

How to Choose the Right Tools for Sweepstakes or Contest Marketing

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Sweepstakes or contest marketing grows your business at lighting speed by allowing you to tap into the viral nature of online marketing.

One of the best things you can do to maximize your results from a sweepstakes is to put as much effort as possible into your promotion.

To help you get started, here are some tips on how to choose the right tools for sweepstakes or contest marketing.

IN THIS ARTICLE:

- How to make your sweepstakes more effective with viral sharing
- What features should a contest marketing app offer?
- How to find the sweepstakes audience with buyer traffic

via [GIPHY](#)

Announce Your Sweepstakes Via the Right Tools for Viral Sharing

You need to be sure that you properly announce your sweepstakes via the channels that are most likely to help your sweepstakes go viral.

Free Ad Maker for Social Media and Video Advertising

Create awesome ads for your sweepstakes or contest in seconds with the Adobe Express free ad maker. Customize your advertising by including trending images, high impact fonts, and high quality design assets. Create your ads now.

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For large brands, this might involve running a commercial during a big sports event. For smaller brands, influencers can be highly effective at getting the word out.



