

## Contests

There are many different types of contests that can be effective for small businesses, depending on the business's goals and target audience. Here are a few examples:

**Social media contest:** Host a contest on social media platforms such as Facebook, Instagram, or Twitter. The contest could be a photo or video contest, a caption contest, or a hashtag contest. The prize could be a product or service from the business.

**Referral contest:** Encourage current customers to refer their friends and family to the business by offering a prize for the person who refers the most new customers.

**Sweepstakes:** Host a sweepstakes where customers can enter for a chance to win a prize by visiting the business or by filling out an entry form online.

**Giveaways:** Host a giveaway on social media platforms or on the business website where customers can enter for a chance to win a prize.

**Trivia:** Host a trivia contest related to your business or industry, offer a prize to the winner.

**Creative challenge:** Host a creative challenge related to your business or industry and ask customers to submit their entries in form of a video, a photo, a drawing, a song etc.

It's important to consider the audience and the way the contest will be promoted, also make sure the contest is in compliance with the legal regulations in your area

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.