

Increase Ecommerce Sales With 10 Proven Online Sweepstakes Ideas & Tactics That Work

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To increase ecommerce sales, marketers need to deliver the right promotions to a brand's audience at the right time. With online sweepstakes ideas, your brand gets to capture new customers while delighting your existing ones all without risking your brand's reputation. Overtime, social media giveaways are designed to improve customer relationships and build customer loyalty. In the short term, the result is a boost in ecommerce sales.

via [GIPHY](#)

Sweepstakes and Contests Increase Ecommerce Sales by Increasing Value

However, take care in designing your promotions. Promotion heavy ecommerce marketing can hurt your brand's reputation through discounts. A sweepstakes or giveaway won't rely on heavily on discounts that might cannibalizing your margins. R

Read on to learn how social media giveaways are designed to improve the perceived value of your brand and attract instant ecommerce sales. You'll also learn about the social media contest ideas that make behavioral segmentation possible and ways to leverage this valuable customer data.

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