



Webinar starting shortly...

Master Class

Making your Best Of a Year-Round Revenue and Audience Generating Machine

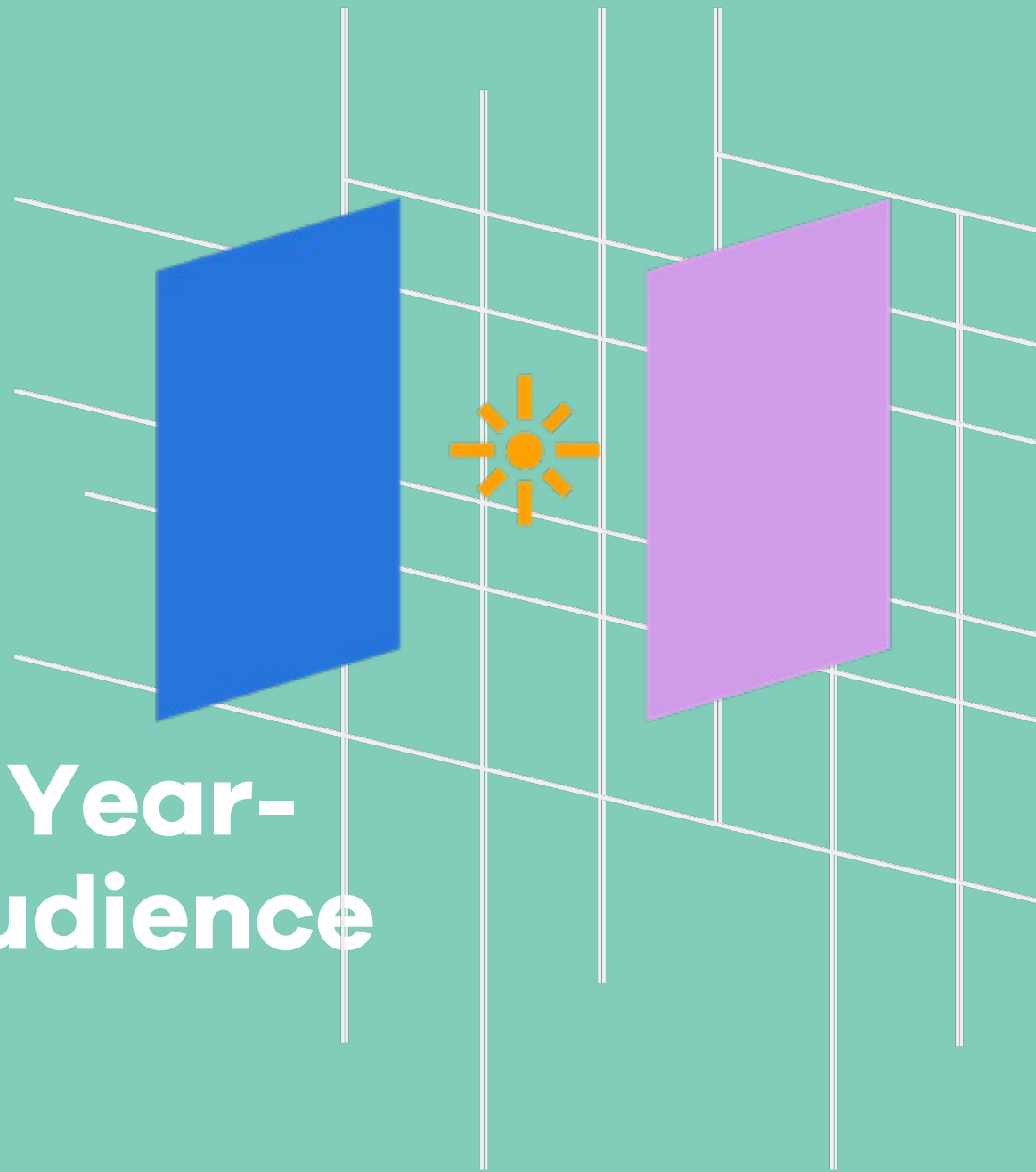




Second Street

Master Class

Making your Best Of a Year-Round Revenue and Audience Generating Machine



Welcome



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com



Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com

Do you have questions?

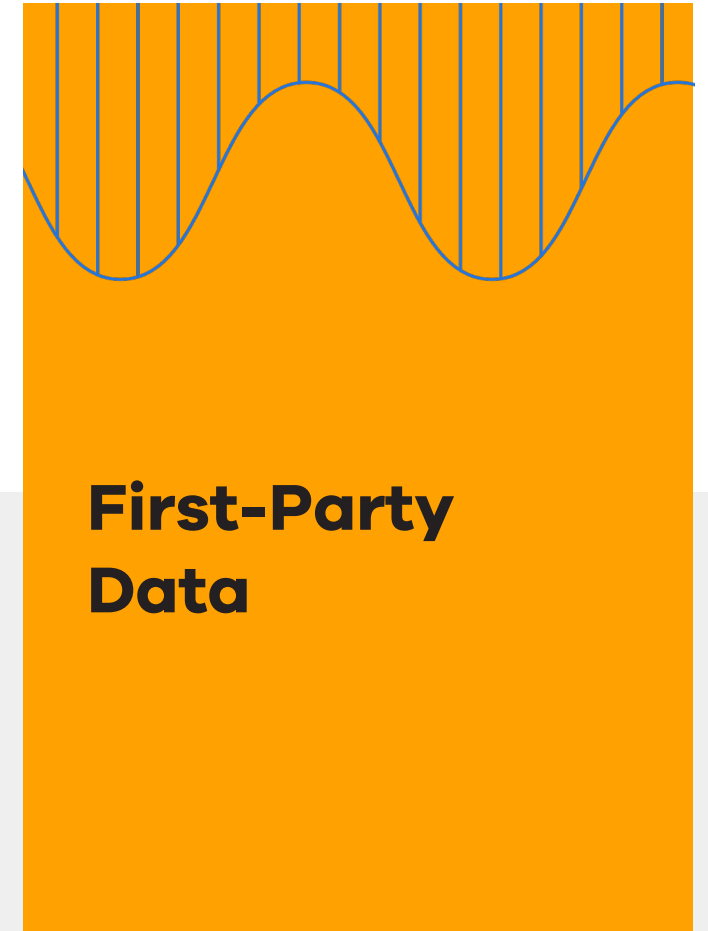
Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





Level Set

Three Things you are Focused On





Best Of is the top
REVENUE
initiative of the year!



Best Of is the top
AUDIENCE
initiative of the year!



Best Of is the top
FIRST-PARTY DATA
initiative of the year!

2022 People's Choice of SWLA

American Press / Lake Charles, LA

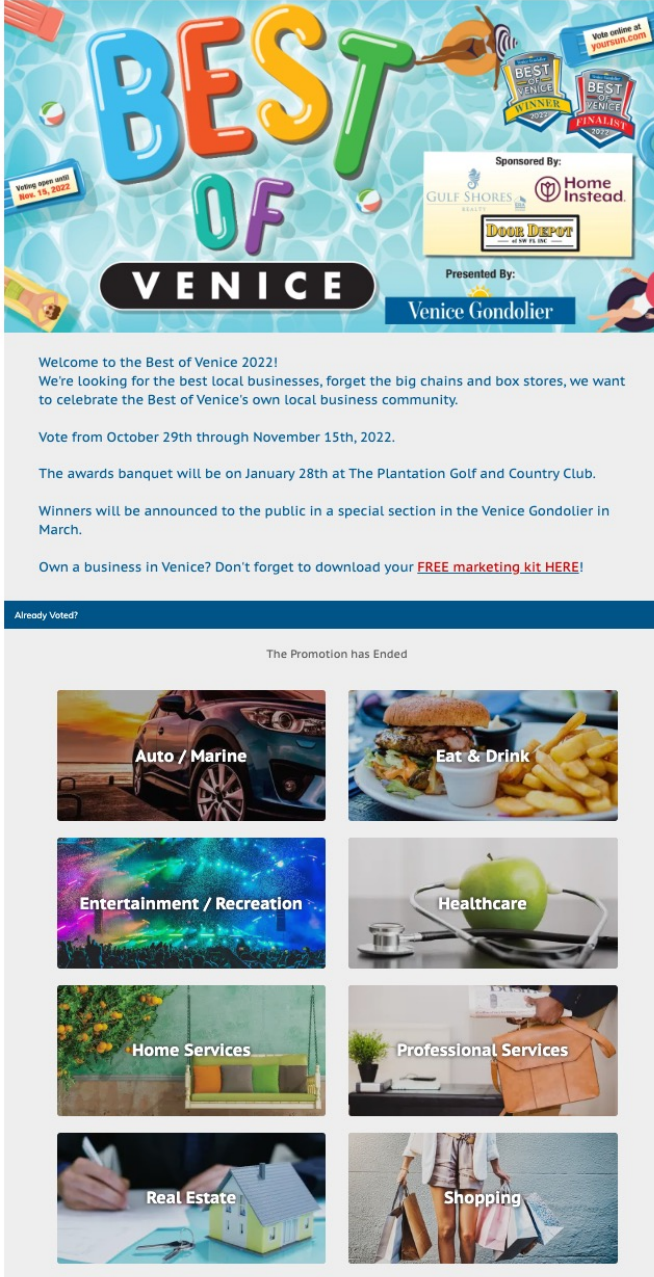
- **98% YOY** revenue growth
- 2021 **\$70,661**
- 2022 **\$140,076**
- 124% YOY user growth
- 57% YOY vote growth



Best of Sun Coast

Sun Coast Media Group | Port Charlotte, FL

- **18% YOY** revenue growth
- **15% YOY** email database growth
- **2022 \$460K**
 - Digital only, doesn't include ticket sales revenue



The screenshot shows the homepage of the 'Best of Venice 2022' website. The header features the title 'BEST OF VENICE' in large, colorful, bubbly letters. To the right, there are logos for sponsors: Gulf Shores, Home Instead, and Door Depot. Below the title, a banner reads 'Presented By: Venice Gondolier'. The main content area includes a welcome message, voting instructions, and a list of categories for which businesses can be nominated. The categories are displayed in a grid of eight images with text overlays: Auto / Marine, Eat & Drink, Entertainment / Recreation, Healthcare, Home Services, Professional Services, Real Estate, and Shopping. A banner at the bottom of the grid states 'The Promotion has Ended'.

BEST OF VENICE

Voting open until Nov. 15, 2022

Vote online at yoursun.com

Sponsored By: GULF SHORES, Home Instead, Door Depot

Presented By: Venice Gondolier

Welcome to the Best of Venice 2022!
We're looking for the best local businesses, forget the big chains and box stores, we want to celebrate the Best of Venice's own local business community.

Vote from October 29th through November 15th, 2022.

The awards banquet will be on January 28th at The Plantation Golf and Country Club.

Winners will be announced to the public in a special section in the Venice Gondolier in March.

Own a business in Venice? Don't forget to download your [FREE marketing kit HERE!](#)

Already Voted?

The Promotion has Ended

Auto / Marine

Eat & Drink

Entertainment / Recreation

Healthcare

Home Services

Professional Services

Real Estate

Shopping

A-List

St. Louis Magazine / St. Louis, MO

- **86% YOY** revenue growth
- 53% YOY user growth
- 2022 **\$225,682**





67%

YOY revenue growth from
our top partners!



BUT...users are only
engaging with your Best Of
2 months out of the year...



Best of should be a
Year-Round Celebration



How

8 ways to celebrate winners year-round



Utilize the Winner's Directory

Winner's Directory

It's time to think beyond your print
special section




Winner's Directory

Not just for paper anymore

Publish your winner's digitally

BEST OF OXFORD 2022



Support Local Businesses With Your Nominations

The votes are counted! Here is a complete list of winners for 2022 Best of Oxford.

Winners list is also in OXFORD MAGAZINE JUL/AUG 2022 edition

If you have any questions about Best of Oxford, email info@oxfordeagle.com

Food And Dining

🏠 All Categories

▼ Food And Dining

Best Asian Restaurant

Best Sushi

Best Bar

Best Barbeque

Best Bakery

Best Breakfast

Best Brunch

Best Casual Dining

Best Place To Grab Dessert

Best Catfish

Best Po Boy

Best Fried Chicken

Best Catering

Best Coffee

Best Cookie

Best Fine Dining


Best Local Burger

Best Ice Cream


Best Happy Hour

Best International

Best Barbeque



[Visit our website](#)



WINNER

Moe's Original BBQ - Oxford

Ole Miss grad and Oxford native John Allgood joined forces with Michael Roos and Maggie Meyer who moved from Colorado to own and operate the Oxford Moe's Original BBQ. After Allgood showed the Colo...[Read more](#)

📍 311 S Lamar Blvd, Oxford, MS 38655, United St...

☎ (662) 236-6637 🌐 www.moesoriginalbbq.com

Winner's Directory

Not just for paper anymore

- "Thank You" ads on your digital winner's directory year-round
- Use winner's directory as a landing page to drive traffic to your winner's

**We focus on
YOUR business.**

Thank You!
for voting us Best Consultant!

**HODGE SYSTEMS
& CONSULTING SERVICES**
115 S. Main Street | Sumter, SC
803.847.5000
www.hodgesystems.com

sage **Intacct** **Hanwha**
PARTNER PARTNER Vision

CISCO
Partner



Welcome to #BestOfSumter 2023!

Voting for the Best of Sumter is now closed.

Winners of BEST OF SUMTER 2023 are posted below.

There is no purchase necessary to vote or win.
View the [BEST OF SUMTER 2023 magazine](#) and see [photos](#) from the Best of Sumter 2023: Red Carpet Event.

THANK YOU FOR VOTING

**TANNERS
GAS STATION**

#1 Gas Station 9 Years In A Row!

TANNERS

2005 Warehouse Blvd. (Hwy 15 South) - Sumter
3088 Alex Harlin Hwy. (Hwy 301 & Raccoon Rd.) - Manning

**THANK YOU
FOR VOTING FOR US
AGAIN!**

**BEST OF SUMTER
2023**

Thank you for making us Best of Sumter

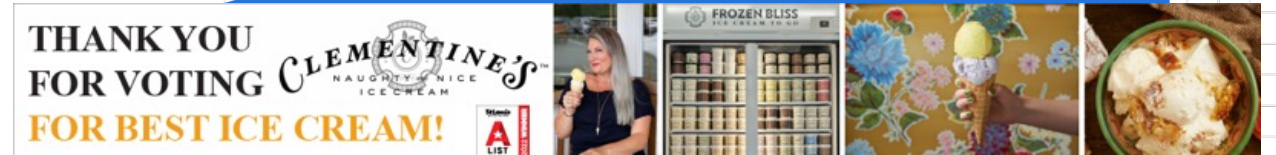
**EPPS ORTHODONTICS
K9-5K**

Join Us!
Saturday,
May 20, 2023

Winner's Directory

Sell digital!

- Unlimited digital inventory




Winner's Directory

Don't forget about those enhanced listings that highlight your winners with:

- Large photo or video
- Winner icon
- Description, location, map
- Website, social links

BEST OF OXFORD 2022




Support Local Businesses With Your Nominations


The votes are counted! Here is a complete list of winners for 2022 Best of Oxford.

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If you have any questions about Best of Oxford, email info@oxfordeagle.com


Food And Dining

 All Categories

 Food And Dining


- Best Asian Restaurant
- Best Sushi
- Best Bar
- Best Barbeque**
- Best Bakery
- Best Breakfast
- Best Brunch
- Best Casual Dining
- Best Place To Grab Dessert
- Best Catfish
- Best Po Boy
- Best Fried Chicken
- Best Catering
- Best Coffee
- Best Cookie
- Best Fine Dining
- Best Local Burger
- Best Ice Cream
- Best Happy Hour
- Best International

Best Barbeque



Moe's Original
Thank you for nominating us for **BEST BBQ in Oxford!**
DINE-IN • TAKE-OUT • CATERING
662.236.6637 | 311 S. Lamar Blvd.
moesoriginalbbq.com

[Visit our website](#)






Moe's Original
Thank you for nominating us for **BEST BBQ in Oxford!**
DINE-IN • TAKE-OUT • CATERING
662.236.6637 | 311 S. Lamar Blvd. | moesoriginalbbq.com

WINNER

Moe's Original BBQ - Oxford

Ole Miss grad and Oxford native John Allgood joined forces with Michael Roos and Maggie Meyer who moved from Colorado to own and operate the Oxford Moe's Original BBQ. After Allgood showed the Colo...[Read more](#)

 311 S Lamar Blvd, Oxford, MS 38655, United St...

 (662) 236-6637  www.moesoriginalbbq.c...

Winner's Directory

Create video content to celebrate winners



VOTE 4 THE BEST

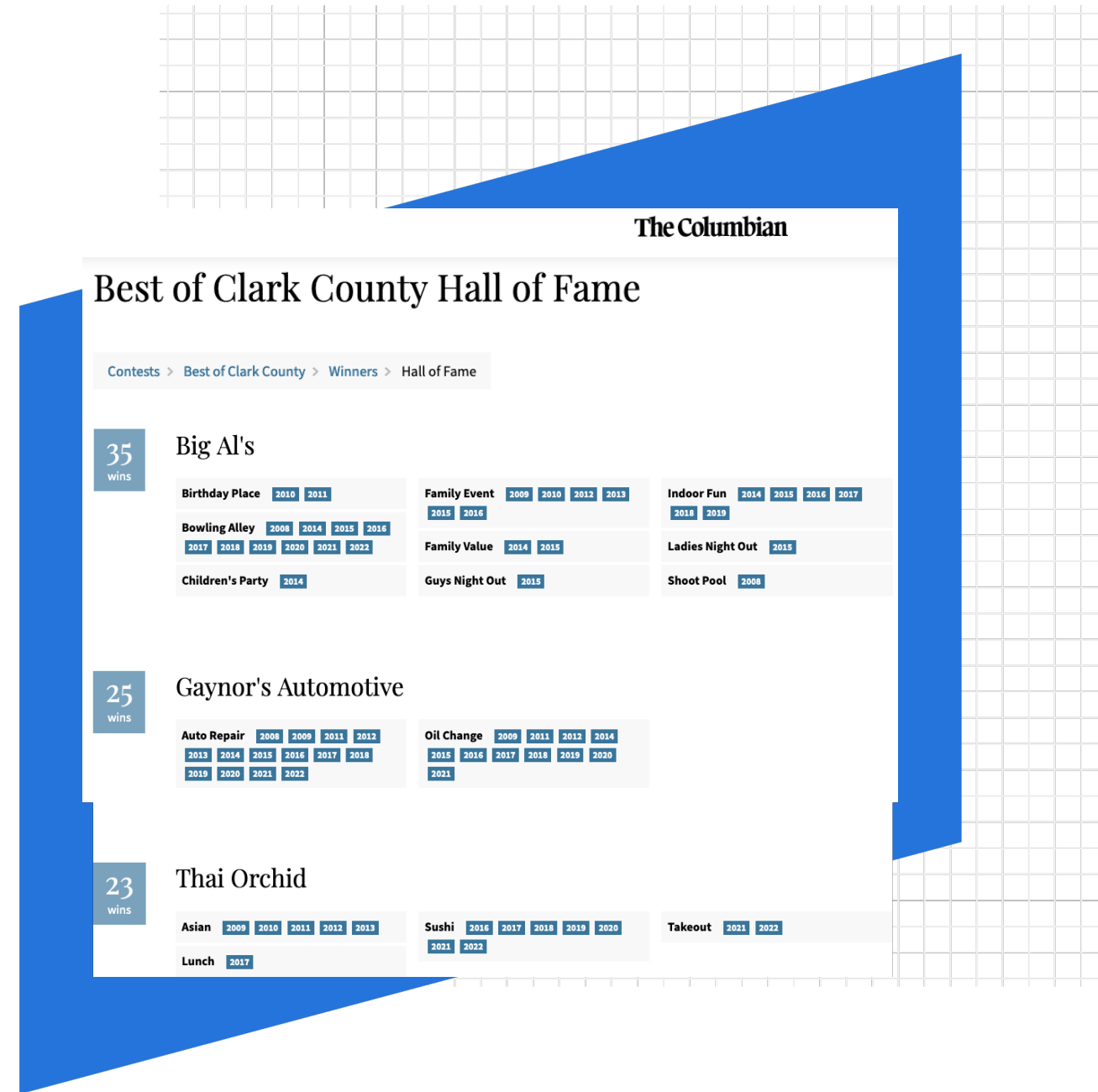
Just Baked Cupcakes wins Vote 4 The Best

Published: August 8, 2022 at 10:46 AM

Tags: Vote 4 The Best

Winners

Hall of Fame – Celebrate your milestone winners





Create Compelling Branding

Branding



Branding

Your Logo is key to establishing your **BRAND** within your market



Branding

Use your best of name and logo when expanding your ballot strategy

- Vote **4** the Best
- **4**Frenzy: Fan Choice Awards
- Vote **4** the Best: Pets Edition



Branding

Make sure your marketing materials include your vanity URL, QR code and your hashtag to encourage social sharing



Branding

- Create a mission statement defining your program and its goals
- Publish the mission statement on your Ballot site





“It's important that we include a mission statement so that we define what Best of the Pines stands for in our community. It allows our sales team to better overcome objections and allows our business owners and voters to understand what we hope to accomplish”

- Samantha Cunningham,
Marketing Consultant, The Pilot

Branding

Create unique categories that set your program apart from in your market

- Regional Food
- Local Attractions and Events
- Your unique voice: Best Bar Bathroom or Best Place to take your kids when its raining

> Music + Nightlife

> Food + Drink

> Business + Services

> People + Places

Best Bar Bathroom

Best Bike Trail

Best Birthday Spot for Adults

Best Birthday Spot for Kids

Best Blog

Best Busker

Best City Pool

Best Dressed

Best Event Planner

Best Hair

Best Hangout for Teens

Best Instagram Account

Best Bar Bathroom

Featured Entrants



Coughlin's Law Kitchen and Ale House

Sinks and urinals made from kegs! So cool

10 Virginia Ave, Pittsburgh, PA 15211, USA

NOMINATE



Promote your Program

Promote your Program

Always be hyping your Best of Program



Wednesday, October 26, 2022



Hello, Baldwin County.

Voting is still going strong in [Best of Baldwin 2023](#), which means our website at [GulfCoastMedia.com](#) is receiving record amounts of traffic. More than 150,000 votes have already been cast. It's an exciting time for us.

Last week, I traveled to New Orleans for an America's Newspapers Senior Leadership Conference. With more than 2,000 local newspapers having closed in last 15 years across the U.S., it's obviously a challenging time for the newspaper industry.



Hello, Baldwin County.

You might have received an email from me this morning about the start of [Best of Baldwin's final voting round](#).

Ready for an update? As I write this at 4:48 p.m., 36,290 votes have already been cast. 🥳


I think it's safe to say that this will be the **largest voting contest in the history of Baldwin County**. Everyone can vote once daily.

Winners will be celebrated at the Red Carpet Event on February 2, 2023. It's going to be a big time.

Now on to the news from our talented local news team.

Promote your Program

Communicate with business owners, advertisers and your audience



**The nomination round begins on January 5!
Here's how you can be top-of-mind when
readers are filling out the ballot**

St. Louis Magazine's annual A-List Readers' Choice Poll is one month away! Don't miss out on this one-of-a-kind opportunity to help make sure your business is the go-to spot for St. Louisans all year.


Only the top five nominees in each category will advance to the voting round, so you need to make the most of the nomination round to claim or defend your title!

Get in front of our readers with an A-List nomination round package. These packages include benefits that are exclusive to A-List advertisers—helping their business to be top-of-mind when readers are filling out the ballot, helping them get closer to the voting round. Click the buttons below to learn more.

[View A-List media kit](#)

[Watch informational A-List video](#)

[Ready to book? Submit your order now](#)



The nomination round is two weeks away!

St. Louis Magazine's annual A-List Readers' Choice Poll begins on January 5! Only the top five nominees in each category will advance to the voting round, so you'll want to earn as many nominations as you can. Last year, 61,400+ passionate people participated in the ballot. Ensure your business is top-of-mind when readers are filling out the ballot with an A-List nomination round package. Click the buttons below to learn more. Don't miss out on this one-of-a-kind opportunity to help make sure your business is the go-to spot for St. Louisans all year!

[View A-List media kit](#)

[Watch informational A-List video](#)

[Ready to book? Submit your order now](#)

For additional details or questions, please email lleppert@stlmag.com.

Promote your Program

Articles, videos, event photos
winner announcement in your
print/on air, digital

Vote 4 The Best: Top 10 breakfast spots in Metro Detroit



Top 10 Breakfast Spots

The **2022 Vote 4 The Best winners** voted by Metro Detroit!

Here's a look at the winning list of the best places for breakfast in Metro Detroit.

Hello from editor John Nagy. In case you've missed the ads or the social media posts or the various emails going out from local businesses, The Pilot annual Best of the Pines nominating process is underway.

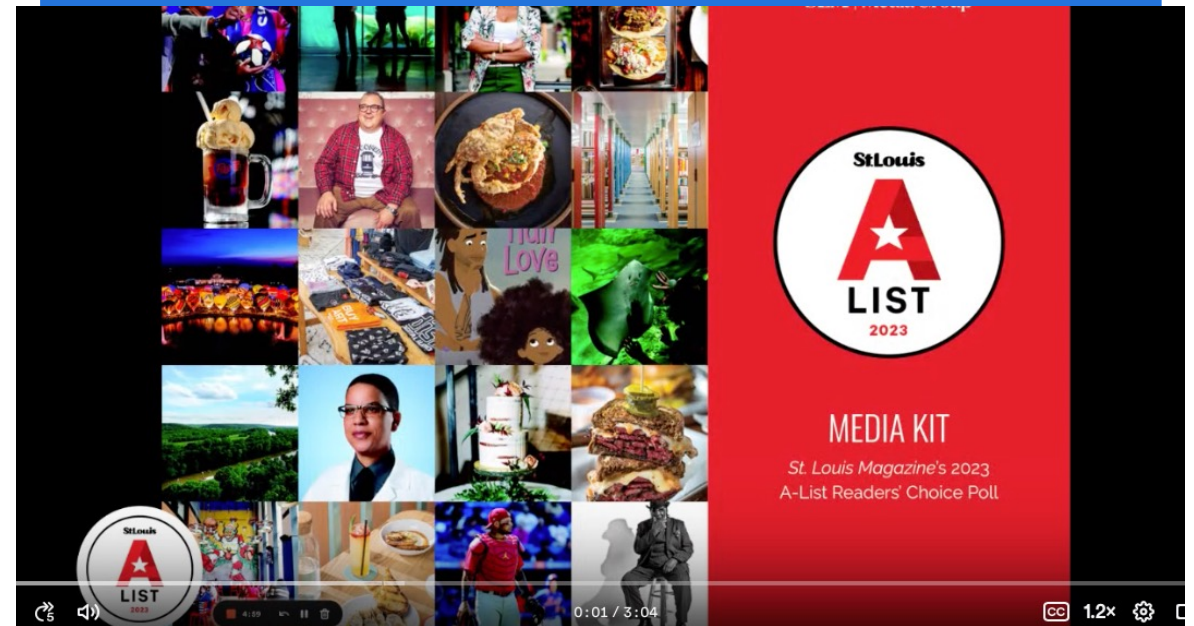
Through June 26, you can go to bestofthepines.com to examine the categories and submit your favorites to be nominated. There are eight main categories — Food and Drink; Shopping; Family; Arts and Community; Home and Home Services; Business and Professional Services; Health and Wellness; and Pets — and then each has sub-categories.

It's a lot to go through and you don't have to do it in one sitting; do some at first, then come back later. We ask that you cast nominations in at least 10 categories. Voting on successful nominees will occur next month.

The Pilot is proud to produce this annual event and we look forward to your participation.

Promote your Program

Articles, videos, event photos
winner announcement in your
print/on air, digital



Promote your Program

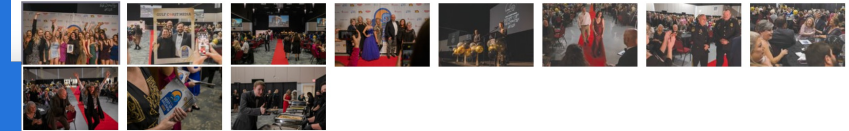
Articles, videos, event photos
winner announcement in your
print/on air, digital

Gulf Coast Media celebrates Best of Baldwin winners



The Elberta High School cheerleaders celebrate winning.

MICAH GREEN / GULF COAST MEDIA



Posted Tuesday, February 15, 2022 1:08 pm

By Melanie LeCroy
Lifestyle Editor
melanie@gulfcoastmedia.com

Gulf Coast Media rolled out the red carpets for its 2022 Best of Baldwin winners Feb. 10 at the Orange Beach Event Center. More than 400 winners and friends filled the venue for the inaugural red carpet celebration gala to close out this year's readers choice contest.

Guests arrived by car, limo and even party bus ready to celebrate their victory in the third-annual Best of Baldwin competition. The red carpet was filled with an array of fine fashion from jeans and cowboy hats to ball gowns and sequins.

The evening started with a delicious dinner of shrimp and grits, beef medallions with gravy and tiramisu. The catering was provided by a Best of Baldwin winner in multiple categories, Wolf Bay Lodge. Gulf Coast Media's new publisher, Vince Johnson, and executive editor, Kayla Green, led the evening's program. Every winner was announced and presented with a framed award and window cling.

The consensus from the guests as they departed the Orange Beach Event Center was the evening was a success, and they are looking forward to next year. Guests were presented with the 2022 Best of Baldwin

Promote your Program

Fun, quirky take on Best of categories that weren't on the ballot, but are engaging for your audience!

- Best place to avoid your spouse
- Best cult following
- Best neighborhood to over-ask



Well, Look What Time It Is.

You've seen the Best of the Pines (**and if you haven't, you can here**). Now, peep our annual picks for six categories that didn't make the cut. As usual, you didn't ask, but we delivered anyway.

6. Best Spot to Test Your Patience



The Traffic Circle. Because that sign is a yield, not a stop. If you're so inclined, you can also get a good finger exercise.

- Honorable mention: The school pickup line.

[FORWARD TO SOMEONE WHO LOVES CONTESTS](#)



Continue the Celebration

Continue the Celebration

Event celebrating The Best of Food & Dining winners



The poster features a vibrant design with a pink background and a large yellow sun-like circle at the top. Inside the circle, the text "MADISON MAGAZINE'S" is in small black letters, followed by "BEST OF MADISON 2022" in large, bold, purple letters. Below this, the word "TASTE" is written in large, bold, yellow letters on a green banner. To the left of the text is an illustration of a pink cocktail in a glass with a straw and a green umbrella. To the right is an illustration of a red hibiscus flower and a green monstera leaf. Below the main title, the date and time "MONDAY, AUGUST 29 6-9 P.M. | THE EDGEWATER" are written in white, bold, sans-serif font. Below this is a horizontal strip of four small images: a plate of appetizers, hands holding a glass, a burger, and a bowl of strawberries. Below the images, the text "JOIN US AT THE BEST OF MADISON TASTE PARTY" is written in white, bold, sans-serif font. At the bottom, the text "Celebrating the winners and readers who make this annual poll possible." is written in a smaller, red, sans-serif font. Below this, the text "PRODUCED BY" is in small black letters, followed by the "Madison magazine" logo in a black, serif font.

MADISON MAGAZINE'S
**BEST
OF MADISON
2022**
TASTE

**MONDAY, AUGUST 29
6-9 P.M. | THE EDGEWATER**

**JOIN US AT THE
BEST OF MADISON
TASTE PARTY**

Celebrating the winners and readers
who make this annual poll possible.


PRODUCED BY
Madison
magazine

Best Of The Pines

The Pilot / Southern Pines, NC

Year-Round Winner Ad Program

- Runs after the winner's event and special section is published
- Runs continuously for 6 months leading up to the next year's Best Of
- **\$34K** – Additional Revenue after Best of is over!




Exclusive Offer for Our Winners!

Because you won *FIRST PLACE*, let's shout it from the mountaintops all year long with this **Simply The Best** special advertising package that includes PineStraw & The Pilot at one low monthly rate!

Your ad will run in The Pilot newspaper on the first Sunday of every month and every issue of PineStraw magazine November 2022 - July 2023.*

*February PineStraw, we will print a special section just for 1st place winners with half page ads to tell our readers why you were voted the best!

- 2x4" ad in The Pilot once a month
- 1/8 page ad in PineStraw every month
- 1/2 page ad in PineStraw in February **\$200/mo** with signed contract
- 2x2" ad in The Pilot once a month
- 1/8 page ad in PineStraw every month
- 1/2 page ad in PineStraw in February **\$170/mo** with signed contract
- * 1/2 page ad in PineStraw magazine's "Simply the Best" special feature in February: **\$575** a la carte



DEADLINE TO RESERVE SPACE: MONDAY, OCT. 3

These are simply “pick-up ads” that your team has already created!

Simply the Best

Highlighting 2022 Best of the Pines First Place Winners

17,600 Voters. Over 272,300 Votes. These are your winners

bestofthepines.com

Continue the Celebration

Create Content Year-Round

Articles, video, listicles, event photos

Vote 4 The Best: Top 10 burger spots in Metro Detroit



CONGRATS TO OUR 2022
Winners!



CUPCAKES

1ST

Just Baked Cupcakes - Multiple Locations

2ND

Red Velvet Cakes and Pastries - Clinton Twp

3RD

M Street Baking Company - Howell

4TH

Pink Elephant Cupcakes - St. Clair Shores

5TH

Lick'em Up Ice Cream - Harrison Twp



VOTE 4 THE BEST

Just Baked Cupcakes wins Vote 4 The Best

Published: August 8, 2022 at 10:46 AM

Tags: Vote 4 The Best

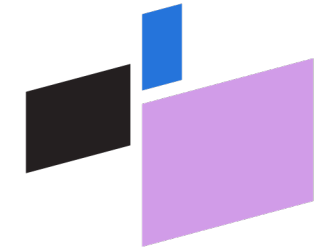
Continue the Celebration

“National days/week/month”

- Donut Day
- Pizza Week
- Dinning out



National Days/Weeks/Months



Food

- Burger
- Tacos
- Pizza
- BBQ
- Donut
- Ice Cream

Drinks

- Beer
- Margarita
- Custom Brackets
- Wine

Pets

- Dogs
- Cats
- Fishing
- Wildlife

Health/Healthcare

- Breast Cancer
- Nurses
- Doctors
- Cancer Survivor
- Spa services

National Day 365
<https://nationalday365.com/>





Use Turnkeys to Showcase Nominees

Turnkeys

Use these to showcase popular categories


- Favorite Beer - Poll
- Margarita - Quiz
- Craft Beer - Quiz
- Ice Cream - Quiz
- Burger - Bracket
- Taco - Bracket
- Pizza - Bracket
- Top Doctor - Ballot
- Dental Hygiene Pro - Quiz
- Breast Cancer Awareness - Quiz




Turnkeys

Trending Now

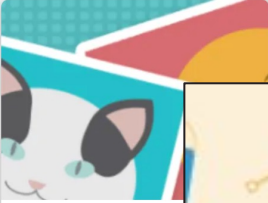
Recently Added




Famous Dads Trivia




What Is the Perfect Road Trip for You?




Cutest Pet Photo Contest




Father's Day Photo Gallery




Hometown Heroes Photo Contest



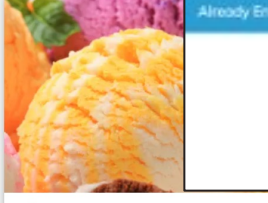
Summer Fun Photo Contest



What Ice Cream Flavor Are You?



Hurricane Preparedness Quiz



Summer Fun Photo Contest

Summer Fun Photo Contest

Let's celebrate summer! Submit a photo of yourself enjoying the warm weather for a chance to win a prize pack from our sponsor!

Already Entered?

Enter until 6/21 @ 2:00pm Central - Vote Starting 6/21 @ 2:01pm Central

Enter Your Own!



Check Them Out!





Create a Ballot Microsite

Ballot Microsite

Use it to promote your Best of year-round!



Ballot Microsite

List all previous year's winners




St. Louis A-List 2023

A-List winners will be announced in mid-June!

St. Louis Magazine sends our appreciation to all who supported local businesses by participating in the 2023 A-List Readers' Choice Awards. Cheers to another year of celebrating the region's finest! Winners will be revealed online in June and in the July issue. We look forward to recognizing the people, places, and businesses that make St. Louis so special. Were you an A-List 2023 finalist and wondering where you stand in your category? If you're a business owner or manager, please fill out [this form](#) and we'll let you know if you're a winner or a runner-up.

Have a question? Check out our [FAQs](#).

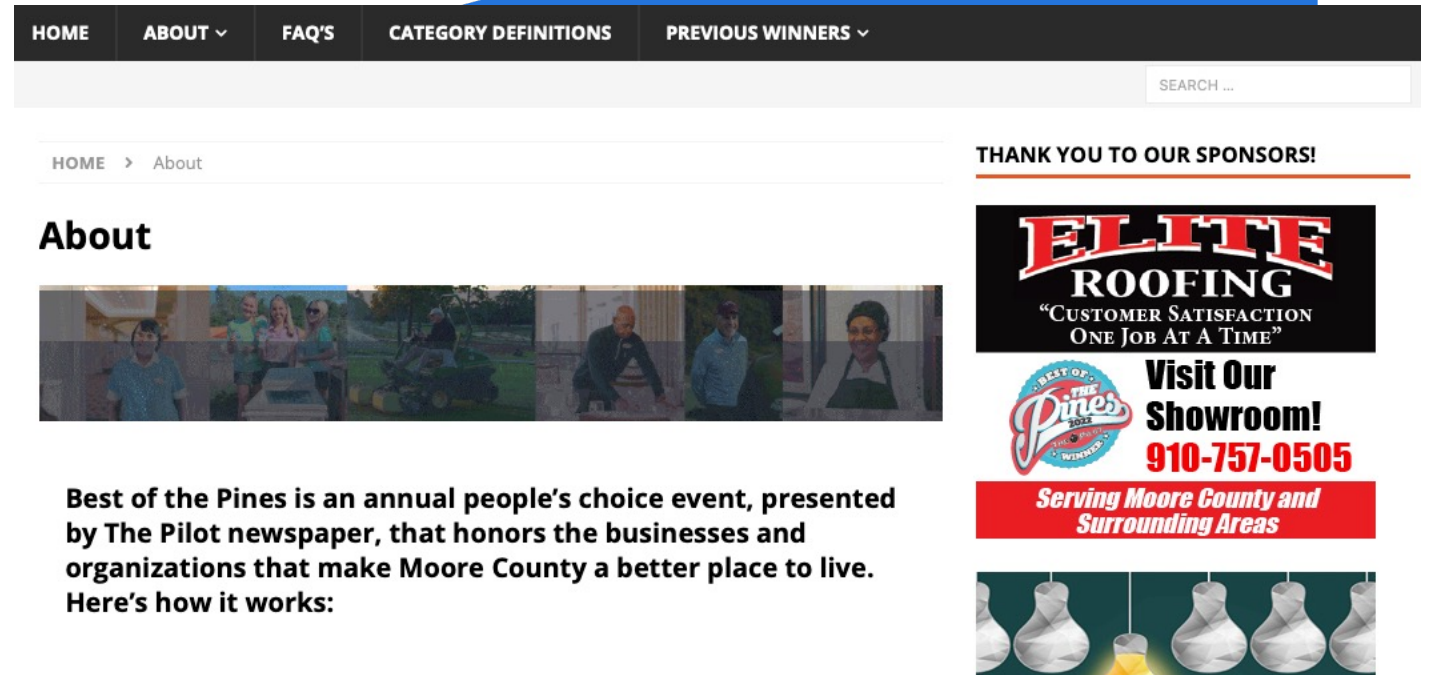
PREVIOUS A-LIST WINNERS

			
2022 Winners	2021 Winners	2020 Winners	2019 Winners

Ballot Microsite

What to include:

- Mission Statement
- FAQs
- Business Inquiry for Advertising
- Nomination Tool Kit



Ballot Microsite

Nomination Toolkit

2023 Nomination Toolkit



Who Needs Attention? You Do!

Best of the Pines success starts with Round 1: Nominations. Let's do this.

5 WAYS TO GET NOMINATIONS

1. **Ask for them:** We've created "Nominate Us" ads that you can use on your website (below). Be sure to place one in a prominent position so your customers see it, and then link back to <https://bestofthepines.com/> so they can easily access the l

2. **Send reminders:** Post followers to nominate <https://bestofthepines.com/>

3. **Repeat:** Send emails to

May 24: Nominat

A-List Marketing Tips

The A-List 2023 voting round is March 13–April 10! Utilize these social media, email, and in-person marketing tips to promote your business.

BY SLM STAFF MARCH 7, 2023 1:29 PM



A-List voting graphics

Tip 1: Download our complementary A-List graphics

Ballot Microsite

Addressing the Haters!

- Invaluable resource for sellers to help overcome objections
- Adds more legitimacy to your Best of program

[HOME](#) [ABOUT ▾](#) [FAQ'S](#) [CATEGORY DEFINITIONS](#) [PREVIOUS WINNERS ▾](#)

SEARCH ...

[HOME](#) > [Addressing \(False\) Criticism of Best of the Pines](#)

Addressing (False) Criticism of Best of the Pines



Every year we get a ton of feedback during our Best of the Pines program, and occasionally we hear some negative things going around! Many of the criticisms we hear are a result of a simple misunderstanding, so we decided to address these openly.

We at The Pilot work very hard to preserve the integrity of Best of the Pines. We live here, too, we're very invested in our local businesses and it's important to us that we get it right. For the last few years, we've hired an outside company, **Second Street**, to help ensure accurate voting results. If you have any questions or concerns, please let us know. We are more than happy to meet with you and address them as time allows (keep in mind, Best of the Pines is our busiest season, so we can't always meet immediately). But now, let's deal with some of the comments we've heard.

THANK YOU TO OUR SPONSORS!



RIVETER
ASSEMBLED
in AMERICA.
PLUS BENEFITING MILITARY FAMILIES.
(910) 725-1010 | 154 NW BROAD ST, SOUTHERN PINES, NC 28387



GROWING OLDER
BETTER
PENICK

Ballot Microsite

FAQs

- Dates
- How to nominate
- Rules

HOME > ABOUT > FAQ's about Best of the Pines 2023

FAQ's about Best of the Pines 2023



Every year we have a lot of questions regarding our competition. Here are answers to some of the most common ones:

When is it? Nominations begin May 24, 2023 and end June 14, 2023. Voting begins June 28, 2023 and ends July 23, 2023.

How are businesses nominated? Nominations are collected through a write-in phase. From May 24 – June 14, readers will have the chance to nominate their favorite local businesses and organizations. If you do not see your business name in a category on the ballot, that means you have not been nominated yet. Ask your customers to write in your business name in the appropriate categories, and your business name will appear shortly. **Please note there is some lag time.**

Do I have to advertise in the magazine to be nominated/win? No. No purchase is required to participate in the competition or to win the competition. We are not shy in telling you that advertising in our magazine helps because it is the best way to remind the voters about your business and what category you'd like to be considered for – much like political candidates advertise to get their name out to the public.

Also, we would not be able to do this competition every year without our advertisers. It costs a lot of time and money to do a competition like this and selling advertisements helps compensate us for the costs.

What are the rules? Voting is limited to one account, per person, per category. If votes cast do not follow the guidelines, they may be deemed invalid and may result in the disqualification of votes by that device or email address. The purchase of advertising in The Pilot products does not affect the out of the Best of the Pines results. Votes are counted and audited by an independent third party.

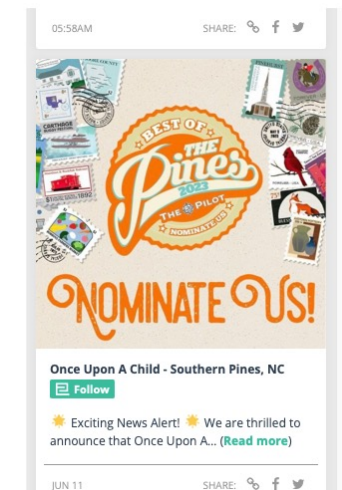
Why don't you have a category for _____? We get this question a lot. As much as we'd like to have a category so every single business in Moore County could participate, we simply don't have the manpower to do it. We try to keep the category count below 200 in order to make it manageable.

We selected categories based on what categories were popular last year. We also did a

THANK YOU TO OUR SPONSORS!



SOCIAL MEDIA LIVE FEED



Ballot Microsite

Category Definitions

- Define each category and how you qualify to win
- Ex: Locally Made Product: Any product made within Moore County by a local business; may include individually packaged food or drinks (not the brand itself, but the actual product).

The screenshot shows a web page titled "2023 Category Definitions". The navigation bar at the top includes links for HOME, ABOUT, FAQ'S, CATEGORY DEFINITIONS, and PREVIOUS WINNERS. A search bar is located on the right. Below the navigation bar, a breadcrumb trail reads "HOME > ABOUT > 2023 Category Definitions". The main heading is "2023 Category Definitions", followed by a collage of six images showing various people and products. Below the images, a text block states: "Have questions about a category? Here's how we define each category on the ballot." The "Arts & Community" section follows, with definitions for: ANNUAL FESTIVAL/COMMUNITY EVENT (a regularly planned event that is open to the public, whether free or ticketed), ART GALLERY (a space dedicated to the display or sale of works of art), CHARITY RUN (a running event designed with the purpose of raising money in the name of charity), COMMUNITY/AMATEUR PERFORMING ARTS GROUP (an organized group of non-professional performers (theatre, music, dance, etc.)), DANCE STUDIO (a business where people can go to take dance lessons), and FARMERS MARKET (a food market at which local farmers sell fruit and vegetables and often meat, cheese, and bakery products directly to consumers). On the right side, there is a "THANK YOU TO OUR SPONSORS!" section featuring logos for "The Pinehurst OLIVE OIL CO." (with address 105 Cherokee Rd. • Village of Pinehurst, phone 910.986.0880, and website thepinehurstoliveoilco.com) and "McGraw Electric Of The Sandhills" (with website mcgrawelectrical.com and phone 910.228.2255). At the bottom right, there is a "SOCIAL MEDIA LIVE FEED" section with a small image of a dish.

HOME ABOUT FAQ'S CATEGORY DEFINITIONS PREVIOUS WINNERS

SEARCH ...

HOME > ABOUT > 2023 Category Definitions

2023 Category Definitions

Have questions about a category? Here's how we define each category on the ballot.

Arts & Community

ANNUAL FESTIVAL/COMMUNITY EVENT: a regularly planned event that is open to the public, whether free or ticketed.

ART GALLERY: a space dedicated to the display or sale of works of art.

CHARITY RUN: a running event designed with the purpose of raising money in the name of charity.

COMMUNITY/AMATEUR PERFORMING ARTS GROUP: an organized group of non-professional performers (theatre, music, dance, etc.).

DANCE STUDIO: a business where people can go to take dance lessons.

FARMERS MARKET: a food market at which local farmers sell fruit and vegetables and often meat, cheese, and bakery products directly to consumers.

THANK YOU TO OUR SPONSORS!

105 Cherokee Rd. • Village of Pinehurst
910.986.0880 • thepinehurstoliveoilco.com

Don't get left in the dark

McGraw Electric mcgrawelectrical.com
Of The Sandhills 910.228.2255

SOCIAL MEDIA LIVE FEED



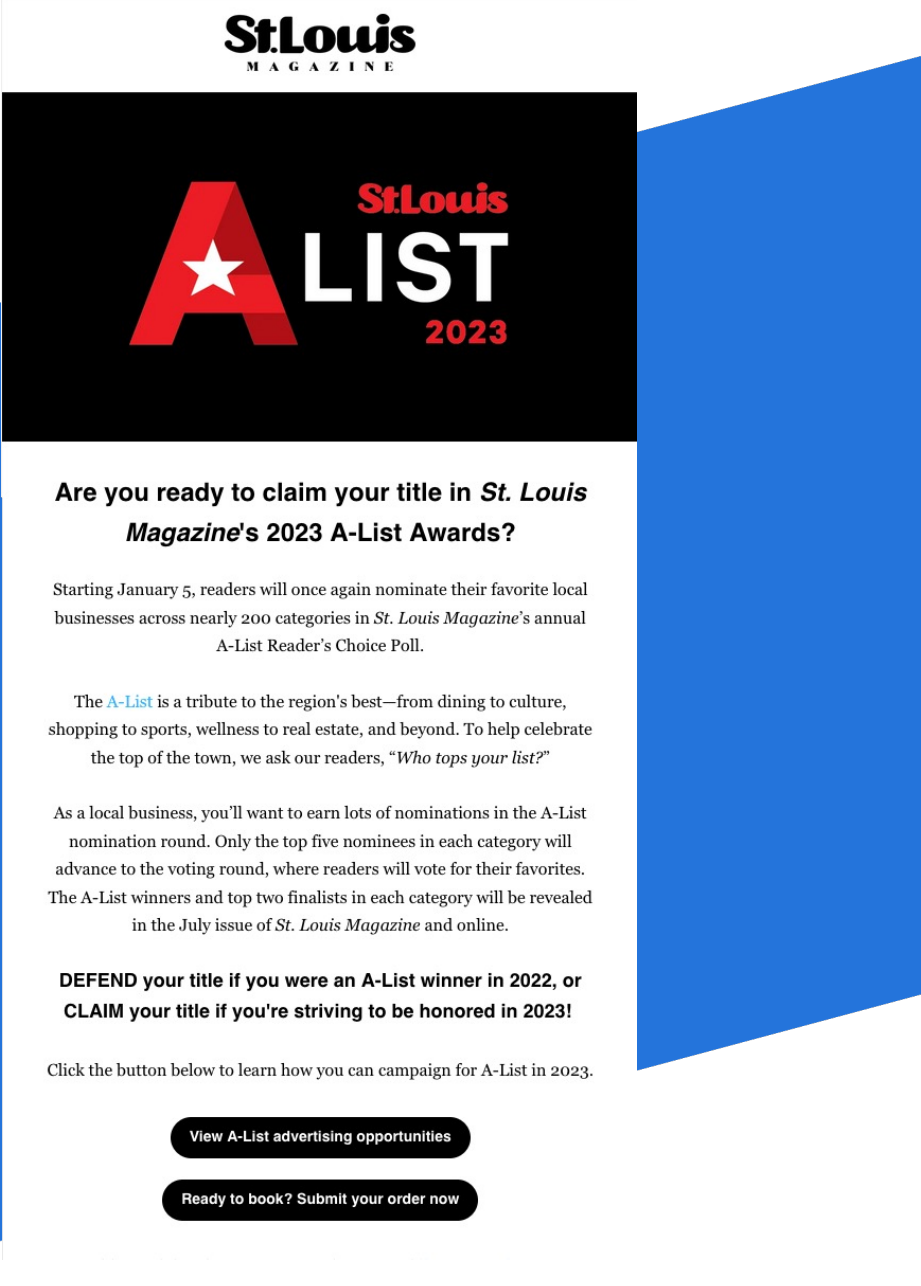
Have an inbound marketing strategy

This just means email your local business owners

Email Strategy

Pre-sales and pre-nomination campaign

- Send one month in advance of nomination round



St. Louis
MAGAZINE

A **St. Louis** **LIST** **2023**

Are you ready to claim your title in *St. Louis Magazine's* 2023 A-List Awards?

Starting January 5, readers will once again nominate their favorite local businesses across nearly 200 categories in *St. Louis Magazine's* annual A-List Reader's Choice Poll.

The **A-List** is a tribute to the region's best—from dining to culture, shopping to sports, wellness to real estate, and beyond. To help celebrate the top of the town, we ask our readers, "*Who tops your list?*"

As a local business, you'll want to earn lots of nominations in the A-List nomination round. Only the top five nominees in each category will advance to the voting round, where readers will vote for their favorites. The A-List winners and top two finalists in each category will be revealed in the July issue of *St. Louis Magazine* and online.

DEFEND your title if you were an A-List winner in 2022, or CLAIM your title if you're striving to be honored in 2023!

Click the button below to learn how you can campaign for A-List in 2023.

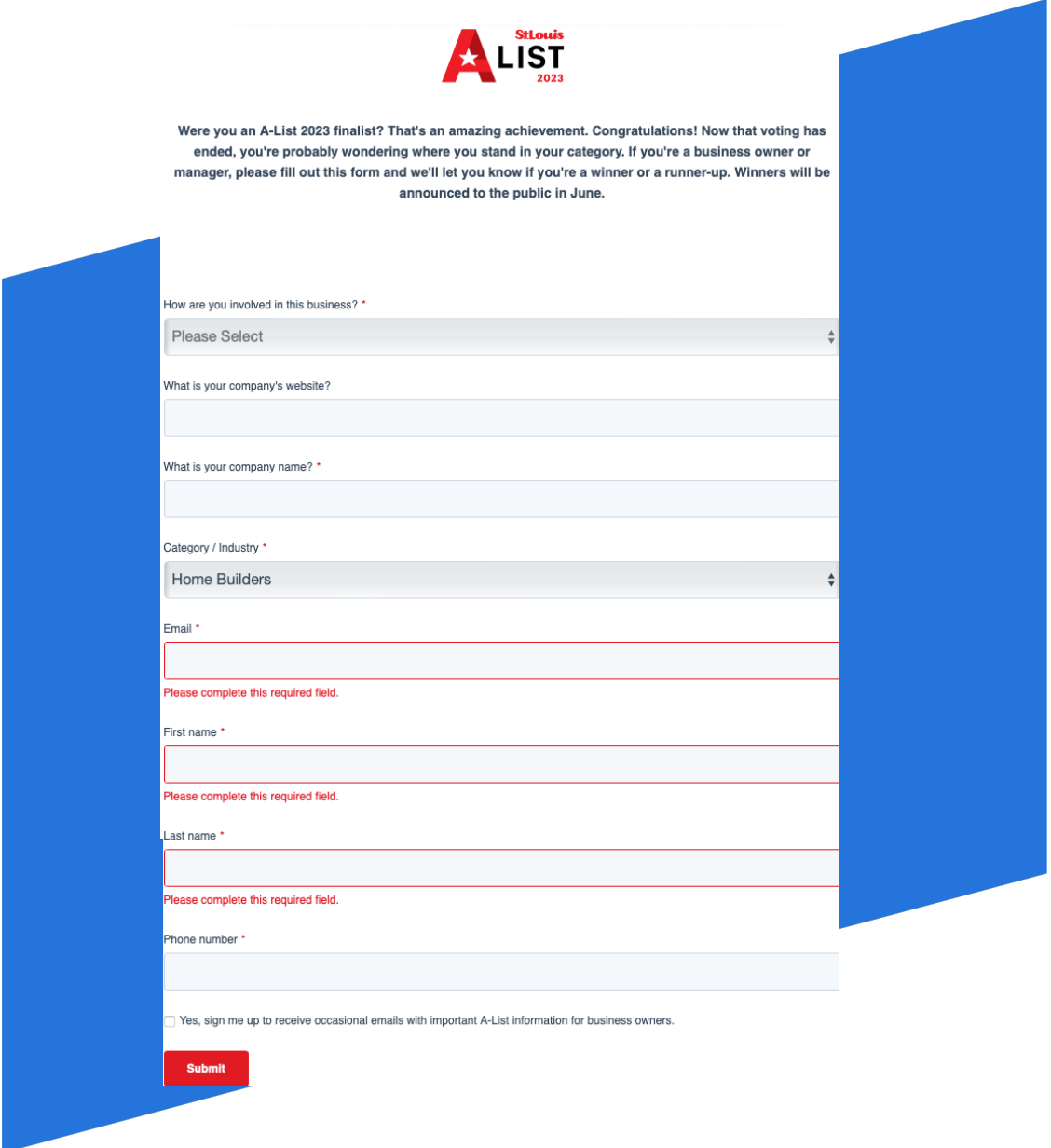
[View A-List advertising opportunities](#)

[Ready to book? Submit your order now](#)

Email Strategy

How do you curate a list of business owners to send Best Of Information to?

- Remember that social media graphics kit we mentioned? Put it behind a form – collect business leads every year !



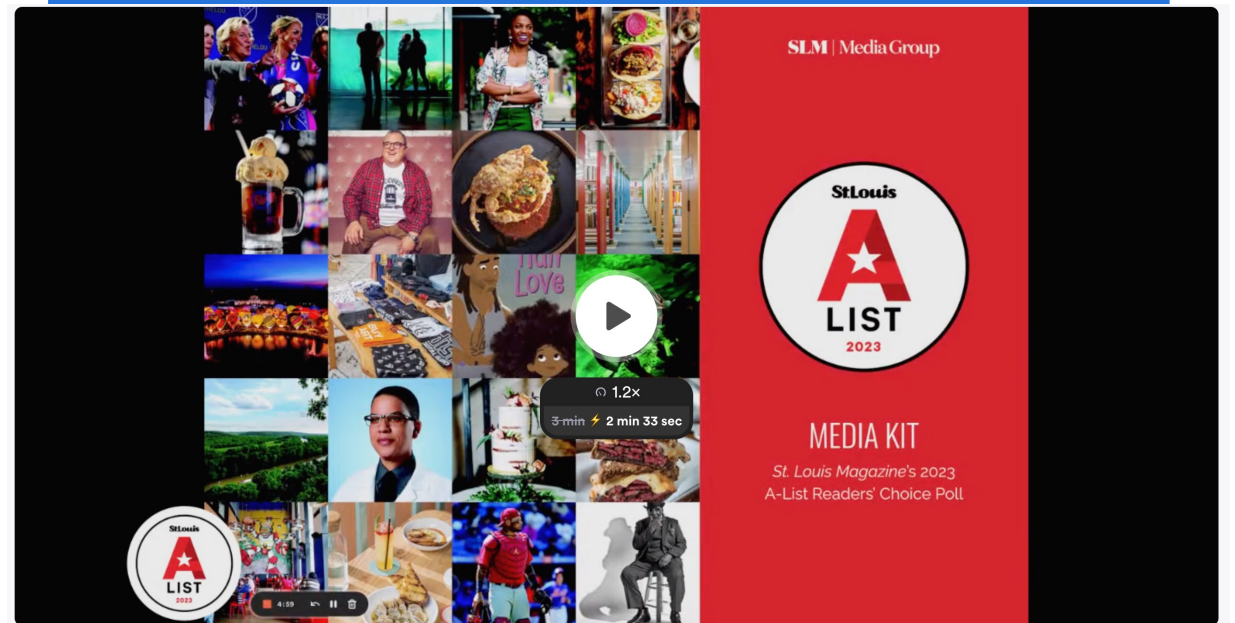
The image shows a registration form for the St. Louis A-List 2023. The form is titled "St. Louis A-List 2023" and includes a congratulatory message for finalists. The form fields are as follows:

- How are you involved in this business? ***: A dropdown menu with "Please Select" as the current selection.
- What is your company's website?**: A text input field.
- What is your company name? ***: A text input field.
- Category / Industry ***: A dropdown menu with "Home Builders" as the current selection.
- Email ***: A text input field with a red error message "Please complete this required field."
- First name ***: A text input field with a red error message "Please complete this required field."
- Last name ***: A text input field with a red error message "Please complete this required field."
- Phone number ***: A text input field.
- Yes, sign me up to receive occasional emails with important A-List information for business owners.**: A checkbox.
- Submit**: A red button.

Email Strategy

Informational Video in the Media Kit

- Outlines the program
- Defines Value Proposition
- Showcases the advertising opportunities
- Covers what advertisers need to know



Email Strategy

Email announcing the pre-order of the Winner's Magazine

- Business owner edition
- Reader/consumer edition



Email Strategy

Informational Email for businesses



Congrats to all the winners! [Search our winners portal here.](#)

Winners who didn't make the event can pick up their **free window cling and framed certificate** at our office, 901 N. McKenzie St. in Foley.

While you're there, pick up a copy of the **Best of Baldwin 2023 magazine**, which has a complete list of all the winners.

Photos from the event are on [Facebook](#) and [Instagram](#).

Official winner photos can be found here!



[http://]



Create a Winner Spotlight

Winner Spotlight

Winner Spotlight Wednesday

- Highlight one winner each week on your social feeds and website
- Use a photo or video captured at the Winner's Event of business owners holding their certificate
- Drive people back to your Best of landing page where they can see all winners/dates/FAQs



Winner Spotlight

Social media

- When voting period goes live, tag the top 5 in a social media post
- When the winners are announced, tag businesses in your event photo gallery
- Engaging and highly shareable!





Takeaways



Best of IS or SHOULD be
your Biggest Initiative of
the Year



Best of Winners Should be
Celebrated Year-Round



Your Brand is Synonymous
with the BEST of your
community



Q&A



Resources

30in30: Top Ideas to Drive Revenue, Audience Engagement and Plan for 2023!

[LEARN MORE](#)

lab.secondstreet.com





Ballot Best Practices Guide

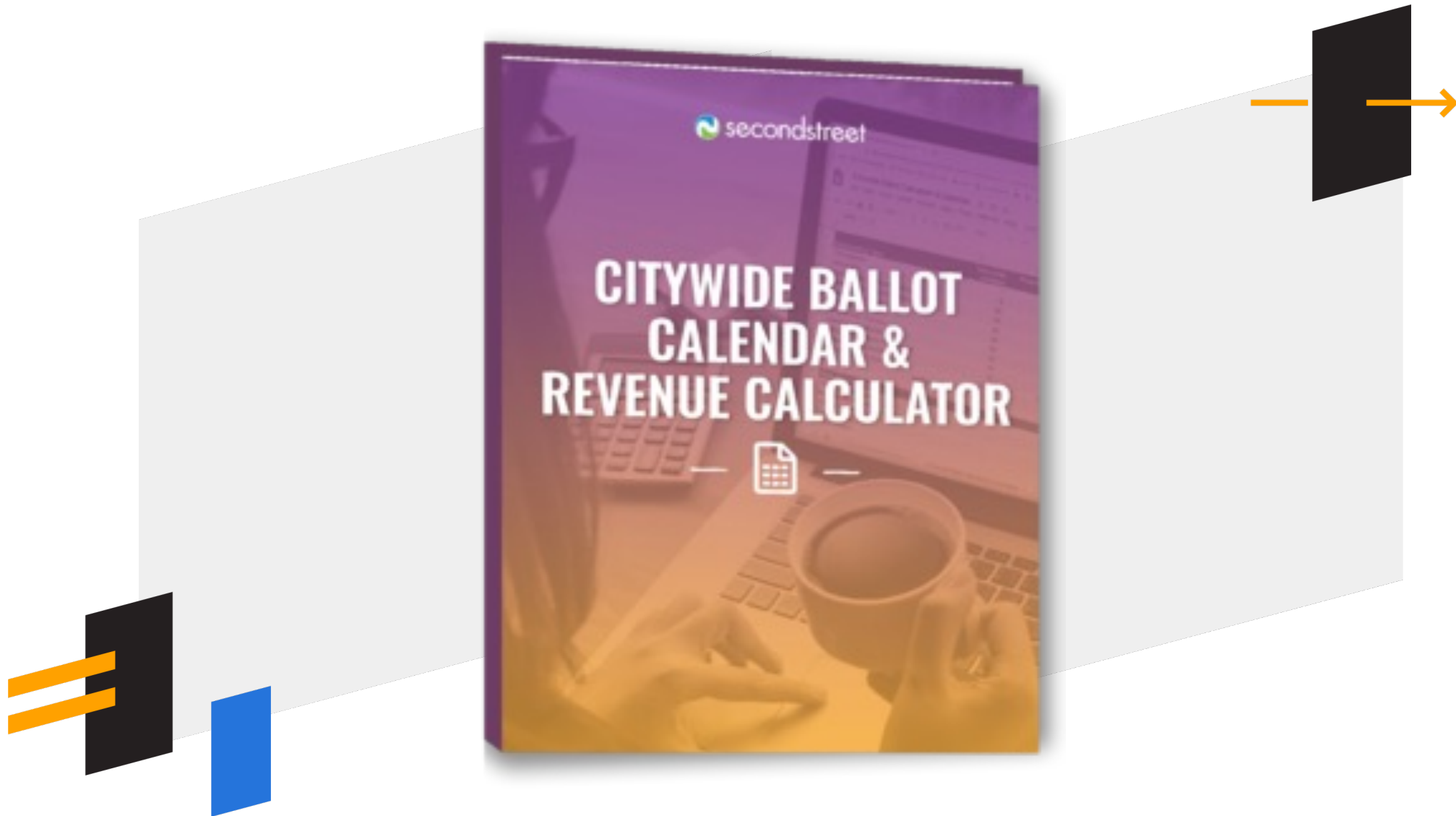
How to create more revenue and engagement with 'Best Of' ballots

 Second Street



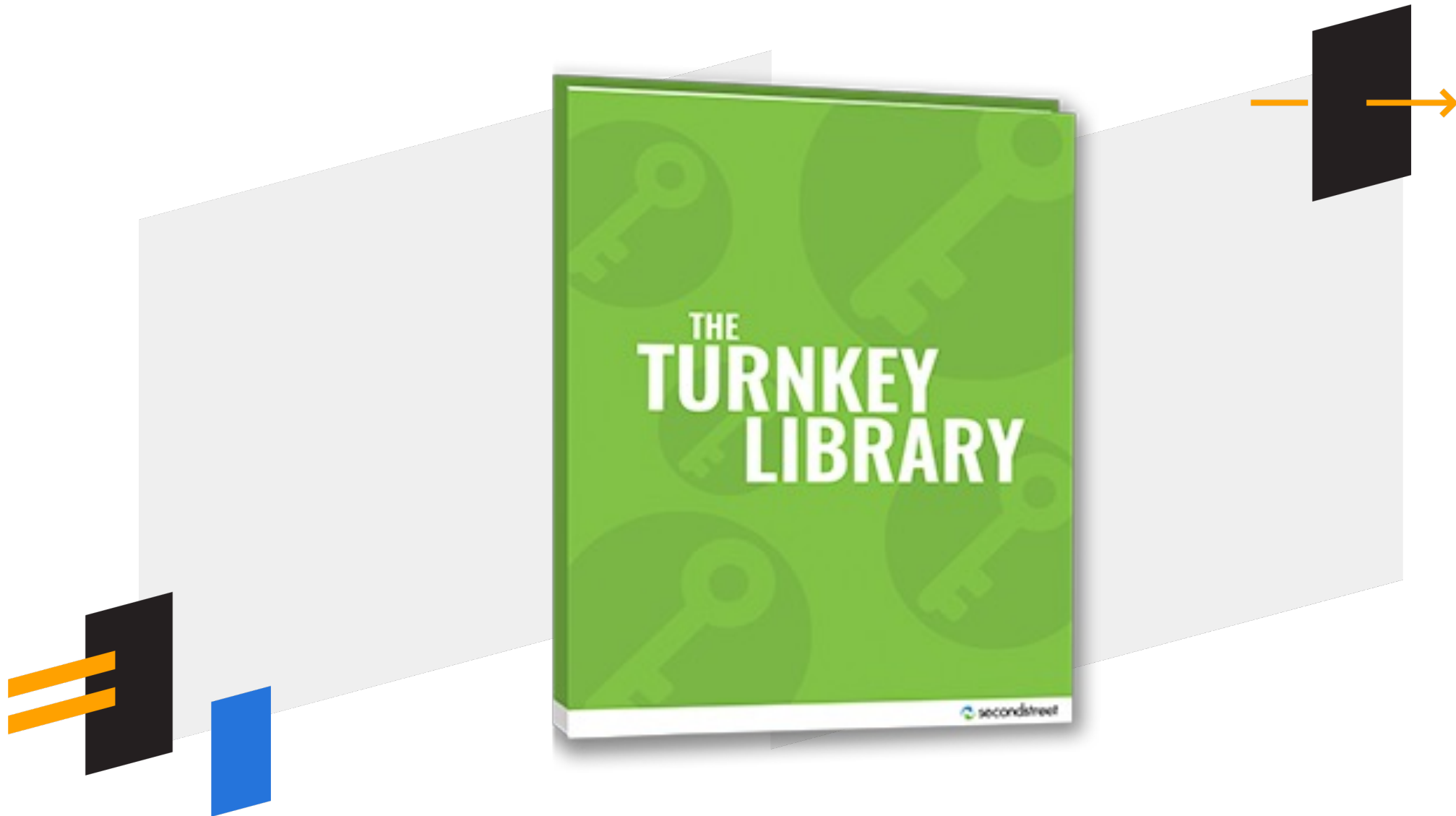
uplandsoftware.com/ballots-guide





uplandsoftware.com/ballots-calendar





uplandsoftware.com/turnkey



Thank You!



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