

Why Do Brands Run Social Media Contests and Sweepstakes?

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Have you wondered why companies run social media contests and sweepstakes? What are their goals and how do free prizes attract participants?

Although some people worry that social media contests are scams, many legitimate brands giveaway prizes, sometimes very large prizes such as vacations or cars.

These promotions are not a waste of money. In fact, brands should consider social media contests and sweepstakes as a part of their annual [marketing budget](#).

To help you get started, here's what you should know about why brands run social media contests and sweepstakes and how to run one step by step with our quick start guide.

IN THIS ARTICLE:

- What is the purpose of contests?
- What do brands need to run a social media contest?
- How brands can leverage data from social media contests and sweepstakes



