

10 Sweepstakes and Contest Marketing FAQs You May Not Know -Answered!aa

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Here at Sweepsify, we often get questions from brands about running sweepstakes and contests, and we do our best to answer all marketing FAQs. But it occurred to us that it also might be helpful for you to know more about some of the most commonly asked marketing questions we get related to sweepstakes and contest marketing.

So here are 10 sweepstakes and contest marketing frequently asked questions you may not fully know the answers to, answered just for you!

IN THIS ARTICLE:

- What are common sweepstakes questions?
- What marketing questions should I ask a [sweepstakes company](#)?
- What are the do's and don'ts of sweepstakes and contests?

via [GIPHY](#)

1. How Much Does a Sweepstakes Cost? What's the ROI?

One thing to be clear about – contest or sweepstakes marketing is never free. Even if you have your in-house marketing team assist with [customer support](#) and engaging sweepstakes participants, there is always a cost. The key is to ensure that you get the maximum ROI from the time, marketing, and ad spend that you put in to promote your sweepstakes or contest.

The cost considerations are numerous for sweepstakes and contests and include the following:

- Sweepstakes administration / [Contest management](#)
- Prize fulfillment
- Winner eligibility verification
- Registration and bonding
- State filings to alcohol boards (for alcohol companies)
- Drafting of [Official Rules](#)
- [Legal compliance](#)

You also have to integrate your sweepstakes or contest [marketing tools](#) with your CRM, analytics and data tools to ensure that you have a full picture of how your fans and customers engage with your promotion.

There is no guaranteed ROI. Your ROI will fully depend on your ability to design a promotional marketing campaign that is a winner with your audience. This is why you should work with a sweepstakes or contest company to get the answers to your marketing FAQs and ensure that their technology can be successfully integrated with your martech stack.

via [GIPHY](#)

2. Which Marketing Channels Work Best for Sweepstakes and Contests?

