

4 Tips to Make Your Sweepstakes or Contest Appealing to New Participants

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

A sweepstakes or contest is the best way to get buzz for a new product launch, boost sales or attract new customers. If you want your promotion to be successful, you need to attract as many participants as possible.

These 4 tips will help you get amazing results from your sweepstakes or contest. By following these steps, you'll be able to make your sweepstakes or contest highly appealing and attract more participants.

Let's dive in!

IN THIS ARTICLE:

- How to choose a [sweepstakes prize](#) your audience wants
- Does simplifying contest entry to help with collecting participant data?
- Why you need to "sell" your sweepstakes or contests to attract participants



1. Offer a Sweepstakes or Contest Prize That Excites Your Audience

