







# How to Design a Viral Video Contest for Social Mediaaaa

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The organic reach of a viral video contest is unparalleled when you use social media platforms like TikTok, Twitch, and YouTube. Even still, some topbrands do not run video contests at all, which means you have a major opportunity to capture your competitors' audiences and customers!

If you want to know how to get a flood of participants, leads, and sales, follow our tips on how to design a viral video contest. Read on to learn how to go viral with a video social media contest that increases brand awareness and boost sales.

Let's get started!

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- What are the key success factors for viral video contests?
- What [type of contest](#) videos go viral?
- How do online video contests work?

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## What Is a Viral Video Contest?

An online video contest is a contest in which participants submit videos they created as contest entries. The contest Sponsor will then judge the videoentries and select a winner. Typically, the video that is selected as the video contest winner is the most creative video or most watched video.

Today we're going to talk about how to create a viral online video contest. An online video contest helps you leverage your participants to have them create [user-generated content](#)(UGC) for your marketing. Thanks to the viral nature of social media, this [type of contest](#) willhelp to get massive exposure andengagement for your brand.



