

10 Ways to Exceed Customer Expectations with a Social Media Contest

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

Every brand wants to exceed customer expectations for a social media contest. Generally, customers set expectations for social media promotions based on the image of your brand that your customers already hold in their minds.

For other social media contest participants, entering your sweepstakes or giveaway will be their first customer experience with your brand. Customers need to have these expectations met in order for them to feel comfortable enough to share your brand with their friends or buy your product or service.



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