

How Do You Run a Contest That Is Profitable?aa

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If you are planning to run a contest or giveaway, you need to take steps to ensure that your contest campaign is designed to achieve your goals.

Here is how to make sure that you run a contest that is profitable, step by step.

IN THIS ARTICLE:

- What is a contest campaign?
- Where to run a social media contest?
- Why are contest metrics important?

How Do You Ensure a Successful Contest?

The main goal of a contest is to generate brand awareness, leads, and sales. If these goals are not achieved, then you should rethink your approach to contests.

Often we've found that this is the result of companies not using martech tools or [contest administration](#) services.

DIY contests tend to perform poorly because the in-house marketing team does not have the experience or access to the data needed to optimize contest campaigns to attract participants.

As a platform for sweepstakes, contests, and raffles, we have all of the resources that you need to become successful at running giveaways for your brand.

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