# 4 Tips on Running a Traffic Generation Contest

One of the best ways that you can generate traffic for your website is to create a contest. Contests are great because everyone loves participating in the competition and especially if you are offering some kind of great reward or prize. Generally, the best way to do a traffic generation contest is to offer a reward for them to refer new people to your website. Obviously, you’ll have to set up some sort of method for recognizing the referrer but here are some tips on actually running the contest once you get it organized and planned.

1. Set a goal for your contest. Know what you’re trying to achieve before you begin. Have your results in mind before your launch day. If you’re trying to get 1000 new people to visit your site with this traffic generation contest then you will be able to take steps to achieve that goal. If you just have a general goal of getting people to visit your site or increase your traffic you’ll have much less success because you haven’t defined your goals.
2. Advertise it several days in advance. If people don’t know about it they are going to participate in it, and if you only advertise it on launch day you’re only going to get a fraction of the people you would have a few advertise that beforehand.
3. Tell your participants clearly what you want from them. If you’re trying to generate traffic, then tell them that you want them to refer people to your website. If you don’t let people know why you’re running your contest and what you expect to get from it, they aren’t going to know what to do to help you achieve your goal.
4. Finally, give people something really great if they actually do participate in your contest. For example, if you decide that you’re going to give away a prize to the person that refers the most people to your site, then make sure that the prize that you give them is a really great one. Even if you were giving away a prize for everyone who refers someone to your website, you still need to make sure that the prize is worth it. Obviously, the price for the person that refers the most people is going to be quite a bit larger than the one for people who refer just a single person both should be valuable.