







# Here's Why Sweepstakes Marketing Should Be Top Priority in Your Promotions Strategy

Here is a [list of our current affiliate partners](#) and [how we earn money](#)

Sweepstakes are one of the most popular types of successful promotions, which means that sweepstakes marketing needs to be top priority in your promotions strategy.

via [GIPHY](#)

## Why Is Sweepstakes Marketing So Important for Brands?

If more brands knew the power of sweepstakes, they would run them more often. Let's take a look at the benefits of successful sweepstakes for brands:

### Traffic

Sweepstakes bring viral traffic which leads to sales. This engagement produces results. In addition by running a sweepstakes on a monthly or annual basis, you can create a ready-made source of leads and autopilot sales for your business.

Customers will come to expect your sweepstakes promotions and will gladly share them with their friends.



### Engagement

For brands who are using sweepstakes to boost engagement on social media, sweepstakes encourages social sharing. With sweepstakes, you'll be able to tap into your customers' social network.

