







# Do Contests Actually Increase Sales?aa

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Do contests actually work? This article addresses whether contests actually increase sales and the best way to run contests to boost sales.

Running a contest for the first time without having any idea as to the results you can expect is like throwing your marketing ad spend right into the bin. You think you are doing something that will increase sales, but you don't know exactly how.

Without a clear plan, awesome prizes, and the right martech stack, your chances of success from contest marketing is low.

via [GIPHY](#)

On the other hand, knowing that you want to run a contest to increase sales is a good place to start. You already know what your sales numbers are and the targets that you'll like to reach. You can then assemble the right team and tools to help you achieve your contest campaign metrics.

So, do contests actually work to increase sales? Yes, they do. Contest marketing allows you to increase brand awareness and attract leads. With greater awareness of your brand, you'll be able to sell your products or services to a larger customer base.

## IN THIS ARTICLE:

- What are the types of contests?
- Is it worth it to run a contest?
- what is the purpose of contest marketing?

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## What Is Contest Marketing?

Contest marketing is designed to create a positive retailer-related experience for consumers. The cost is to create an affinity for the products or services that a brand sells, and collect information about the contest participants that will help the brand with future sales and marketing campaigns.

The idea of giving away prizes to contest winners may seem like an expensive endeavor. However, with a [contest platform](#), analytics tools, CRM software, contest marketing can be highly effective for acquiring loyal customers.



