

How to Use Sweepstakes and Contests to Drive Customer Acquisition

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Whether you're using sweepstakes and contests to win over a new audience or acquire your 10,000th customer, giveaways are an effective customer acquisition method to do it.

If you want to use sweepstakes, contests or raffles to grow your business consistently and profitably, you need to think of giveaways as a part of your customer acquisition strategy.

Not as a one-time reward, but as a tool—one that helps bring new customers through the door and improves customer retention.

In this article, you'll learn how to use sweepstakes and contests to drive customer acquisition, how giveaways help lower the cost of acquiring new customers, and how you can use your loyal customers to attract new ones.

IN THIS ARTICLE:

- Why include giveaways in a customer acquisition strategy?
- How can I get customers from sweepstakes and giveaways?
- Why is a customer acquisition strategy important to a business?

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Giveaways Are a Customer Acquisition Channel

A giveaway attracts new fans, followers, and leads to your business, making it an effective customer acquisition method for businesses in many industries.

Creating unique, exciting, and immersive contest and sweepstakes events is a highly effective way to grab your audience's attention and get them to buy.

Also giveaways are effective for providing [social proof](#).

They attract testimonials and reviews of your products and services, customers interact with your brand live, and you demonstrate trust by fulfilling the promotion's [official rules](#).

All of these adds up to a customer acquisition channel that can deliver targeted leads and loyal customers.

via [GIPHY](#)

Sweepstakes Turn Happy Customers Into Brand Ambassadors

Regardless of how you plan to get and retain your customers, giveaway promotions offer something special: sweepstakes provide an amazing customer experience.

This is how sweepstakes and contests turn happy customers into brand ambassadors.

