

AI Copywriting How AI-generated Content Works for Sweepstakes Marketing and Should Brands Use It?

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What is AI copywriting for sweepstakes? AI-generated content is when a machine creates content for you, such as [marketing assets](#) and legal documents. For sweepstakes, this content may often describe written content like blog posts, marketing copy, and [official rules](#).

However, AI content generators rely on human input which means that using AI copywriting for giveaways could be a major risk. Inaccuracies, plagiarism, and poor quality are some of the risks of using AI content for your brand. Here's what you should know to help you decide when you should (and shouldn't) use AI content generation for sweepstakes, contests or raffle marketing.

Ready to start? Let's go!

AI Copywriting: How Does AI Content Work For Sweepstakes Marketing?

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