



ROADMAP FOR CREATING A SWEEPSTAKES CAMPAIGN FOR CPG BRANDS



Here are some tips for creating the best sweepstakes marketing campaign for your CPG brand.

CPG marketing teams are increasingly called upon to cut through the digital clutter that potential consumers experience. Sweepstakes or contests are popular forms of marketing for CPG products.

If you haven't used these in the past or had much success with them, you may not know where to begin.

HERE IS A ROADMAP TO GET YOU STARTED.

STEPS TO CREATE A SWEEPSTAKES FOR CPG BRANDING AND MARKETING

STEP 01

WHICH FORMAT WILL YOU CHOOSE?

It's a good idea to select a theme for your sweepstakes, which could include a national holiday, an event relevant to your brand, or some other celebration. Some suggestions include:

- ▶ Your company anniversary or the anniversary of the launch of the brand
- ▶ A grand opening
- ▶ Back to school
- ▶ A national holiday

While your sweepstakes doesn't have to be themed, entering to win a fully catered meal for your Superbowl party may have a better chance of attracting customers than something without a theme. For example, Hangar12 helped Treasure Cave Cheese create a sweepstakes around the Super Bowl and March Madness, asking consumers to choose the **Most Valuable Crumble.**

STEP 02

SELECT A SWEEPSTAKE PRIZE THAT WILL ATTRACT CUSTOMERS.

The reality is that most customers aren't joining the contest out of love for your brand, so make the prize an enticing one to increase participation. The sweepstakes prize must be something that a lot of people want but inexpensive enough for you to still have a positive ROI.

Choose a prize that is relevant to your brand so that the people that do business with you will also want the prize. Don't discount the idea of giving away your product or service for free, either; you know your target audience wants it.

STEP
03**CREATE A SWEEPSTAKES PAGE FOR THE CONTEST.**

When you create a separate page for your sweepstakes, use these tips for the content:

- ▶ Feature the value of your prize prominently in the headline.
- ▶ The image you use should impart the value of the prize.
- ▶ Make it easy and obvious as to how people can enter.
- ▶ Use bullet points and simple declarative sentences.
- ▶ Use “How to” and “Why” or “How to Win” to get the reader’s attention.



Use a countdown timer to push customers who might procrastinate.

**STEP
04****ADD A COUNTDOWN TIMER.**

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**STEP
05****ADD A REASON TO SHARE THE CONTEST.**

Encourage social sharing to get more people to enter. Your goal is to get as many people as possible to see the page. Promote the page with social media posts, an email blast, your newsletter, and more.

But those promotions are geared for current customers or subscribers. Adding a line that encourages people to share the post will help you reach a new audience, drive conversions, and capture fresh data on new prospects.

**STEP
06****USE PAID ADS.**

In addition to using free social channels and email, use advertising to extend the reach of your contest.

**STEP
07****SELECT A WINNER AND EARN YOUR ROI.**

The final step in the CPG marketing campaign is to select a winner and turn contest participants into sales. After you let the winner know, then reach out to other entrants to thank them for participating. This email is critical to the entire campaign.

We recommend a new campaign to extend a one-time discount exclusive to contest participants. Put another timer on the campaign to show that the discount ends on a certain date and time. Your new goal is to convert campaign participants into engaged customers.

STEP 1 WHICH FORMAT WILL YOU CHOOSE?

STEP 2 SELECT A SWEEPSTAKE PRIZE THAT WILL ATTRACT CUSTOMERS.

STEP 3 CREATE A SWEEPSTAKES PAGE FOR THE CONTEST.

STEP 4 ADD A COUNTDOWN TIMER.

STEP 5 ADD A REASON TO SHARE THE CONTEST.

STEP 6 USE PAID ADS.

STEP 7 SELECT A WINNER AND EARN YOUR ROI.



SWEEPSTAKES ARE EFFECTIVE FOR CPG MARKETING

Conducting a sweepstakes contest is a highly effective CPG branding and marketing tool. These tips should help you conduct your first campaign, but you are only limited by your creativity when making this type of promotion a new part of your marketing strategies for the future.

Hangar12 is at the forefront of CPG marketing strategy and more.

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