What Are the Differences Between Sweepstakes and Contests?aa

Here is a list of our current affiliate partners and how we earn money

Sweepstakes and contests are different. Trying to decide whether to run a sweepstakes or socialmedia contest?

Both of these promotions are highly effective for attracting new fans on social media. They can even help you engage with existing customers for a salesboost.

However, to ensure compliance with sweepstakes laws and that you are actually selecting the right type of sweepstakes or contest for your needs, youshould know the differences.

Here is an overview of the major differences between a sweepstakes and contest.

IN THIS ARTICLE:

- What type of sweepstakes or contest to run?
- Sweepstakes and contest legal definitions
- How a sweepstakes or contest administrator help you choose

via GIPHY

Design The Right Promo for Your Needs

Choosing whether to run a sweepstakes or social media contest shouldn't be about choosing a type of promotion. Instead, thing about what your audienceactually wants in a free giveaway.

Are they mostly one-time customers? Do they need to purchase your product on a subscription basis? Does your product or service inspire creativity inyour audience?

All of these are questions that you should consider before you hire a sweepstakes administrator or contest manager. They can then help you through theplanning and design process to ensure that the campaign is designed to hit all of your target metrics.

