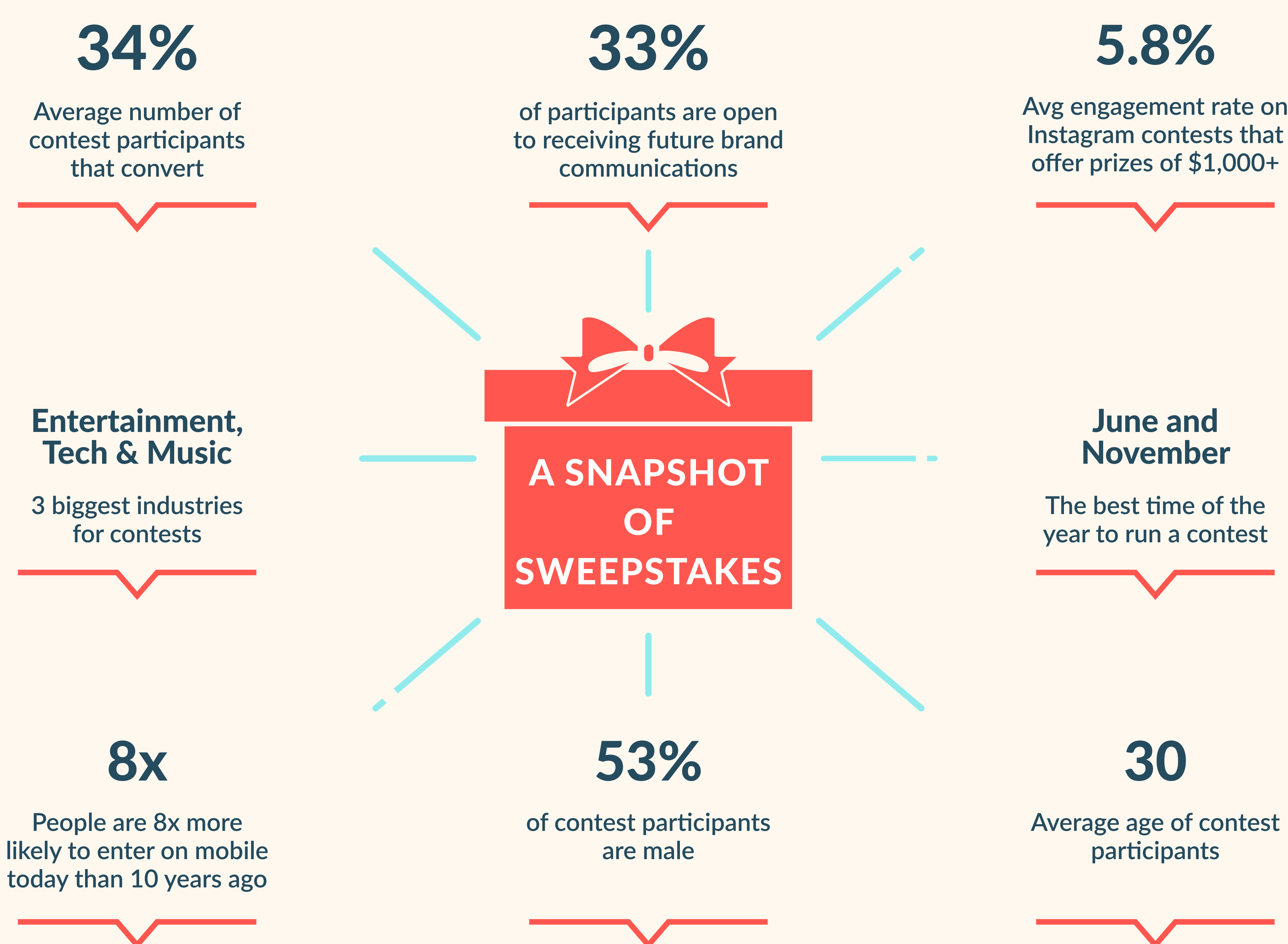
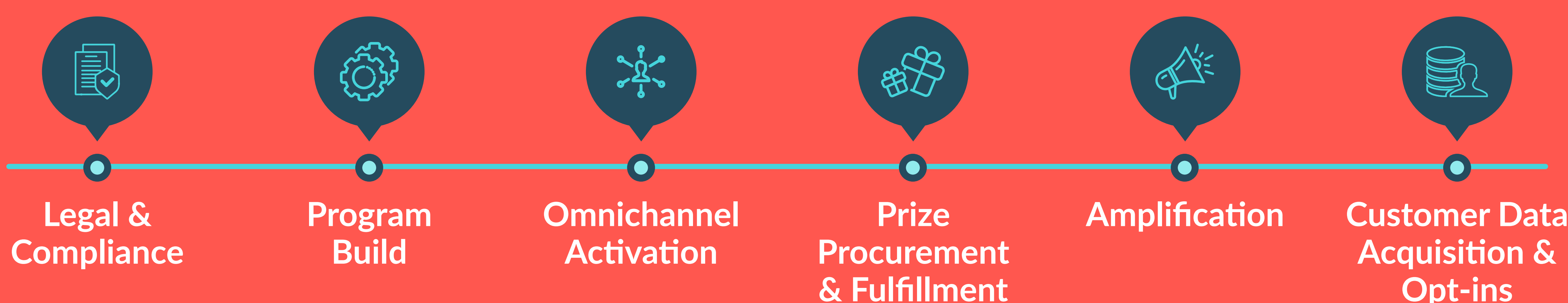


THE ANATOMY OF A SWEEPSTAKES PROMOTION

Sweepstakes are the perfect promotion for retailers and brands that want to raise brand awareness, acquire and engage customers, and increase sales. Here's how to run them.



THE 6 STAGES OF SWEEPSTAKES CREATION



SWEEPSTAKES HELP BRANDS & RETAILERS



13 INNOVATIVE IDEAS TO LEVEL UP YOUR IN-STORE SWEEPSTAKES

- KEEP IT SIMPLE**
Make it quick and easy to enter.
- LET THEM WIN THEIR WAY**
Whether it's in-store, text-to-win, or social media.
- HARNESS SOCIAL MEDIA**
23% of customers visit brand social media channels to enter contests.
- OFFER RELEVANT REWARDS**
Include prizes your customers value.
- EMBRACE GAMIFICATION**
Add some fun for engagement and a sense of accomplishment.
- NO PURCHASE? NO PROBLEM!**
Use non-purchase sweepstakes to create awareness and excitement.
- MEMBERS ONLY**
Run members-only sweeps to reward your most loyal customers.
- GO RETAILER SPECIFIC**
Partner with retailers to strengthen relationships.
- MAKE IT SCALABLE**
Use customer data to scale, adapt, and optimize your sweepstakes.
- FOMO FTW**
Put a time limit on your sweepstakes to create urgency.
- LAYER YOUR PROMOTIONS**
Add further gratification with instant win or gift with purchase.
- ENCOURAGE SHARING**
Reward customers who tell their friends.
- PROMOTE IT!**
Advertise your sweepstakes across all customer touchpoints.

Raise Your Game With SNIPP CONTESTS, SWEEPSTAKES & PROMOTIONS MANAGEMENT PLATFORM

Create winning retail store sweepstakes that engage your customers and support your marketing objectives.

BEST PRACTICES & STRATEGIES	LEGAL (COMPLIANCE)	PROGRAM BUILD & MANAGEMENT	ACTIVATION	PRIZES	AMPLIFICATION	CUSTOMER DATA
1000+ Contests & Sweepstakes Across Industries & Categories	Full & abbreviated rules Bonding and registration Random winner draw /selection Winner release forms, affidavits Compliance review of POS and other marketing materials AMOE (Alternate Method Of Entry) / NPN (no purchase necessary)	Concept Website build Receipt / Image validation technology SMS/ MMS platform technology Program management Customer support	Omni channel Text e-mail Website API Widget Social	Procurement - exhaustive rewards catalogue Fulfillment - S&H and professional fulfillment	Targeted, omni-channel awareness	Acquisition Opt ins Unprecedented first/zero party customer data Basket level analysis

LET'S TALK

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