



Article published on March 27th 2012 | [Business](#)

Presence is vital in business. The manager must pull out all the stops and think of creative ways to let his brand name be known in public. Apparently, an effective way of doing so is to hold an online contest to boost the reputation of your company.

Maybe you have heard of this mantra before: “Buy any participating product to get a chance to win.” After all, who does not want to win free stuff like instant bundles of cash or a year’s supply of your favorite lotion? Contests provide a bounty of opportunities for a company to endorse its product or service. Of course, as any other marketing activity, holding a contest requires some homework to be done.

Any business activity requires a sound plan and contests are no exception. Set objectives and goals for the contest by asking yourself enough questions to get started. If done right, contests can yield plenty of precious marketing data your company can use to turn into potential sales.

Some questions you need to ask include: “Who is my target audience?” or “What kind of contest should I hold?” Contests come in a variety of forms, with sweepstakes or random picking being one of the most popular. Every form of contest has its strengths and weaknesses, so you have to have a concrete plan of things that needed to get done in order to launch the contest and ensure the contest’s success.

Experts say that there are also legal issues to consider when organizing and holding contests. Business firms are generally careful with the mechanics of their contests since they do not want to end up being accused of “fixing” the results. Assess contest ideas properly to find a type that meets what you need.

Going back to the random picking example, this type of contest idea is popular because it picks out the winner by chance. It means that neither the contestant nor the contest organizer knows who will win the contest but by taking a leap of faith. As a result, it is nearly impossible to “fix” the results in favor of someone else. With the introduction of a contest platform online, chances of errors in the mechanics can be reduced.

Hold an online contest properly and its investment will be totally worth it in terms of marketing data. While it may take sophisticated software to organize one, it takes proper planning and a sound decision to make it a grand slam success. For more information, visit commerce guides online such as [Ecommerce-Guide.com](#).

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Article Keywords:
contest ideas, contest platform, online contest

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