

PROMO
WHEELS
OF FORTUNE

**Top 10 Prize Ideas
for Your Customized
Wheel of Fortune**

**Boost Engagement, Excitement, and Sales With the Right
Giveaway Strategy**

PromoWheelsOfFortune.com

Introduction

Why the Right Prizes Matter

A spinning prize wheel is an attention magnet—but the real secret to success lies in the prizes. Choose the right mix, and your wheel becomes a powerful marketing tool that drives foot traffic, builds loyalty, and increases conversions.

This guide shares 10 proven prize ideas to inspire your next campaign, plus tips to choose the best rewards based on your business goals and budget.

How to Choose the Right Prizes

Consider these three key principles:

1. VALUE MIX

Offer a mix of low, mid, and high-value prizes. Most spins will win smaller items, but the presence of a big prize increases excitement.

2. BRAND ALIGNMENT

Choose items that reflect your brand identity and appeal to your audience.

3. BUSINESS GOALS

Are you driving sales? Building awareness? Growing your email list? Match your prizes to your goal.

Top 10 Prize Ideas

1. Discount Vouchers

Offer a % off your product or service (e.g., 10%–50%). These are easy to fulfill and drive direct sales.

2. Free Product or Sample

Give away your actual product, a mini version, or a sample pack. Great for introducing new customers to what you offer.

3. Branded Swag

Tote bags, pens, mugs, or t-shirts with your logo. These build brand awareness long after the event.

4. Gift Cards

Always popular—either for your own store or a popular platform (like Amazon or local coffee shops).

5. Mystery Box

Add intrigue by offering a surprise prize. It adds excitement and can include overstock or themed gifts.

6. Buy-One-Get-One (BOGO) Deals

Entice customers to purchase by rewarding them with a free item when they buy.

7. Loyalty Points Boost

Reward loyal customers with extra loyalty points to keep them engaged.

8. Social Media Feature

Offer winners a chance to be featured on your Instagram or website—people love the spotlight!

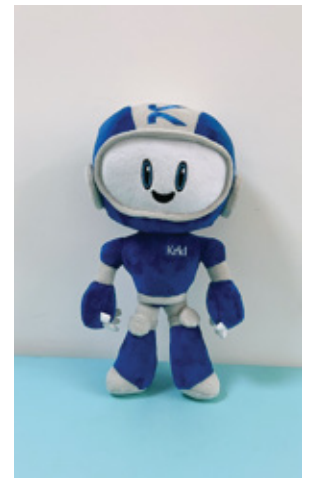
9. VIP Upgrade

Offer special access, faster service, or premium-level perks. Ideal for service-based or subscription businesses.

10. Grand Prize Giveaway

This could be a higher-ticket item like an experience, a bundle, or a limited-edition product. Even if rare, it fuels excitement!

PRIZES IDEAS



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