



Best Practices for Running Contests

This is an extra resource to go along with the original article:

[6 Reasons You Need to Run a Viral Contest](#)

Start with a main objective for your contest. Do you want to increase brand awareness, promote a product, or build your email list? Having an objective will help focus your efforts and identify whether your contest is a success.

Use your own product as the grand prize. No free iPads, please! By using your own product, you'll attract a target audience of potential customers.

Set the right timeline. Most successful contests run between two to six weeks.

Prepare a series of automated emails. Keep your audience engaged and informed with timely emails about your contests.

Use leaderboards. Leaderboards encourage friendly competition among your contest participants.

Ask for referrals. But don't just ask, incentivize word-of-mouth marketing by offering rewards for referrals.

Create contests rules. Make sure that your contest participants understand the rules, including who can enter, how the winner is selected, and when the announcement is made.

Protect yourself from fraud. [Here's how to fraud-proof your contest.](#)

Promote your contest. Use all available channels, including your website, your social platforms, and paid promotion.

Make signing up easy. Don't ask for too much upfront. Keep it simple by only asking for a name and an email address.