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For many companies, lead generation from sweepstakes, contests, and giveaways is how they find new customers.

Leads are potential customers who share their contact information during a sweepstakes or contest in exchange for a chance to win a prize. Running sweepstakes and contests allow B2B and B2C businesses to market to the right type of audience and take them closer to making a purchase by entering them into the [sales funnel](#) during the giveaway promotion.

Sweepstakes and contests are an easy way for businesses with an established social media following to increase brand awareness, get leads on autopilot, and boost sales.

via [GIPHY](#)

Sweepstakes and contests when done effectively can help to build your brand's visibility while creating a system that allows you to nurture your giveaway participants and generate sales-qualified leads on demand.

The following tips can be used by businesses of all sizes. The key is to test and modify your sweepstakes or contest lead generation strategy to make it work for your customer base. Here is how to use sweepstakes and contests for lead generation.

IN THIS ARTICLE:

- How do sweepstakes and contests generate leads?
- How can I generate leads quickly from giveaways?
- What do you need to generate leads from a social media contest?

via [GIPHY](#)

## What Is a Sweepstakes Lead?

A sweepstakes lead or contest lead is any participant who indicates an interest in your brand's product or service and has entered your giveaway.

Sweepstakes leads typically hear from the brand after entering the giveaway promotion. That is because all sweepstakes require leads to opt-in to receive marketing messages and [SMS marketing](#) requires express consent.

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