







# How to Create an Effective Sweepstakes Marketing Strategy for Your Brand

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Modern sweepstakes marketing strategy is multichannel and martech platform-based. An effective sweepstakes marketing plan will help to increase brand awareness, build trust, and convert fans to customers. An effective sweepstakes marketing strategy helps you leverage all of the benefits of sweepstakes and social media contests at once.

Before we dive into how to create an effective sweepstakes marketing strategy and marketing plan, define the goals that you want to aim for. Read on to learn what you need to create effective sweepstakes marketing that delivers ROI.

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