5 Creative Ways to Promote Your Sweepstakes to Existing Customersaa

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

Few things get your existing customers as excited as a sweepstakes. As with any sweepstakes or contest,the success of your promotion doesn't only depend on attracting new sweepstakes participants. It alsodepends on marketing it to your existing customers. These are the people who are most likely to make apurchase from your brand during your sweepstakes.

If the goal of your sweepstakes or contest is to boost sales or increase customer loyalty, then you need tomake sure that your promotion appeals especially to your core audience. Furthermore, targeting also helpsyou to identify buyer persona characteristics among new participants. Then you can send these participantsdirectly to sales funnels that are designed for warm traffic and qualified prospects.

Want to get some creative inspiration for your next sweepstakes? Read on to learn more about how to designyour sweepstakes marketing so that it appeals to existing customers. Following these tips to also help yoursweepstakes promotion attract a highly targeted audience of sweepstakes participants and new customers.

IN THIS ARTICLE:

- How do you grow sales with existing customers and a sweepstakes?
- How do you use sweepstakes in a loyalty program for existing customers?
- What is the importance of social listening for sweepstakes?

via GIPHY

1. Reactivate Old Existing Customer Lists With a Sweepstakes

Make sure that your sweepstakes marketing email list or SMS subscriber list undergoes cleaning andverification in order to ensure that any outdated, bounced, or unsubscribed emails or mobile phone numbersare removed. Then you can send a reactivation message to those existing customers to invite them toparticipate in the sweepstakes.

Since they are existing customers, you can also encourage them to complete multiple entries which will helpyou to gain more followers on your social media channels. This will also help with your sweepstakes goingviral as it will tap into an existing pool of highly targeted buyers.

via GIPHY

2. Design Sweepstakes Marketing Creatives for Your Influencer Customers

Influencers and brand ambassadors make up a portion of your customer base and are also likely to referpeople to your brand. Make sure that your sweepstakes marketing creatives appeal to these influencerbrands. If you have entered into formal agreements for them to promote your sweepstakes, you shouldconsider designing custom creative sets that match their brand (and also make clear the relationship withyour brand).