

Ring In the New Year With Sweepstakes Marketing in 2023aa

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Sweepstakes marketing in 2023 success requires more from brands as sweepstakes are more influential than ever now. With brands using automation to scale their marketing, sweepstakes marketing has the potential to completely change how customers view a brand in a short period of time.

Successful sweepstakes marketing requires that brands embrace both creativity and martech. But, how can brands also go about delivering even more value in their sweepstakes marketing in 2023 to keep consumers engaged?

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