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Business Contests for Social Networking Sites by [Felix Stendahl](#)

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

The Internet has revolutionized not just the manner of sharing information, but also the manner in which people interact. Because of technology, communication can now be done instantly, regardless of time zone and distance. This click-away interaction was further empowered with the advent of social networking.

The presence of these small groups or communities online has already come a long way. The first email sent in 1971 was just between two computers sitting next to each other. Today, instant messages can be exchanged even if the parties interacting are from the two opposite poles of the globe. Information sharing is also not limited to texts anymore since photos, audio files, and even videos can be easily published or sent over the Internet.

The social networking sites later on evolved into different faces and forms. Friendster was born in 2002, replacing Geocities and Six Degrees, and its popularity paved the way for other similar sites like MySpace, YouTube, Twitter, and Facebook, among others. Even their functions also developed from being mere interaction sites to becoming efficient trading venues.

Today, these social networking sites are also a popular tool for developing marketing techniques such as conducting business contests. For those who are curious as to how they can maximize the social media for the promotional competitions they devise, here are a few brilliant ideas. Basically, these suggestions from business experts focus on timeliness, creativity, and connection.

In terms of timeliness, the business contest ought to be themed appropriately depending on current events and seasons. For instance, back-to-school promos can be devised before another academic year starts. Trick-or-treat and Easter egg hunt contests can be conducted as well during their respective seasons.

Creativity, on the other hand, calls for techniques that can make the most out of the features of various social media. With that, the assistance of business competitions expert consultants can be a big help. These professionals know how to plan and execute photo and video contests whenever applicable and they also have the most brilliant suggestions for advertising the said promotional competitions online.

Finally, these experts on business contests can also help in attracting more participants through interesting strategies that can hook audiences, and by having a sense of connection with the devised competition, people would be eager to constantly join and share the game with more people. Of course, businesses should not disappoint their potential consumers by making sure that their prices and rewards are given appropriately through effective award management systems. For more social media contest ideas and techniques, check out <http://blog.empowerment-group.org/2010/10/creative-contest-ideas-to-promote-your.html>.

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Article Keywords:

award management, business competitions, business contest

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