



8 Unforgettable Tips for Running a Successful Contest

*This is an extra resource to go along with the original article:
[How to Motivate People to Share Your Contest Online](#)*

1. Always go in with a goal. Make your goal specific so that you can determine if your contest was a success or not.
2. Choose a prize that's brand-centric. Don't give away free iPads or other generic prizes that aren't related to your brand. Choosing your own product or service as the prize will attract contestants who are potential customers.
3. Use [Viral Boost](#) to encourage the social shares. [Viral Boost](#) can generate up to 35% more social shares.
4. Encourage referrals by offering prizes when a contestant reaches a specific milestone or threshold.
5. Choose the right duration for your contest. If the contest runs too long, you'll decrease the much-needed sense of urgency. If the contest doesn't run long enough, you won't be able to build on social shares. Go with a time between 2 to 6 weeks in duration.
6. Keep your contestants updated and engaged. Send automated emails when contestants reach important milestones.
7. Promote your contest yourself, too! Add a link to your contest's landing page on your blog and website, put it in your email signature, and advertise on social media (organic and paid).
8. Protect your business from fraud. Know the rules and regulations, and how to prevent getting scammed. [Here's how](#).