







# PR for Your Brand: Sweepstakes and Contests Are Public Relations

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As public relations becomes more integral to online reputation management, more brands are engaging their customers and fans with sweepstakes, contests, and giveaways. An important aspect of an integrated marketing strategy is Public Relations, or PR, which can have amazing benefits for reinforcing the value of your brand to consumers. Sweepstakes and contests also ensure that your advertising message is clearly received.

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