







# 10 DTC Contest Ideas Proven to Boost Social Engagement for D2C Brands

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These DTC contest ideas will help your D2C brand to profit from social media's unlimited reach. Personalization is built into the Direct-To-Consumer (DTC or D2C) model which relies on consumer data for actionable insights. With a social media contest, you'll be able to leverage the zero-party data to build customer loyalty.

## DTC Brands Benefit From Sweepstakes and Contests

According to a Yotpo study, [61% of DTC brands](#) report that social media is their top acquisition channel. Furthermore, 63% of D2C brands get equal or greater ROI from referrals than from digital ads, which further supports the marketing case for running a contest or sweepstakes. With direct-to-consumer sales accounting for over [\\$110 billion in sales](#) as of 2020, with the market expected to grow to \$174 billion by 2023, DTC brands can profit even more with sweepstakes and contests.

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