







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

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

To help you start planning an effective social media contest for your [Shopify](#) store or ecommerce brand, here are the benefits and a few things to consider before requesting a quote for [contest management](#).

Ready to dive in? Let's go!

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- How do social media contests benefit brands?
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- 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 proper liability/releases, brands gain user-generated content that they can repurpose later for marketing.



