

Contest Marketing: What Is It and How Does It Improve Brand Awareness?

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Contest marketing is a powerful way to drive brand awareness and attract new customers. Social media contests are actually one of the fastest ways that new products and growing brands are able to increase brand awareness among their audience.

Here's how to use contest marketing to increase visibility for your brand as you attract new participants to your contest and turn them into customers.

IN THIS ARTICLE:

- What is brand awareness?
- How do brands create brand awareness online?
- How does contest marketing help brand awareness?



What Is Brand Awareness?

Brand awareness describes the degree of consumer familiarity with a product by its name. Brand awareness happens as the public is exposed to the product and is educated of the qualities that distinguish the brand from its competition.

