

All of the Benefits of Sweepstakes Marketing for Brands

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

A [sweepstakes platform](#) is an essential tool for sweepstakes marketing that brands need to have in place.

Effective sweepstakes marketing helps brands maximize their ROI from their promotions.

Why?

The positive benefits of sweepstakes marketing become evident as your promotion helps to increase brand awareness, attract leads and sales, and increase engagement.

Here are the benefits of having a sweepstakes marketing strategy and how to create one.

IN THIS ARTICLE:

- Why are sweepstakes effective?
- What is sweepstakes marketing?
- Why and when to hire a [sweepstakes company](#)



What Is Sweepstakes Marketing?

Sweepstakes marketing communicates why participants should choose your sweepstakes, including the benefits of your promotion, the prizes, and the requirements for participants as set forth in the [official rules](#).

Sweepstakes marketing can include any number of methods such as paid search ads, social media marketing, influencer marketing, and email marketing in order to attract participants to enter.

Sweepstakes Marketing Is Used by Top Brands

The vast majority of Fortune 500 companies are using sweepstakes marketing. In fact, it's also used by

