

Why Brands Should Use Deals and Sweepstakes to Reward Fans

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Top brands love to use deals and sweepstakes to reward their most loyal customers and fans. To build customer loyalty and trust, brands should show customer appreciation by running giveaway promotions. The best rewards and giveaways will make your fans feel like Christmas just came early while also benefiting your brand.

How do you convince new customers to buy from your brand? How do you get existing customers to return? How do you boost sales on shopping holidays? And most of all, how do you improve customer loyalty?

Add deals and sweepstakes to reward your fans.

Read on to learn why brands should run sweepstakes and contests, why deals and sweepstakes should be a part of your customer loyalty strategy, and what are the best ways to deliver a positive customer experience through deals and sweepstakes.

IN THIS ARTICLE:

- Why do brands use deals and sweepstakes?
- What are some popular sweepstakes and deals ideas?
- What is the best way to reward loyal customers?

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Sweepstakes and Deals Attract New Customers and Followers

Free rewards attract new customers to your business. Offer a chance to win a prize for free via a sweepstakes or a low-risk opportunity to try out your product or service for the first-time via a deal or coupon offer. This will establish a relationship between your brand and your customers based on value from the start. Sweeps and deals also increase your social media engagement.

Sweepstakes are also the best option for lead generation to boost your sales or increase brand awareness in order to attract new customers. Sweepstakes and deals enhance the long term value of your customers and help you personalize your products and services to their needs to ensure that they remain loyal to your brand.

An effective deals and sweepstakes promotion strategy should not only deliver a short term sales boost, but it should also increase the value of your brand. Deals and sweepstakes should keep your brand top of mind and relevant to customers, not serve as a way to offload old inventory or attract customers based solely on price.

Your deals and sweepstakes should encourage customers to commit to your brand because that is the only way that they get to enjoy the deals, discounts and other perks that your brand offers to subscribers or during a sweepstakes or social media contest.

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