







# How to Create a Viral Sweepstakes or Contest

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Brands want to create viral sweepstakes every time they run a new campaign. But to go viral with a sweepstakes or social media contest isn't just the result of sheer luck. It requires specific sweepstakes marketing techniques, the right timing, and other key features to get that extra boost to create a viral sweep. To boost the chances of your sweepstakes going viral, follow these viral sweepstakes tips and learn the key features your sweepstakes must have to achieve virality.

## IN THIS ARTICLE:

- What makes a sweepstakes go viral?
- Why do social media contests go viral?
- Do brands get paid when sweepstakes go viral?

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## What Is a Viral Sweepstakes?

A viral sweepstakes is a sweepstakes that achieves a high level of awareness due to frequent shares, reposts, and engagement from fans on social media networks, [news websites](#), sweepstakes aggregators, search engines, and email.

A single viral sweepstakes can generate a significant boost in traffic, leads, and sales for your brand.

And because the majority of the traffic to a sweepstakes comes from social shares, it's possible for a sweepstakes to go viral easily if you choose the right prize and do sweepstakes marketing.

However, creating a viral sweepstakes or social media contest isn't easy.

So how do you get your sweepstakes to go viral? Read on to learn why sweepstakes go viral and best practices for how to run a viral sweepstakes or contest.

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## 10 Top Viral Sweepstakes Marketing Tips to Go Viral

### 1. Focus on the Sweepstakes Prize

The [sweepstakes prize](#) changes the way that participants view your sweepstakes. You'd be amazed at how easy it is to make a sweepstakes go viral using the best [sweepstakes prizes](#).

First impressions also matter when it comes to sweepstakes and that's why it's essential to choose the right prize when creating viral sweepstakes.

### Top Viral Sweeps Tips

- Take time to pick a good sweepstakes prize
- Use proven sweepstakes marketing techniques
- Promote your sweepstakes prize to attract more participants

