What Is a Sweepstakes FAQ Page? Examples & Why You Should Create One - Giveaway Beginner'sGuideaa

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It’s always good to have a sweepstakes FAQ page no matter what type of sweepstakes, contestor giveaway promo you decide to run. This is becausethere will always be frequently askedquestions that participants want answers to before they decide to enter your giveaway promotion.

Here’s what you need to know about how to write a sweepstakes FAQ page, what sweepstakes questions participants will likely have, along withsweepstakes FAQ examples to help ensure that you answer all of those important giveaway FAQs. We’ll also explain how both your entrants and yourbrand will benefit from a good sweepstakes FAQ page.

Want to attract more participants and improve engagement with your promotion?

Ready, set, let’s go!

IN THIS ARTICLE:

- Why use FAQ pages for sweepstakes and contests?
- How do I make a good sweepstakes FAQ page?
- How many questions should be on a FAQ for a sweepstakes?

What Is a Sweepstakes FAQ Page?

A sweepstakes FAQ page is a key part of understanding the sweepstakes rules because it answers the most common questions that participants haveabout your promotion. A sweepstakes FAQ page is the perfect place to share the answers to all of the questions that participants usually have whileviewing your sweepstakes entry page and giveaway Official Rules. By writing an effective sweepstakes FAQ page, you can eliminate the objections thatvisitors have aboutentering your promotion and instantly get them to participate.

via GIPHY

Why Is Sweepstakes FAQ Page So Important?

While you don’t have to build an entire sweepstakes FAQ page for your promotion. You cansimply add a giveaway FAQ section to your giveaway website.There are some important reasonswhy you should have FAQs.

First, the purposes of a sweepstakes FAQ page is to answer common questions that participants have that they can only get the answers to by reviewingyour Official Rules.

Did you know that 41% of millennials view a website’s FAQ section before they contact customer support? In the case of a giveaway promotion, visitorswon’t contact support, they will simply leave the page if you don’t answer their giveaway questions.

Just imagine how many more participants you could get for your social media contest or sweepstakes, if you immediately helped your visitors with asweepstakes FAQ page. It’s actually easy to write a sweepstakes frequently asked questions section if you follow a few simple tips.