What Are the Benefits of Running a Social Media Contest for Ecommerce?aa

Here is a list of our current affiliate partners and how we earn money

Social media contests are extremely popular on social platforms like Instagram and Facebook. Ecommerce brands use social media contests to attract newcustomers, increase brand awareness,and boost sales.

To help you start planning an effective social media contest for your Shopify store or ecommercebrand, here are the benefits and a few things to considerbefore requesting a quote for contest management.

Ready to dive in? Let's go!

IN THIS ARTICLE:

- How do social media contests benefit brands?
- Why should an ecommerce brand use a contest company?
- What ecommerce brands should do after a social contest ends

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What Is a Social Media Contest?

Social media contests allow participants to interact with brands on social media.

The most popular social media contests are held by brands on Instagram, TikTok, YouTube,Facebook, Twitter, LinkedIn, and Pinterest.

Top brands use contest and sweepstakes platforms to manage their promotions.

Participants submit user-generated content as their contest entries in exchange for a chance to win a prize for free. On the other hand, with the properliability/releases, brands gain user-generated content that they can repurpose later for marketing.

