

Top 10 Tips for Promoting Contests & Sweepstakes

- 1 Optimize & customize.** In order to draw attention to your promotion, you need to make sure your app is visible on your Facebook Timeline. Move the app into a top 4 position under your cover photo and add a custom app icon that includes a basic call-to-action such as “enter to win!” [Get more tips for optimizing your Facebook promotion.](#)
- 2 Include it in your cover photo.** Customize your cover photo with a strong visual and headline, but be sure to leave out a call-to-action as that violates Facebook policies.
- 3 Post frequently.** Post frequent reminders and updates to your Facebook audience. Also, you’ll want to pin a post to the top that includes a link to the app to make sure it gets maximum visibility.
- 4 Send an announcement.** Reach out to your existing audience with an email announcement that includes a link to enter.
- 5 Add to your website.** Ensure your website visitors know about your promotion by including it in a banner ad or blog post. You can even add the promotion to your website by utilizing the microsite or embed option so visitors can enter directly through your website.
- 6 In-store signage.** If you have a physical location, in-store signage or announcements are a great way to get the word out about your promotion.
- 7 Catalogs or packing slips.** For internet retailers, consider promoting your contest or sweepstakes in your catalog or with a simple message on a packing slip.
- 8 Reach out.** Reach out to influential people in your industry such as bloggers , and ask them to post about it to their audience.
- 9 Draft a press release.** A press release is a great way to reach a large audience and obtain coverage for your promotion.
- 10 Advertise.** Search advertising, display ads and Facebook ads are all great opportunities to get the word out about your promotion.

Increase entries and participation in your contest or sweepstakes by ensuring your audience knows about your promotion. Frequent reminders and updates are a great way to increase engagement. You can reach new fans and followers by utilizing ads and reaching out to influential people in your community who can help spread the word. Remember, any touch point you have with a fan or potential fan is an opportunity to promote your contest or sweepstakes.

