

The Ultimate Guide to Using Email Marketing and Sweepstakes to Increase Sales

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Discover how to use email marketing and sweepstakes, contests, and giveaways to increase sales. Companies need to meet their sales goals, especially during holiday periods.

Whether you're just getting started or you are revamping your existing sweepstakes marketing strategy, these tips will help you to increase sales. By leveraging the power of email marketing, you can engage with customers, share content, send offers, and ask for the sale.

The options are virtually endless when it comes to promotional email marketing techniques. However, giveaways are a unique opportunity to deploy some specific email marketing techniques that you should be aware of.

In this guide, we'll give you an overview of how to do email marketing effectively for a giveaway, some giveaway email examples, and how to get a strategy going that will boost sales.

IN THIS ARTICLE:

- How do you do email marketing for a giveaway?
- What type of emails perform best with sweepstakes participants?
- How does email marketing increase sales?

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How Does Sweepstakes Marketing Grow Your Email List?

A sweepstakes automatically builds a list of email subscribers. That is because participants have to enter their email addresses on sign up.

Sweepstakes participants are typically required to provide this information so that you can have an easier time of notifying them if they've won or of the sweepstakes winners announcement.

Depending on your [official rules](#) (and yes you must define how you plan to use the email addresses you collect from your sweepstakes participants), you should be able to use these emails to send follow-up messages during and after your sweepstakes.

The email list is built from the sweepstakes entry form and users must opt-in to receive emails from your company.

Why Are Email Open Rates Higher During a Giveaway?

Part of the reason why it's essential to do email marketing during a sweepstakes is because you'll have a captive audience. Your participants will be waiting to see what surprises your campaign has in store and to see if they won.

As a result, they will check and read your emails frequently throughout the campaign. This is unlike a traditional email campaign where the user has little incentive outside of your email

