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ONLINE PROMOTIONS

**When it comes to Online Promotions,
we make it simple and very effective.**

Online entry is now the #1 way in which people enter a Sweepstakes, Game, or Contest.

Utilizing the internet as the only means of entry is now perfectly legal since internet access is considered to be available to the masses. Online Promotional Games are here to stay. The internet serves as a convenient and effective place to post the official rules of online promotions, and helps to meet the legal obligation. We at the American Sweepstakes and Promotions Company work with clients to drive real business objectives and help to create interactive internet promotions that can work on their own or integrated with an off-line program. Clients seek our help to:

- Initiate a one-to-one dialog with permission-based online programs that open a direct line of communication with customers
- Engage customers through online experiences that build the brand and the product/service features and benefits
- Gather customer intelligence accurately and cost-effectively to build databases
- Connect online and offline messages into an integrated online promotional campaign
- Motivate customers to take action – register, visit a retail location, demo/try a new product, refer a friend/associate, complete a survey, train and educate, build brand loyalty and increase purchases

