

5 Reasons to Run an SMS Sweepstakes Campaign

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Text sweepstakes, [SMS sweepstakes](#) or text to win sweepstakes, are a [type of sweepstakes](#) promotion where participants enter by sending a keyword to a [SMS](#) shortcode or phone number.

Once the participant's message is sent, a [text message marketing](#) platform automatically logs the phone number and the participant is automatically entered to win a prize for free.

Let's explore text-to-win [sweepstakes rules](#), how text sweepstakes work, and 5 reasons why brands are seeing ROI from running a text to win via an SMS [sweepstakes platform](#) and why you should too.



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