

Your Contest is Over! What to Do After Your Contest Marketing Campaign Ends

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Your contest is over, you've announced the winners, and thanked participants. Now what? Follow-up is the next step in contest marketing is to nurture those contest participants into becoming opportunities and then paying customers.

You can find a ton of resources that will help you follow up with leads to run effective nurturing campaigns. But, this article talks specifically about what you should do after a contest marketing campaign ends.

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- What happens after a contest marketing campaign ends?
- How do you keep in touch with past contest participants?
- How do you convert contest participants to customers?

via [GIPHY](#)

What Makes Follow Up After a Contest Effective?

Sales studies indicate that 80% of leads require 5 or more follow ups before they convert. The same applies when it comes to nurturing your contest participants to get them to take another action involving your brand.

It's not just about what you want participants to do, what about your audience's needs? They are all unique individuals with their own customer expectations of your brands. On the other hand, there are some brands that bombard contest participants with discounts and special offers and see great results.

You need to utilize social listening to better understand what your audience's expectations after your contest ends. Don't just assume that they are ready to purchase. By listening for feedback, you will be able to ensure that you offer value in every follow-up, even if it's just to provide additional education about your product or service.



