “Use this Template.”
STEP 4

Add your own header image. Hover over the default image and click on the pencil icon in the upper left-hand corner. Select your own image. Save and exit.
STEP 5

Edit the rules of your contest. Click on the Edit Widgets Panel (if it’s not already open) and hover over the widget labeled OFFICIAL RULES. Click on the pencil icon. Write your contest rules. Save and exit. (An example of the rules we use is at the bottom of the post linked to here; please write your own rules to reflect the details of your contest and the laws of your region.)
STEP 6

Hover over the next widget where you see “Win a Prize.” Click on the pencil icon in the upper left-hand corner. Edit the text to reflect the details you want people to know about your contest. Save and exit.
STEP 7

To customize the message your users see when they click on one of your Campaign’s social media icons, click the Share Widget’s pencil icon located in the Edit Widgets Panel. A pop-up box will appear. In the “Platforms” tab, select the social icons you want to be displayed on your Campaign.

Next, in the “Setup” tab, fill in the “Default Title” and “Default Description” entry fields, and upload a default image.
The template is already set up with the Share Widget connected to your entry form. This automatically pops up a share prompt when a user submits the form. To edit these settings, open the Promotion Widget dialog. The sharing setup for the Promotion Widget is in the main “Setup” tab.
STEP 8

To edit your promotion form – the form your Campaign entrants will see after they vote – click on the gray pencil icon next to the form name in the Promotion Widget labeled “Sweepstakes Popup.” You will then be directed to ShortStack’s Form Designer.

In the Form Designer, edit your promotion form to include the information fields you want to collect from your Campaign users.

Note: It’s a best practice to only ask for a few key pieces of information, like name and email address because the more fields you require, the higher your Campaign’s abandon rate will be.
To reward your Campaign users for sharing their information with you, use ShortStack’s Points Per Field Feature to assign a point value to each field of your promotion form. Hover over a field in the form preview and click the pencil icon to edit the field. Find the “Extra Points” section and then enter a number in the “Extra Point Value” field.

When you’re happy with your form, click “Save Form” to be directed back to the Campaign Builder.
STEP 9

Test your Campaign. Find the Preview Controls Panel on the right side of your window. Click the “Test Mode” toggle to the “On” position. This will allow you to interact with your Campaign as your audience will. Click the “Live Entry Mode” toggle to the “Off” position before you do a test submission. Fill out the form, select a test photo, select the “I have read” checkbox and click “Submit.”

Note: You may need to refresh the page in order to see your test entry.
STEP 10

The Photo Vote Contest template will open in ShortStack’s Campaign Builder. In the INSTRUCTIONS widget you’ll see details for the default features included in your Campaign. You can delete the entire widget now by hovering over it in the preview area and then clicking on the trash can icon in the upper right-hand corner. Of course, if you want to learn more about how to use these features, go for it!

Note: The Add Widgets Panel may be open by default in Campaign Builder but can be closed by clicking the gray x in the upper right-hand corner.
STEP 11
If you like the way everything works, select “Publish Campaign.”

STEP 12
Choose “Publish to the Web & Facebook” (our recommendation), “Publish to the Web only” or “Publish to Facebook only” and follow the publishing steps.
And there you have it. A ShortStack Photo Vote Contest Campaign in 12 easy steps!

NEXT STEPS.....

Promote Your Campaign

For tips on how to promote your Campaign, check out 40 Ways to Promote Your Campaign.

Advanced Features, Help & Resources

Now that you've built your first ShortStack Campaign, you might be ready to get fancy with your next one. Here are a few of the resources that can help:

- Refer-a-Friend
- Points Per Field
- Sharing
- Build a Vote-to-Enter Sweepstakes Campaign in 12 Steps