

HOW TO MAKE A KILLER CAMPAIGN PAGE?



THE ULTIMATE
CHECKLIST TO GET
THE MOST OUT OF
YOUR CAMPAIGN

ANDREA BALDERESCHI

**“GOOD ARTISTS
COPY,**

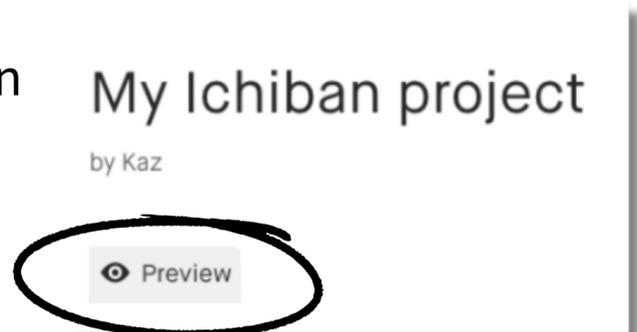
**GREAT ARTISTS
STEAL”**

-PICASSO

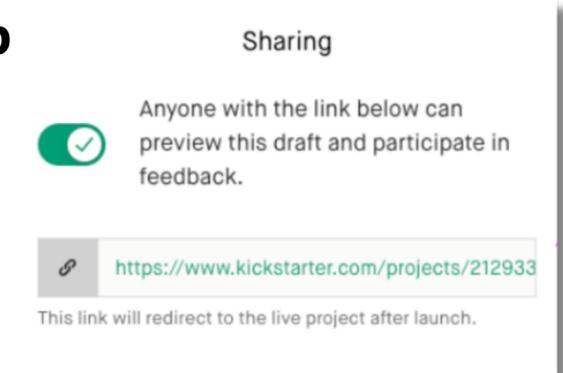
CONSTRUCTION GUIDE

General recommendations

- Enable the **Public Preview link** for collaborators and as your live campaign URL.



- Check your page preview on **both desktop and mobile devices.**



- Ensure titles and icons are **readable** on mobile.



- Embrace an extended, **detailed page** rather than fearing it.



- Utilize GIFs** for impactful visual storytelling.



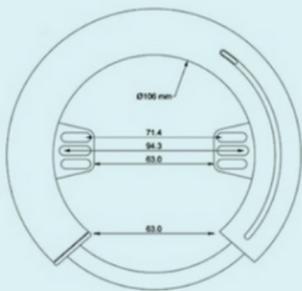
CONSTRUCTION GUIDE

STEP 1: Addressing Questions

- Include responses to all questions received about your product/project.
- Consider both project-specific and standard questions.
- Compile a list of questions to guide your page creation.

Tech Specs

Built to resist.



Ext Diameter: **154.7mm**

Int Diameter: **106mm**

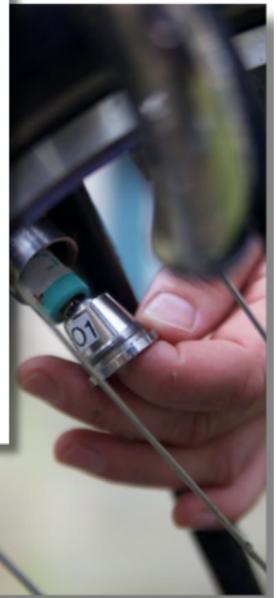
Shackle: **10m**

Hardened Stainless Steel

The shackle (10 mm; the average is 8-9mm) - the bread and butter of the lock - and the bent pipe (25 mm diameter, 2 mm material thickness) are made of hardened stainless steel, meeting the standard of regular bike locks. Besides being sturdy and secure, it's also rust-free.

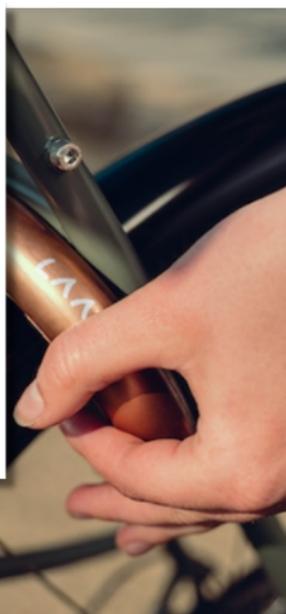
How to change battery

It's easy to change the CR123 battery. Screw off the cap at the end to remove the battery. Simply replace it with a new one.



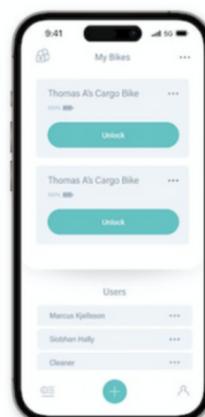
How to install LAAS O-lock

Secure the lock on your bike with the screws provided. Download the app, pair the lock using the QR code, and you are set to go!

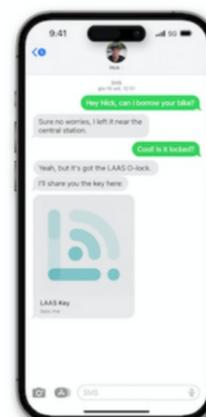


Discover the App

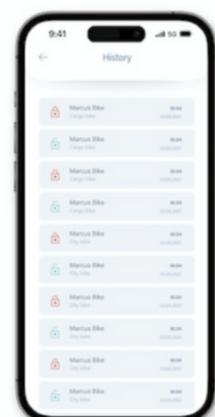
Available for iOS and Android.



Unlock



Share access



History log

CONSTRUCTION GUIDE

STEP 2: Defining Banners

- Design a banner that immediately answers the first question.
- Use icons or visuals for clarity.


DiFOLD
Here's the world's first
reusable Origami Bottle



-  Folds at 80% in volume.
Ultra stable when unfolded.
-  Made of durable, odor/BPA-free,
easy-to-clean TPC polymer.
-  Saves 3.5 ounces (100g) of CO₂
emissions for every refill.



PREVENTS
GAMER
LEAN



PROMOTES
BETTER
POSTURE



REDUCES
SHOULDER/
NECK PAIN



ALLOWS YOU
TO GAME
FOR LONGER



Automatically
draws



Automatically
erases



Any vertical
surface

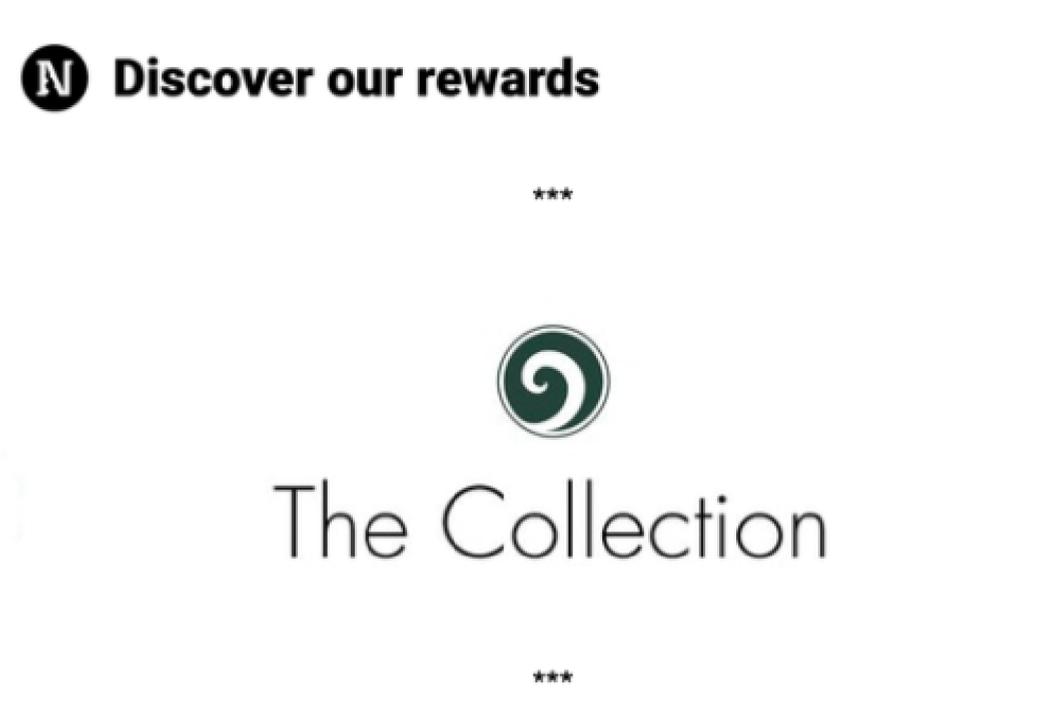
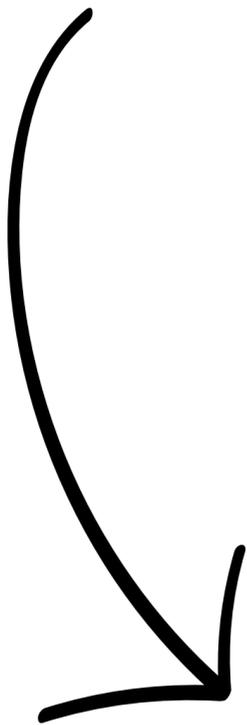


iOS & Android
compatible

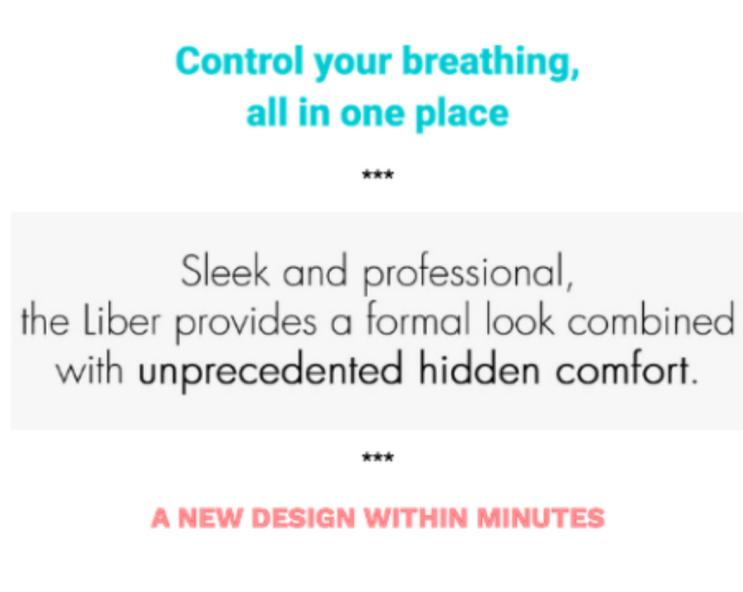
CONSTRUCTION GUIDE

STEP 3: Defining Titles

- H1 Titles: These are paragraph titles corresponding to the listed questions. Enhance with small icons for visual appeal.



- H2 Titles: Highlights providing catchy responses to the paragraph topics. Reinforce with icons or visuals.



CONSTRUCTION GUIDE

STEP 4: Populating your page

- Integrate additional content: photos, videos, GIFs.
- Write engaging copy to complement visual elements.



Inspirations for Visual Content:

- Utilize banners for a clear message and product showcase.
- Integrate icons and visuals into banners for brand consistency.
- Include a mix of photos, videos, and GIFs throughout the page for an enjoyable browsing experience.

NB: Navigating the process of creating a good Kickstarter page for the first time is not easy: before you start, I recommend going carefully through a few successful project pages that we made/advised: [Fibonacci](#), [S-Arcade](#), [NUWA Pen](#), [Everless](#) and [Hestia](#).

NEED MORE GUIDANCE?



Having successfully spearheaded a \$2M Kickstarter campaign, I'm here to bring innovation to life. Let's make things happen together! 💡

BOOK A FREE CONSULTATION