







Here is a [list of our current affiliate partners](#) and [how we earn money](#)

Contest marketing when done successfully will attract more sales to your business. The amount of planning that you put into your contest marketing strategy will determine the success of your contest.

If you want to use contest marketing to boost sales, here is how you do just that:

IN THIS ARTICLE:

- How do you use contests to attract sales?
- How can contest marketing boost sales?
- How do contests attract customers?

## 1. Tap Into Existing Customers for Contest Participants

If you want to improve sales, a cost-effective method to deal with that is to tap into your existing customers as a means of attracting new contest participants.

The best sales prospects are those you have already managed to turn into customers.

By reaching out to them and inviting them to enter your contest, you'll instantly be able to increase and boost your sales dramatically.



