

Running a Sweepstakes or Contest? What You Should Know Before You Go Live

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If you're running a sweepstakes or contest, you want to ensure that your marketing campaign launch is successful. A successful sweepstakes launch requires exceptional preparation.

You only have one chance to launch your sweepstakes or contest and your brand's reputation is on the line. The first impression that your giveaway campaign creates will have a major impact on your brand.

If you're not sure of how to prepare for a sweepstakes or contest launch, read on. These tips will help you gain a solid understanding of what you should do before your sweepstakes goes live.

IN THIS ARTICLE:

- How do you prepare for your giveaway to go live?
- What is a sweepstakes checklist Why is it important?
- How do you ensure a successful launch?

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How Important Is a Sweepstakes or Contest Launch Strategy?

A successful sweepstakes or contest launch is extremely important in a marketplace where customers and potential participants can choose from hundreds of giveaways to enter at any given time. As a result, the opportunity window for a sweepstakes or contest to succeed is very small.

Failed marketing that doesn't attract your target audience, a giveaway entry page that doesn't work properly, or a technical problem with your [sweepstakes platform](#) can quickly derail your entire promotion.

A sweepstakes marketing plan that includes a launch strategy is what separates the leading brands from the rest of the pack.

Learn What Is Required Before Your Sweepstakes Goes Live

While some brands still rely on their in-house marketing team to identify what they need for a sweepstakes or contest, it's not the best strategy by far. Brands that excel at giveaway promotions are much more likely to use [sweepstakes administration](#) services and a sweepstakes or [contest platform](#).

Be Ready to Pivot

Sweepstakes and contest launches can be especially unpredictable. That's why it's essential that you keep close eye on all marketing channels where your giveaway is actively promoted during a launch. You should be able to coordinate operations across all platforms so that you can pivot as needed.

