







# Why Sweepstakes Are a Powerful Marketing Tool to Generate Leads and Sales

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

Sweepstakes marketing is of the most powerful [marketing tools](#) that brands have to capture leads and sales.

Running a sweepstakes promotion can help you successfully market your brand and achieve your marketing objectives.

Here's what you should know about why sweepstakes marketing is so powerful.

We're also going to show you how to make it a part of your ongoing marketing strategy with a sweepstakes marketing plan.

## IN THIS ARTICLE:

- How sweepstakes create a competitive advantage for your business
- What is a sweepstakes marketing plan?
- How a [sweepstakes company](#) helps you achieve your marketing goals

via [GIPHY](#)

## Why Sweepstakes?

Sweepstakes and contests utilize the power of viral marketing to attract leads and sales. Sweepstakes marketing can also be used to:

- Gather first-party data
- Educate consumers about your product or service
- Boost sales
- Boost social media engagement
- Boost website conversions and leads
- Increase brand loyalty
- Provide an exclusive source of free traffic

Sweepstakes management is the best way to ensure that your campaign is effectively designed to meet any of these marketing goals.

A proven sweepstakes company has the ability to create a competitive advantage for your company.

The top sweepstakes companies work with companies in all industries so it's possible for you to leverage sweepstakes and contests to grow your Fortune 500 company, B2B or B2C business.

With every campaign, a sweepstakes administration company utilizes their past marketing experience to develop a unique approach that will make your brand stand out.

via [GIPHY](#)

## How Does Sweepstakes Marketing Create Competitive Advantage?

