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Avoid Entrant Confusion: How to Create Clear Entry Terms for Your Sweepstakes Participantsaa

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As a brand, your number one job is to make it easy for sweepstakes participants to enter your sweepstakes or contest. However, overlooking optimization of your entry form, Alternate Methodof Entry (AMOE), and sweepstakes advertising, will do just the opposite. Confused entrants don’tenter your sweepstakes.

It seems straightforward. Create an entry form for your sweepstakes or contest.

The question is, does the user experience match sweepstakes participants’ expectations?What can brands do to make it easier for their followers and customers to becomesweepstakes or contest participants?

If you need help with simplifying your sweepstakes entry process to ensure that customers aren’tconfused, keep reading as we show you how to optimize your contest or sweepstakes UXstarting from the entry page.

Ready to get started? Let’s dive in.

IN THIS ARTICLE:

- What do you do if a sweepstakes participant is confused?
- Why is entry form optimization important?
- How to simplify the entry process

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How to Get UX Feedback From Sweepstakes Participants

To get real-time feedback on your sweepstakes or contest entry form UX, follow these tips:

1. Be customer-focused. Make sure that your sweepstakes or contest entry form clearly explains the steps required to enter your promotion in a clear and succinct manner. Let customers know that support is available if they need help.
2. Eliminate multiple options. The primary options on your sweepstakes entry form shouldbe to enter or leave the page. Don’t distract potential sweepstakes participants with unnecessary options. Only include other elements as required by law, such as a link to the Sweepstakes Official Rules, Abbreviated Rules, and the links to the Terms and Conditionsand Privacy Policy.
3. Ask sweepstakes entrants what is confusing. Use website analytics software to detect rageclicks, error clicks, dead clicks, and mouse shakes.
4. Ask for feedback in followup messages. Keep tabs on your sweepstakes participants throughout the promotion. If you find that many participants are not completing multiple entries, you may still have issues you need to resolve with your entry form.

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Talk About Your Sweepstakes Entry Process

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