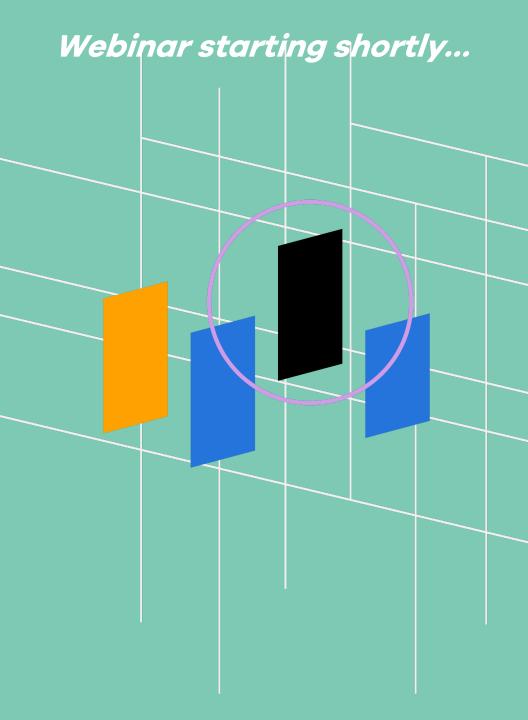


Master Class

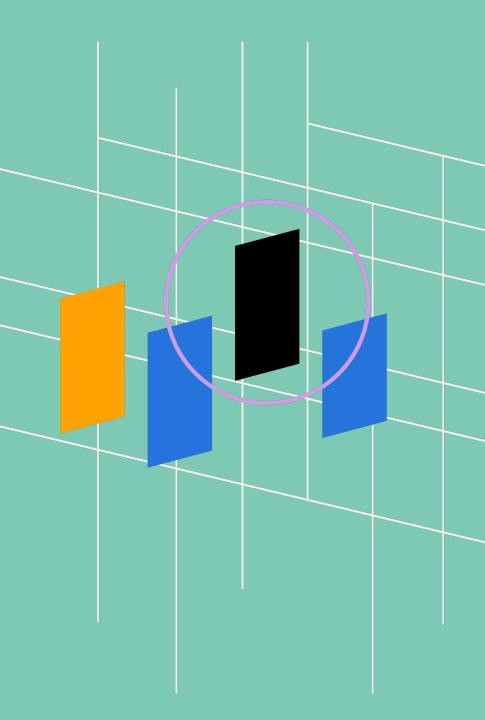
All Roads Lead to Promotions





Master Class

All Roads Lead to Promotions



First things first...



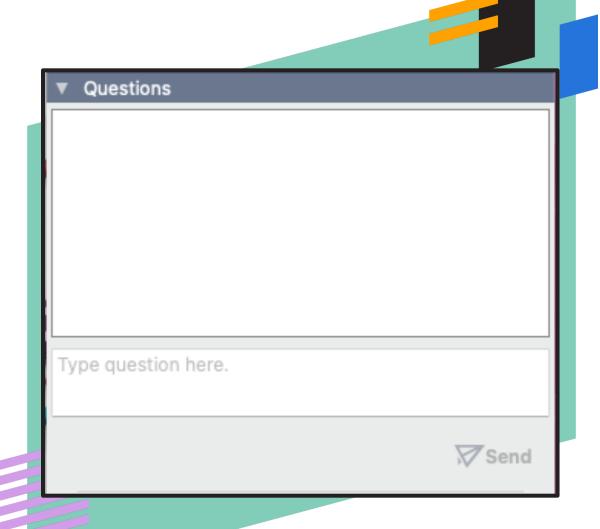
Liz Huff
Sr. Director of Customer
Success at
Upland Second Street
Ihuff@uplandsoftware.com



Julie Foley
Sr. Customer Success Manager
at Upland Second Street
jfoley@uplandsoftware.com

Do you have questions?

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



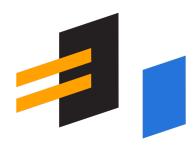


Audience Engagement Software

Run contests and interactive content on your websites to:







Engage your audience

Our Partners















USA

TODAY







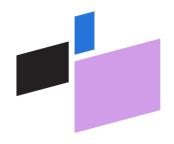
WEHCO MEDIA, INC.



GANNETT

THE OGDEN NEWSPAPERS

Contests & Interactive Content



Enter to Win

- Sweepstakes
- Codeword Sweepstakes
- Photo Contests
- Video Contests

Quizzes

- Personality/Outcome
- Trivia

Voting

- Photo Voting
- Video Voting
- Custom Brackets

Ballots

- Best Of
- Niche
- Advertiser-Specific

Questionnaires

- Polls
- Surveys

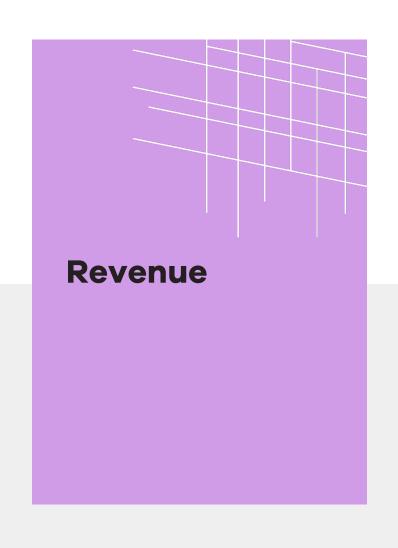


Today's Agenda

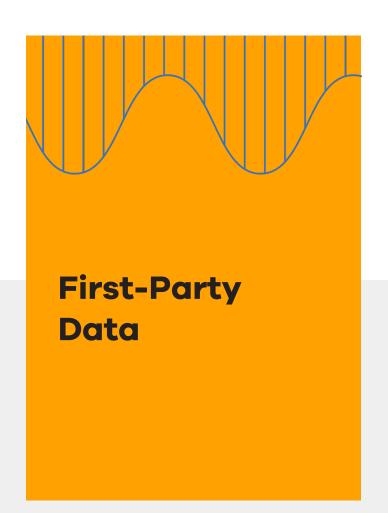
- The 3 Things Everyone in Media
 IS Focused On
- What will the rest of 2023 look like?
- How Second Street fits into your strategy



3 Things you are focused on









What will the rest of 2023 look like?

Recession Warning Bells

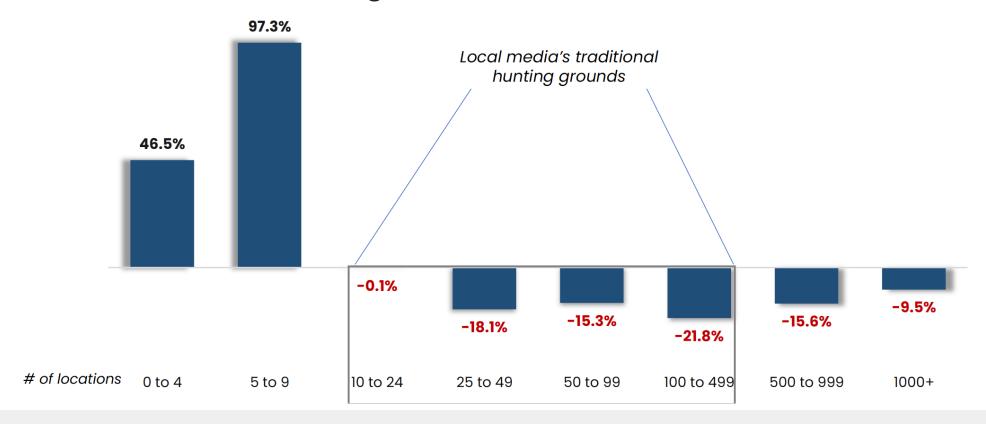


Source: United States Census Bureau Business Formation Statistics

Copyright Borrell Inc.

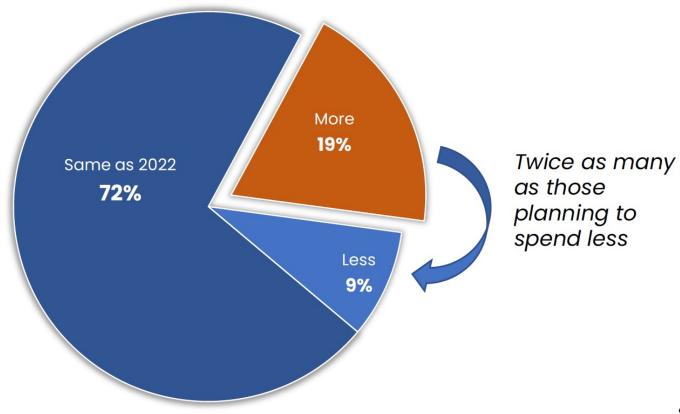
During Pandemic, Larger Businesses Failed, Smaller Ones Proliferated

% change in # of locations 2019-2022

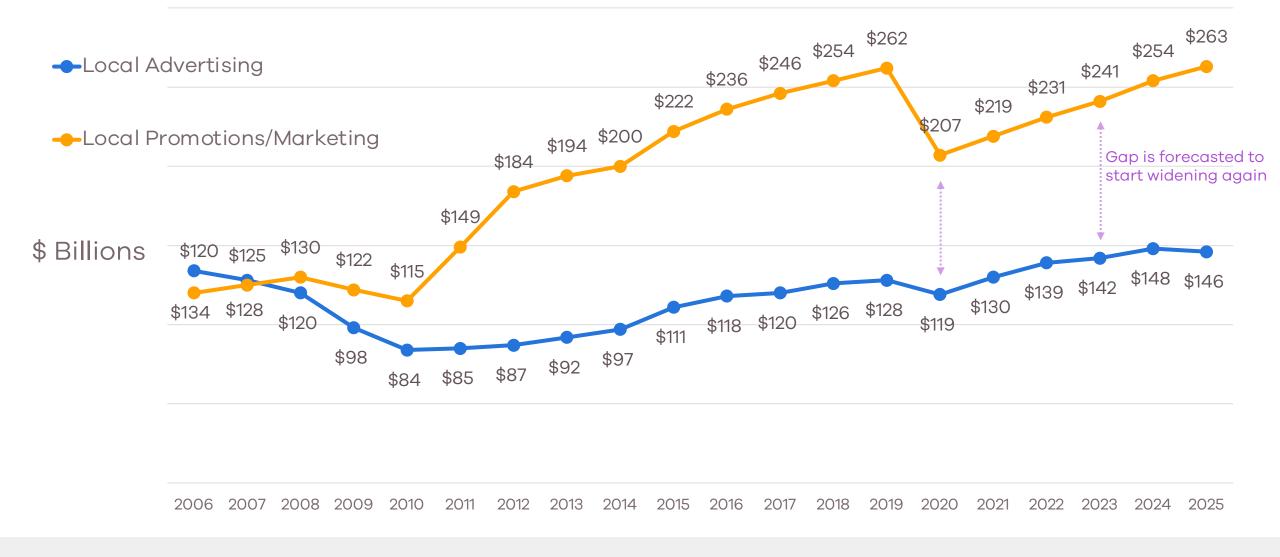


Evidence of Strong Growth in 2023

How will your Advertising Budget change in 2023?

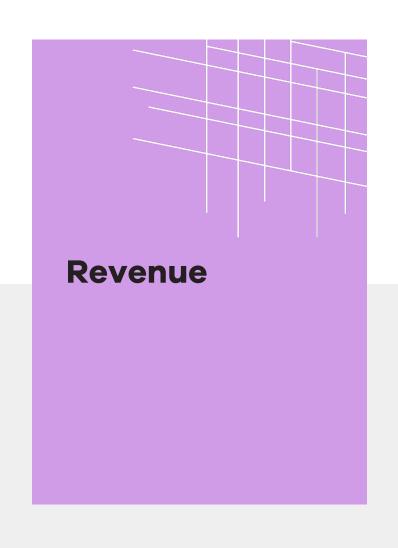




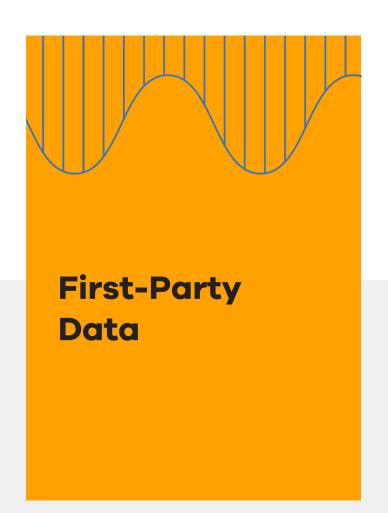




How Second Street fits into your strategy







You're already doing this!









Revenue

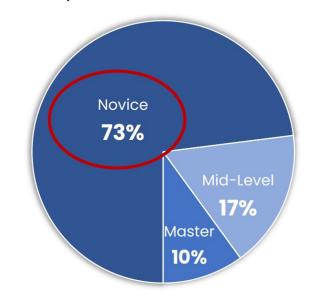


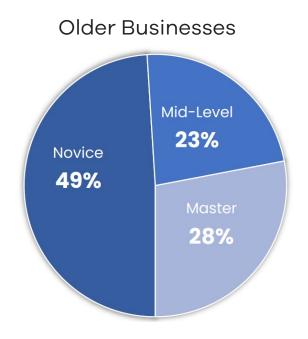
Keep doing what you're doing!

- Sponsorships tied to current initiatives
- Sellers are consultants
- Set revenue goals big enough to matter!
- Target the top categories and sell recurring campaigns for efficiency

Younger Businesses Have Far Less Marketing Expertise

Newly Established Businesses





Advertiser Results: Motorcycle Mayhem

The Leaf-Chronicle | Clarksville, TN

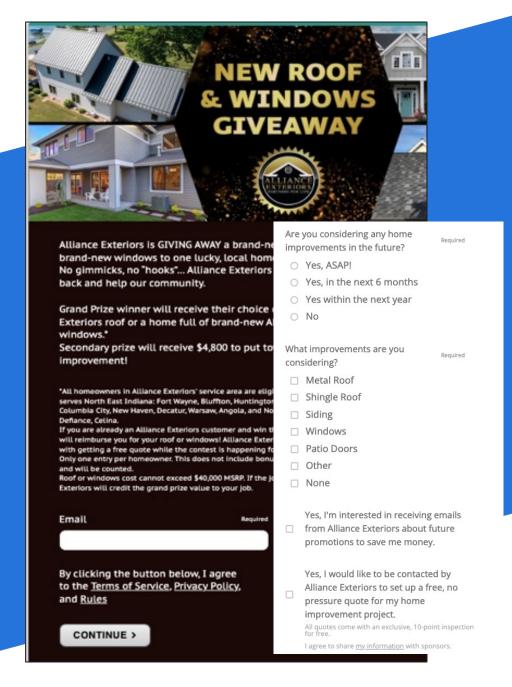
- Great social engagement on FB and IG
- 263 Riders interested in a Basic Course through the Riding Academy
- 243 Opt Ins for newspaper
- 906 Opt ins for the Appleton Harley
 Davidson
- **\$12,500** in Revenue



Win a new roof or windows from Alliance Exteriors!

WBYR-FM, Fort Wayne, IN

- 867 entries
- 119 opt-ins for sponsor
- Closed 120K+ in new roof installations from leads
- This campaign secured an annual radio campaign totaling \$10,600
- So successful sponsor increased annual spend to 80+K



Tuesday June 13th 12:00 PM ET





Driving Measurable Results and Revenue with Promotions





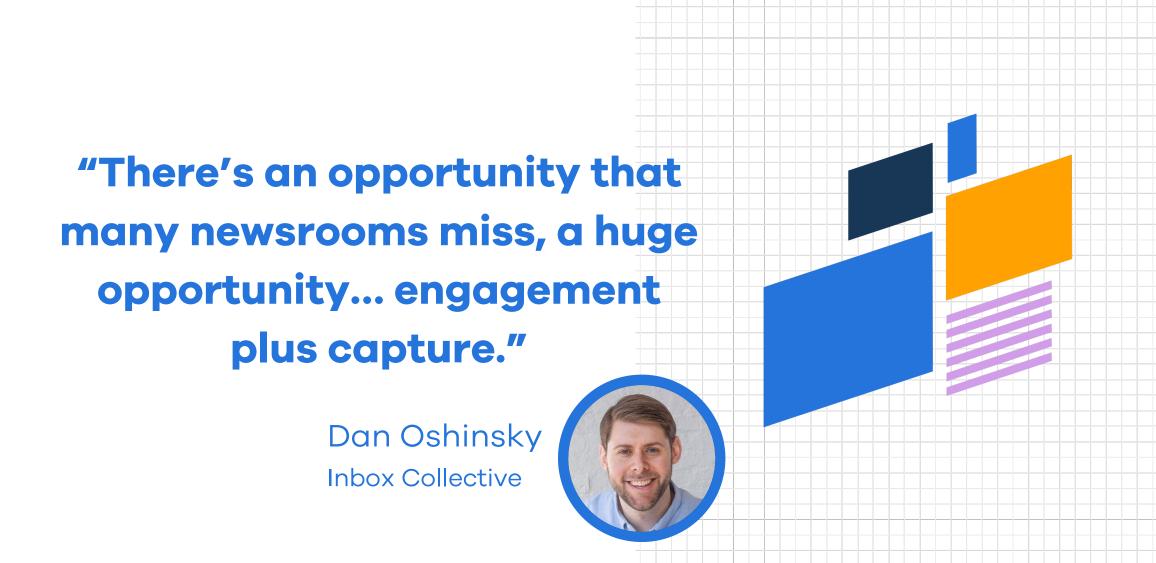




Audience Engagement

Stand out from the crowd!

Drive Audience & Revenue with your campaigns!



How to Engage your Audience

- Choose topics:
 - Your audience cares about
 - That align with your editorial calendar or programming schedule
 - That are highly shareable
- Ask for an opt-in!

StLouis

DINING

4.14.23

This newsletter is presented by



A MESSAGE FROM DINING EDITOR GEORGE MAHE

It's springtime, and some of us just turned the page on a new wine season. There are wine drinkers who drink only a particular color of wine all year long: red, white, or rosé, for that matter. Then there are seasonal wine drinkers (like us) who drink reds in the winter, whites in the summer, and rosés in the transitional seasons of spring and fall. This month, wine stores have been stocking up on rosés, restaurants have been placing orders, and right on schedule, Parker's Table is hosting one of our favorite wine events of the year. Next Tuesday, April 18, from 5-7 p.m., the wine store and more will be pouring 50 (fifty!) different rosés from all across the world, complemented by an enviable cheese and charcuterie platter. The price of admission is a ridiculously low \$10. Should you be occupado on that evening, consider celebrating the wine in a more charitable way from noon-6 p.m. on May 6 for Rosé Day, the annual walking wine festival through the Central West End, which was created to raise awareness for nonprofits empowering women and girls in St. Louis. Participants purchase a \$35 passport ticket, choose a charitable partner to support, and proceed to sample rosés at tasting stations along business storefronts and side patios, entertained by musicians and street artists along the way. Hundreds participate in this event every year. Tickets are limited, required, and will sell out.

Know someone who would like this newsletter? Share this link with them to direct them to our newsletter subscription page.





What the Cluck? pop-up concept opens inside Baileys' Range in downtown St. Louis

On weekends, Baileys' Restaurants' director of culinary development Cassy Vires will serve up "fried chicken, reimagined," as well as sides and drinks with a "Texessean" theme.

Read More »



A MESSAGE FROM DOOBIE CANNABIS DELIVERY

Doobie offers safe and convenient cannabis delivery directly to your door

From the curious to the connoisseur, Doobie is here to guide you along the way.

Questions? Call 1-888-8DOOBIE. Must be 21+. Please consume responsibly.

Get Delivery Now »



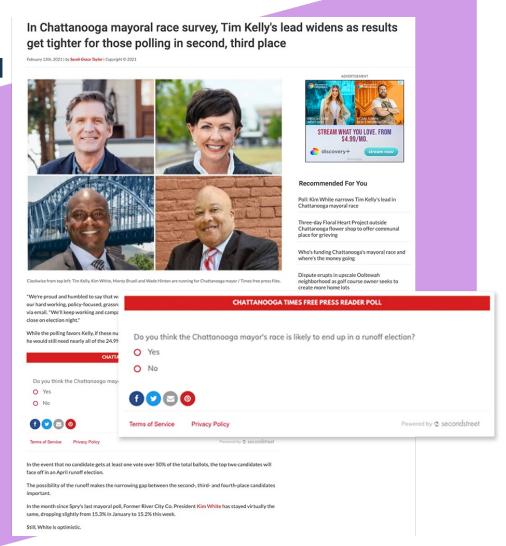
Best patios in St. Louis

150-plus alfresco spots to unwind, listed by neighborhood Read More »

Editorial Series Polls

Chattanooga Times Free Press, Chattanooga, TN

- Editorial team put one poll question a day into a top story
- Over the course of the year, they've had:
 - **20,800+** responses
 - Add thousands of new email newsletter signups



How to Drive Revenue at the same time

- Choose topics:
 - Mass appeal promotions and engagements
 - Find the right advertiser that wants these mass appeal campaigns
 - Run them all year long:)
- Ask for an opt-in!

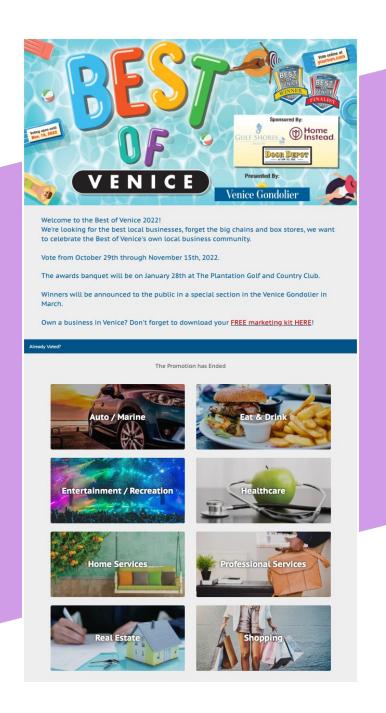


Enter

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



Thursday June 15th at 12:00 PM ET



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







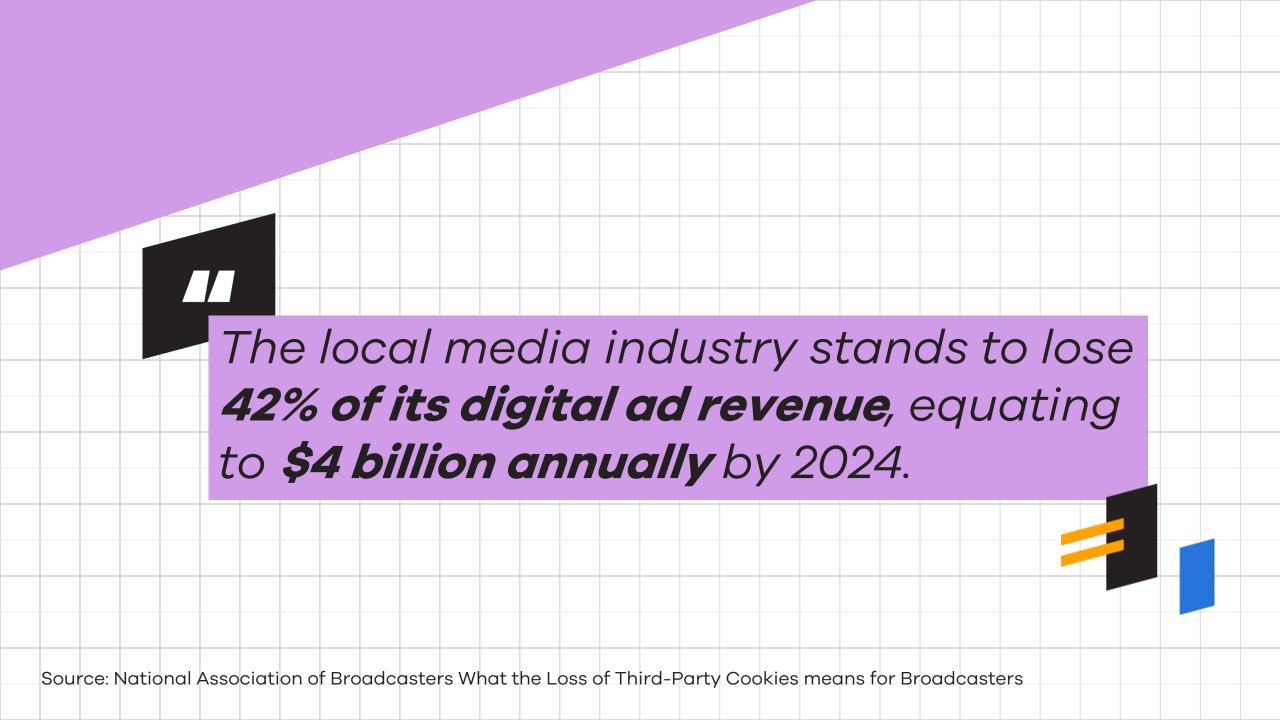


First-Party Data

Why is it Important?

- 3rd Party cookies going away
- Clean Data you're getting it straight from the source
- Lowers marketing costs, increases ROI

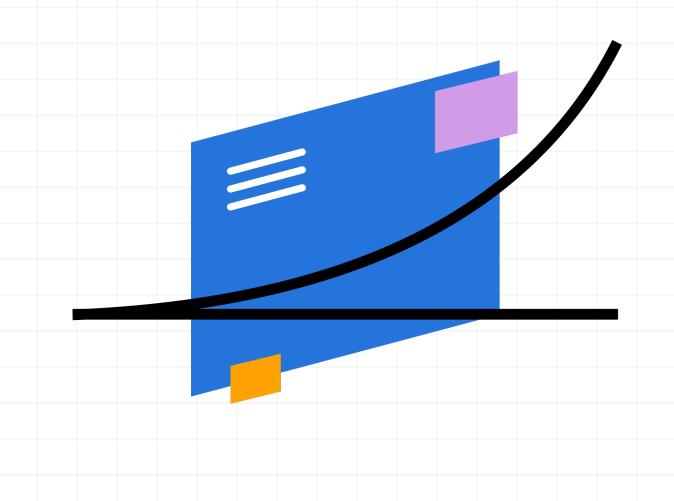




Amongst current partners:

870/0

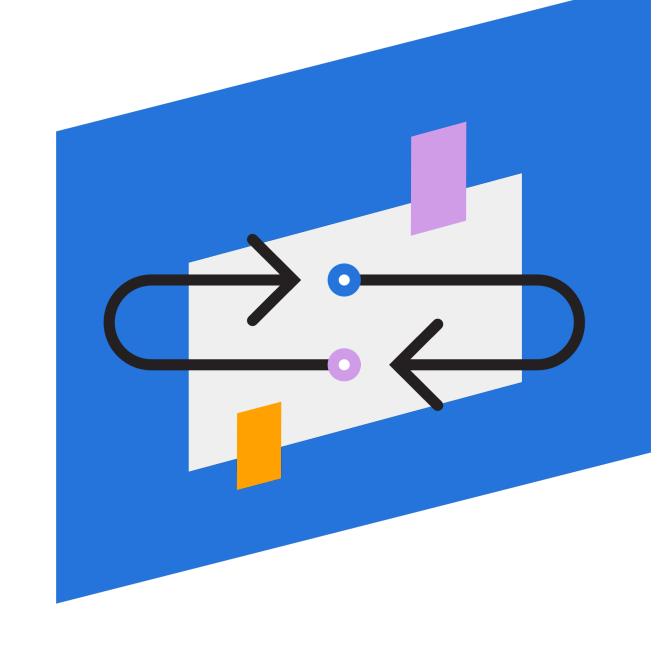
Of email database growth comes from contests & interactive content through Second Street



How do you use First Party Data today?

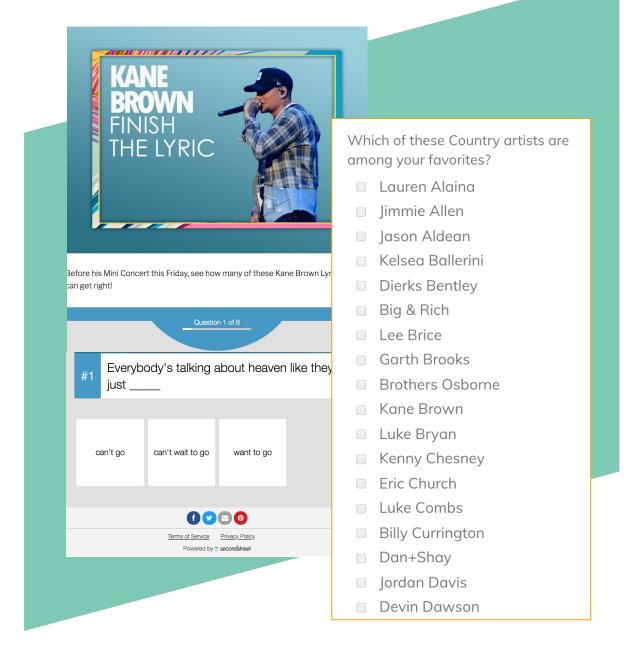
First Party Data is already part of your goals

- Audience growth
- Increased revenue
- Higher email open rates



Knowing your Database

Asking for Permission AND Interests



Growing your Database

Wehco Media, Inc.

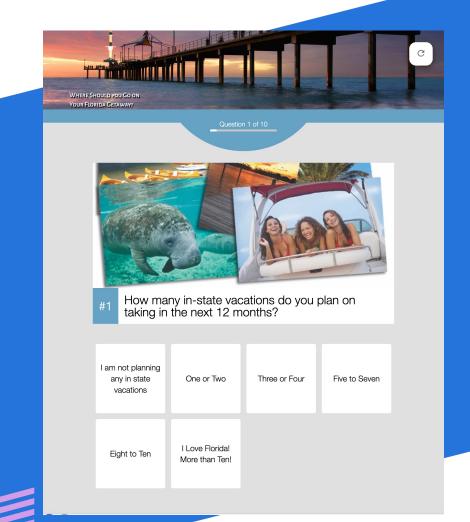
- 500,000 emails
- 27,000 subscription conversions
- 4.7%-7.7% conversion rate
- LTV = \$9 per email address



Where Should You Go on Your Florida Getaway

The Villages Daily Sun

- Gathered important travel information for client
 - How many in-state vacations do you plan on taking in the next 12 months?
 - Are you interested in beach getaway packages?
 - When you plan "short getaways", which do you prefer?
- Created media piece from travel data collected to share with travel clients and prospects



Wednesday June 14th 12:00 PM ET



Launching your First-Party Data Strategy









Key Takeaways



Don't Forget

- Buckle up for a week of great content!
- Make sure you're getting everything out of your campaigns (revenue, audience, data)
- This is a TEAM effort bring in the right team!
- Let us help!



Ideas to Get You Going Master Class Line Up

Tuesday June 13th 12:00 PM ET





Driving Measurable Results and Revenue with Promotions







Wednesday June 14th 12:00 PM ET



Launching your First-Party Data Strategy







Thursday June 15th at 12:00 PM ET



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





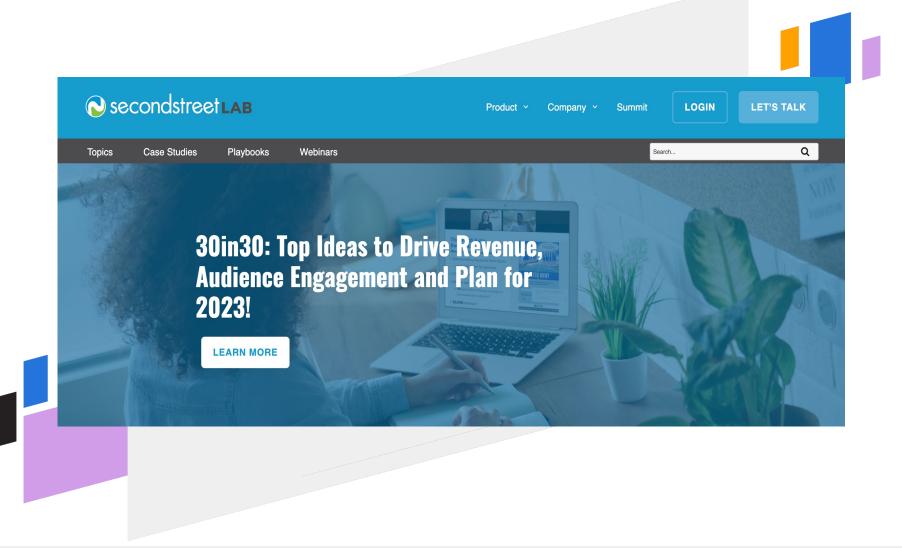




Q&A



Resources











First Party Data: A Beginner's Guide





Having a First Party Data strategy is becoming more and more important in today's landscape, but you may be starting from scratch and don't have a clear understanding what it is and why you need it. This guide will go over First Party Data for our beginners so you have a fast and effective way to get started!

What Is First Party Data?

Everyone is abuzz about the importance of First Party Data, but what is it, really? First Party Data is information that you collect directly from your audience. So this is data that you have not received from another business or third party—your audience supplied this data directly to you.

As an example, you can collect First Party Data by running a promotion in which users have to fill out a registration form to participate. In that registration form, you have the ability ask users to provide demographic information, opinions about your organization, lead generation information for your sponsors, etc. All of the information your users provide from that registration form is considered Frist Party Data because the user submitted it directly to you.









Thank You!



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