

8 Best Practices for Running a Sweepstakes to Boost Social Media Engagement

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Your sweepstakes is an opportunity to boost your social media engagement. A sweepstakes boosted by a strong online presence is an effective way to make a reliable impact on your target audience.

It's not only about posting ads with CTAs to attract sweepstakes participants, it's about making meaningful connections with your existing and potential customers, all of which serves to boost your brand's reputation both online and offline.

To help you get started, here are 8 best practices for running a sweepstakes to boost social media engagement.

IN THIS ARTICLE:

- How do sweepstakes increase social media engagement?
- What are the most important social media engagement metrics?
- How to get customers from sweepstakes participants

How Do Sweepstakes Boost Social Media Engagement?

Social media engagement measurement involves tracking comments, likes, shares, followers, audience growth, clickthroughs, and mentions.

As participants enter your social media giveaway, they will naturally engage with your postings. Ultimately, the greatest measure of sweepstakes success is an engaged audience.

Social media allows you to monitor and qualify the engagement of your target audience with your sweepstakes.

As a brand, it's quality, not quantity that you want to focus on when it comes to social media engagement.

So a successful sweepstakes is not only one that attracts tons of participants but one that also:

- Gets shared with friends, family, and strangers alike
- Results in potential customers exploring and engaging with your brand website
- Converts to sales
- Gets inactive, existing customers to engage with your brand again

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