Launching Online Idea Contests Through the Help of a Contest Application by Felix Stendahl

Article published on May 17th 2012 | Software

Online contests are a great way to generate buzz for your business. If you want to gain trust, heighten brand awareness, and engage your consumers in a meaningful way, you can launch an online contest that will surely bring you more publicity, positive feedback, and a significant return on investment. Online contests are built through the help of a company that designs and manages software that you can use for your online contest.

A software or online contest platform can help you launch your online contest more successfully. While doing this on your own is possible, you want to prevent problems like voter fraud, user complaints, and crashing forms. A contest platform also employs a user-friendly interface, making the task of operating your contest simpler and more engaging. It further calculates your date more efficiently, eliminating the hassles of the traditional way of computing for winners, votes, and the like. Through a contest platform, your company can administer full creative control over the online contest. You can more successfully establish your brand and profile and reach your market effectively.

Through a contest application or platform, companies have more time to focus on building their businesses. Companies can build partnerships, enhance their marketing and communication strategies, and sell sponsorships as well. Furthermore, an online contest platform allows companies to launch different types of contests at a time.

An idea contest is a way of tapping into the minds of the limitless world of online consumers. You can further unlock hundreds of ideas for your business challenges like company names, product names, and taglines. You simply need to identify your business goals and a third-party company can do the rest of the job for you. Launching a new product or promoting a service to boost sales can be achieved with online contests.

Contest ideas come in many forms. For instance, a social network like Facebook is an ideal setting for your contest. This is because Facebook is the most populated social network yet. A contest on Facebook is probably one of the easiest and simplest forms of publicity you can get because information easily gets viral and millions of people can participate in real time. Moreover, people are categorized into their demographic (social class, age, employment, etc.) which can easily help your company address its target market more efficiently.

Idea contests can also be launched in other social networks like YouTube and Twitter. Video contests are a more specialized yet dynamic means of eliciting public participation, while Twitter provides an instantaneous micro-blog for marketing your brand. If you would like to read up some more on ideas for your online contest, visit: openforum.com/idea-hub/topics/marketing/article/7-facebook-contest-ideas-for-small-business and toiletpaperentrepreneur.com/accounts-receivable/contest-ideas-for-promoting-your-business/.

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Felix Stendahl - About Author:
contest ideas, idea contest, idea contests

Article Keywords:
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