

Leveraging contests to raise awareness about a brand and generate interest in products and services can be extremely effective. If implemented correctly, contests are an innovative way to invigorate a brand and interact with stakeholders in a competitive market. Through proper planning and execution, you'll be able to demonstrate measurable results and achieve your business goals.

## Affect shares 10 ways to build a contest that will engage stakeholders and build brand awareness:



- 1 Develop a plan.** Your contest will be hard-pressed to generate success without a plan. First determine the goals and results of the contest. Is your brand trying to generate sales leads, drive traffic to a specific site, expand your company's fan base, or something else? Based on your answers, be sure to develop a detailed plan that will meet your goals.
- 2 Know the laws, or a good lawyer.** Understanding the basic laws of conducting contests is important as you begin planning. It may be beneficial to seek counsel from a legal team or reputable public relations agency to discuss the specific laws related to the promotion.
- 3 Be creative with the concept.** If the contest program is unoriginal, it will not garner attention. Because contests require a call to action, such as answering a skill-testing question, the concept must be creative yet straightforward. Do your research to determine what other brands are doing and make it better!
- 4 Make the prize worthwhile.** Remember that people won't enter the contest unless they are compelled to do so. A worthwhile prize is key to get people to enter and make your contest a success.
- 5 Consider a third-party platform.** Work with a third-party expert who can help you identify or develop the appropriate contest platform and set you up for success.
- 6 Use a celebrity judge.** Establishing credibility can be a challenge; one way to overcome this is to invite industry celebrities/gurus to get in on the action. You may be surprised at their willingness to participate and will be pleased with the recognition and visibility they can provide your contest.
- 7 Plan your time frame.** Consider the timing and duration of the contest ahead of time. The duration should be long enough to garner quality entries, yet short enough to encourage an action. Also ensure that the timing of the contest aligns with the overarching contest goals.
- 8 Measure, measure, measure!** Setting measurement goals for the contest is imperative and will prove the value of your efforts. Determine the Key Performance Indicators (KPIs) that will measure the success of the promotion, such as number of votes, entries or clicks to a website.
- 9 Implement a safety net.** One way to ensure your brand's contest yields desirable results is to include a safety net, such as the option to select a wildcard entry or the implementation of a screening process. This will enable you to ensure the best entry wins in the end.
- 10 Market the contest.** No matter how big the brand, every company's contest needs a push to help drive awareness. Make it easy for entrants to share their entries online, and consider developing a press release and conducting media outreach to promote awareness about the contest by generating news and driving people to the site.

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