







# D2C Brands Can Build Brand Personality With Sweepstakes and Giveaways

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D2C brands can use sweepstakes and contests to drive customer loyalty. By focusing on engaging a smaller audience, namely subscribers, D2C brands use these promos to increase brand awareness and sales. During sweepstakes and contest promos, DTC brands demonstrate authenticity, educate consumers on brand value in order to boost sales.



## D2C Brands Need to Form Distinctive Brand Personalities

To remain loyal customers to a D2C company, fans need to feel a sense of intimacy and affinity toward the brand. According to [D2C experts](#), brands need to use technology to achieve scale while still maintaining the same relationship as their customers' first-time shopping experiences. To achieve this, DTC brands need a fail-fast approach to the direct-to-consumer model for quick decision making and scaling, says Vinay Singh, Co-founder & Partner, Fireside Ventures.

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