







# How to Score a Win for the Best Sweepstakes of 2022aa

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Game day is here and fans are getting excited for their favorite brands' best sweepstakes. The top sweepstakes and contest promotions for 2022 are starting to roll out now and likely several big brands will attract the majority of sweepstakes participants this year.

As a result, marketers are starting early in order to get ahead of this year's holiday shopping seasons and to start building engagement with fans to prepare for these giveaway campaigns.

If you want your sweepstakes to top the list of the most memorable sweepstakes or contest 2022, you need to start right now.

Here are some tips to help you smash records with your audience for sweepstakes and contest participation in 2022 and score a big win!

## IN THIS ARTICLE:

- What makes sweepstakes and contests go viral?
- How to find a target audience for a sweepstakes promotion
- How to create ongoing successful sweepstakes and contests



Sweepstakes and contests are great for reaching people. But if you want your giveaway to get shared and go viral, you need engagement not just eyeballs.

