

Contests - A Great Way In Getting New Subscribers & Traffic
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Have you ever wondered about a catchy way to attract new subscribers for your newsletter or visitors to your website? Contests can be a very useful tool for generating traffic and recruiting new subscribers.

Many people like to have an chance to enter contests and have the opportunity to get something, especially for free. This is the one of the reasons that many people will visit your website or subscribe to your newsletter when you offer some type of prize through a contest. There are many ways you can go about setting up a successful contest on your website.

Depending on the purpose of your website or newsletter, one idea is that if you are selling products or services, to offer them free for a specific time period. This is also a great way to introduce new clients to your business, a fantastic way to give them the opportunity to try your products or services without any strings attached.

There are different types of putting a contest together; here we will discuss the two primary methods:

One of the most popular methods of running a contest is where you offer a contest based on a drawing. You would gather submissions and choose the winner, based on different methods. Some prefer to randomly select the winner while others find a specific method. Once the winner is chosen, you would send them an announcement notifying them that they are the winner and explaining what they have won.

Another commonly used technique in putting a contest together is where you ask the visitors to do or submit something in order to qualify in entering the contest. You can either ask them to create something that would have to do with your business, such as a slogan or promotional idea or they can submit an essay on whatever topic you'd like. You would then pick out the winner, once again sending them notification that they have won and what they prize is.

One thing that is necessary for your contest to be successful is that people have to know about it. Include a

brief description about the contest in your email signature for all to see. You may also want to search for contest pages and have it listed on as many places as possible. Also, on your website you may want to dedicate a page or a section of a page to the contest, the "how-to's" and recent winners. This will also bring traffic back to your site.

Another thing you can do is to create press releases to send out to various online and offline media which maybe interested in your contest. These are all some excellent ways of receiving good publicity to your contest, something that is necessary in order for it to be successful.

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