

Contest and Sweepstakes Promotions Help You Reach These 5 Marketing Goals Faster

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Contest and sweepstakes promotions work because they deliver viral traffic by engaging users with the chance to win a prize for free. That said, you will still have to do optimization in order to maximize your results.

With the right marketing stack, here are the 5 marketing goals that a sweepstakes or contest can help you achieve faster:

IN THIS ARTICLE:

- How to drive buzz for new products with sweepstakes and contests
- How to use automation to get to know sweepstakes participants
- Sweepstakes are scalable for unlimited traffic

via [GIPHY](#)

1. Increased Brand Awareness

Sweepstakes and contests let people know about your product or service. As a result, many companies use sweepstakes and contests to introduce new product lines. With sweepstakes and contests, established brands can also remind customers to think of them.

Brand awareness tends to lead to customers rewarding brands with increased traffic (due to word-of-mouth marketing), loyalty, and sales.

Contests are especially good for brands who are looking to pivot to a different audience or make a comeback after a hiatus.

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2. Grow Your Email List

Most people need a strong incentive to sign up for an email list. The chance to win a free prize is one of the most effective ways to get new signups.

Given that email marketing is still one of the most effective methods for reaching customers, it only makes sense to take advantage of a sweepstakes or contest to help you with:

- **List Segmentation:** How do your sweepstakes or contest participants compare to your existing customer list? Are there any demographic differences? This can help you to identify the holes in your current brand strategy.
- **Boost Sales:** Having a ready-made list of potential customers is a fast and easy means of boosting sales. Follow up with discounts, coupons, and special offers and watch your sweepstakes or contest participants [convert to buyers](#).

