

What Are the Differences Between Sweepstakes and Contests?

Here is a [list of our current affiliate partners](#) and [how we earn money](#)

Sweepstakes and contests are different. Trying to decide whether to run a sweepstakes or social media contest?

Both of these promotions are highly effective for attracting new fans on social media. They can even help you engage with existing customers for a salesboost.

However, to ensure compliance with sweepstakes laws and that you are actually selecting the right [type of sweepstakes](#) or contest for your needs, you should know the differences.

Here is an overview of the major differences between a sweepstakes and contest.

IN THIS ARTICLE:

- What [type of sweepstakes](#) or contest to run?
- Sweepstakes and contest legal [definitions](#)
- How a sweepstakes or contest administrator help you choose

via [GIPHY](#)

1. Design The Right Promo for Your Needs

Choosing whether to run a sweepstakes or social media contest shouldn't be about choosing a type of promotion. Instead, think about what your audience actually wants in a free giveaway.

Are they mostly one-time customers? Do they need to purchase your product on a subscription basis? Does your product or service inspire creativity in your audience?

All of these are questions that you should consider before you hire a sweepstakes administrator or contest manager. They can then help you through the planning and design process to ensure that the campaign is designed to hit all of your target metrics.



