







# Peas & Carrots: Why Sweepstakes and Experiential Marketing Go Hand in Hand

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More than ever consumers crave authentic offline experiences with brands, which is why experiential marketing is becoming increasingly important. Brand marketers who run sweepstakes and contests can deliver experiential marketing as [sweepstakes prizes](#). This is the best way to maximize reach for your sweepstakes or contest while also initiating a new and creative way to engage your fans and customers in a physical space.

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## Successful Experiential Marketing for Sweepstakes, Contests Drives ROI

When it comes to repositioning a brand or launching a new product, customer experience is critical. You have just one opportunity to connect with your audience. In fact, a McKinsey study found that [70% of the customer's journey](#) is based on how the customer feels that they are being treated. A strategy featuring a sweepstakes or contests with an offline event as the [sweepstakes prize](#), can be highly successful at boosting customer experience KPIs with just a single campaign.

Read on to learn about experiential marketing for sweepstakes, contests, and giveaways, why experiential marketing is important for brands, and examples of experiential marketing as sweepstakes prizes.

Let's go! ?

IN THIS ARTICLE:

- What is experiential marketing for giveaways?
- What are the different types of experiential marketing?
- What are some examples of experiential marketing?

Experiential marketing involves a wide range of martech, advertising, event planning tools, and channels to create an immersive offline experience for consumers. Experiential marketers may utilize live streaming, QR codes, metaverse and web 3.0 apps, brand partnerships, popup shops, and more as part of an offline event.

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## The Benefits of Experiential Marketing for Brands

Brands benefit tremendously from successful experiences. These are the ways that experiential marketing benefits brands:

### Develop Meaningful Connections With Your Audience

According to Khoros, [74% of consumers](#) say that they have a better opinion of a brand after engaging with an experiential marketing campaign. As a result, brands can no longer rely on traditional marketing alone to deliver the best customer experience. To develop meaningful connections with their audience, today's top brands use experiential marketing which is offline and

