

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Increase Customer Return with Contests and Sweepstakes

By Kevin Nunley

Increase Customer Return with Contests and Sweepstakes by Kevin Nunley

If customers are comparison shopping and your competitors' prices are about the same as yours, many customers will buy at the last place they visit. It is simply more convenient. However, if they registered for a contest at your site or store, they will return to see if they won. Sweepstakes can make your business the last stop, the place where comparing customers finally make their purchase.

Sweepstakes or contests are a staple of business promotion. I spent many years working in radio, and I *never* worked for a radio station that wasn't carrying on a major contest at all times. Radio people feel almost naked without a car giveaway, CD blow out, or vacation getaway up for grabs. However, not everyone will play a contest (in fact, there's a consistent percentage that think all contests are rigged). Nevertheless, about 20% of the public will play a contest. In total numbers, that's a lot of people. If you could increase your customer base by 20% you would be doing significantly more business. That would be even more substantial if the 20% were very active customers (which contest players tend to be).

Even if only a fraction of your customers are interested in winning, many more will enjoy the increased excitement a contest brings your website or store. Get customers excited about your prize by describing how their life will change when they win it. Don't just tell them they can win a boat, include how a relaxing weekend with sun and waves can bring tranquility, family harmony, and better state of mind at work. Try to find prizes that closely fit the theme of your business. Even small inexpensive prizes are

appealing if offered to a niche audience who deeply appreciate them.

Contests can be a very good way to get a lot of people more involved in your business and increase sales. Give away a product or service that relates to your business. Include a mention of your contest in all your marketing, letters, and email. Always be sure to follow-up after the contest and let customers and visitors know who won the contest and how they are using and enjoying the prize. This follow-up can often be the part people remember the most from your contest campaign.

Huge Free Exposure With a Sweepstakes

By Bruce Scher

Offering potential customers a chance to win a prize, gives them a powerful incentive to visit a site. Create a non-cash prize, aiming to fulfill their true passion or interest.

By Bruce Scher

When I hear or read the words sweepstakes, I immediately think of that major publishing clearinghouse. Which is proof that this kind of marketing is working on me, if I remember their name, and I've never ordered any magazines from them. But, contests and sweepstakes aren't just for the big boys and girls. They produce massive amounts of traffic, are easy to run, and free for any small business to implement.

The great lure of contests and sweepstakes is giving a customer a reason to visit a site.

When a customer sees a chance to win a prize just for clicking on a website, their programmed to reason, "if I don't enter, somebody else will win."

And don't forget another reason people enter. Contests and sweepstakes offers are fun, and consumers want a little excitement while working the web. For additional free tools see my earlier article, "12 Free Tools For Starting a Home Business With No Money," request a copy at email address below.

6 Steps to Running a Successful Sweepstakes

1) Prize

The prize you offer should be related to your site. Chances are better that your visitor will be interested in your prize and your site if they are one and the same. Make the prize significant, since it only costs you a fraction of it's worth, the bigger the value to customers, the more likely they will enter the sweepstakes.

2) Easy to Enter

There are two types of promotions you are run, a contest or a sweepstakes. A simple contest requires the entrant to provide an answer to a question, and the answer is easily found on your website. A sweepstakes is a random drawing, a little easier, because the contestant doesn't have to search your site for the answer. And, most importantly these days, because of spam, ask them if you can email them in the future about special promotions, don't assume you can.

3) Headline

Naturally the words free or win should be in the headline, and incorporate the name or product to help

build awareness. A local restaurant in my city, offers Sal's Free Lunch. Contestants drop a business card or fill out an entry blank, in a large bowl for the weekly drawing.

4) Free Sweepstakes Listings

You can advertise for free on the sites below, and you may find yourself playing a few sweepstakes as you conduct your own research.

www.ezsweeps.com
www.sweepsadvantage.com
www.cashnetsweeps.com
www.onlinesweeps.com
www.contestguide.com
www.contesthound.com

5) Customers/Prospects Emailing

Don't forget to email your customers and prospects about your sweepstakes promotion. It's good will to include them even though you have their names, plus, It's another opportunity to get your name in front of them.

6) Website Announcement

To promote your sweepstakes to new visitors to your site, place announce of your sweepstakes on the main traffic pages of your site. If you publish an ezine, don't forget to include its details here, with a link to the sweepstakes rules and entry form.

This means of free advertising will act as a traffic generator working the length of your sweepstakes bringing in thousands of visitors. Offering potential customers a prize to visit, and the huge amount traffic will be your prize for holding it.

Bruce Scher is a small business advisor and creator of a current sweepstakes,

Increase Customer Return with Contests and Sweepstakes

"Win a Business Start-up." Winner receives 13,500 internet banners, and \$350.00 pay per click search engine credit, plus other prizes. For official rules and entry blank, visit:

or

Huge Free Exposure With a Sweepstakes

Win a Business Start-up

5 Ways To Cruise For Free

New Jersey Resident Wins \$500 National Sweepstakes

10 Mind Blowing Ways To Increase Your Sales

Competition Commando

147 Killer Epublishing Strategies

eWhiz Ad Creator

Traffic Boost News Ticker

Affiliate Diamond



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)

**Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

