

Contest Marketing Best Practices for a Successful Promotion

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

Contest marketing when done effectively helps you connect with your followers and convert that engagement to sales.

Successful contests begin with knowing how to use the right techniques, tips, and advice to stay ahead.

If you want your next campaign to be a success or just interested in knowing what the best practices are for contest marketing, then take a look at these tips.

IN THIS ARTICLE:

- What must [contest official rules](#) include?
- How are contests different from sweepstakes?
- What are the rules for social media contests?

via [GIPHY](#)

Why Are Contests Effective?

Contest marketing is extremely effective for promoting and accelerating the growth of your business. Customers love the chance to win a free prize and awesome prizes make for a really strong incentive to enter a contest.

In addition, contests and giveaways are a great way to keep your repeat customers engaged while improving customer experience.

Sweepstakes, contests, and giveaways are promotions that marketers run when they want to build brand awareness or attract leads and sales on a large scale.

How Are Contests Different From Sweepstakes?

Contests are different from sweepstakes in that the prize isn't awarded to winners selected randomly.

Contest entries are judged according to skill and specific criteria set forth in the [contest Official Rules](#). As a result, only your most loyal and engaged fans are likely to enter a contest.

Contest entries generally require a submission of [user-generated content](#) (UGC), such as a photo, video, or written content along with the entrant's personal information.

These games of skill are designed to be effective at achieving marketing goals while ensuring that they comply with all applicable promotion laws in terms of consideration.

Contests Must Comply With All U.S. Contest Laws

Do No Purchase Necessary Laws also apply to contests? The short answer is no. "No purchase necessary" disclaimer is not required for contests.

