

Here's why Sweepstakes Marketing Should Be Top Priority in Your Promotions Strategy

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Sweepstakes are one of the most popular types of successful promotions, which means that sweepstakes marketing needs to be top priority in your promotions strategy.

via [GIPHY](#)

Why Is Sweepstakes Marketing So Important for Brands?

If more brands knew the power of sweepstakes, they would run them more often. Let's take a look at the benefits of successful sweepstakes for brands:

Traffic

Sweepstakes bring viral traffic which leads to sales. This engagement produces results. In addition by running a sweepstakes on a monthly or annual basis, you can create a ready-made source of leads and autopilot sales for your business.

Customers will come to expect your sweepstakes promotions and will gladly share them with their friends.



Engagement

For brands who are using sweepstakes to boost engagement on social media, sweepstakes encourages social sharing. With sweepstakes, you'll be able to tap into your customers' social network.

