



Webinar starting shortly...



Master Class:
**Driving Measurable Results
& Revenue with Promotions**



Second Street



Master Class:
**Driving Measurable Results
& Revenue with Promotions**

Welcome!



Julie Foley

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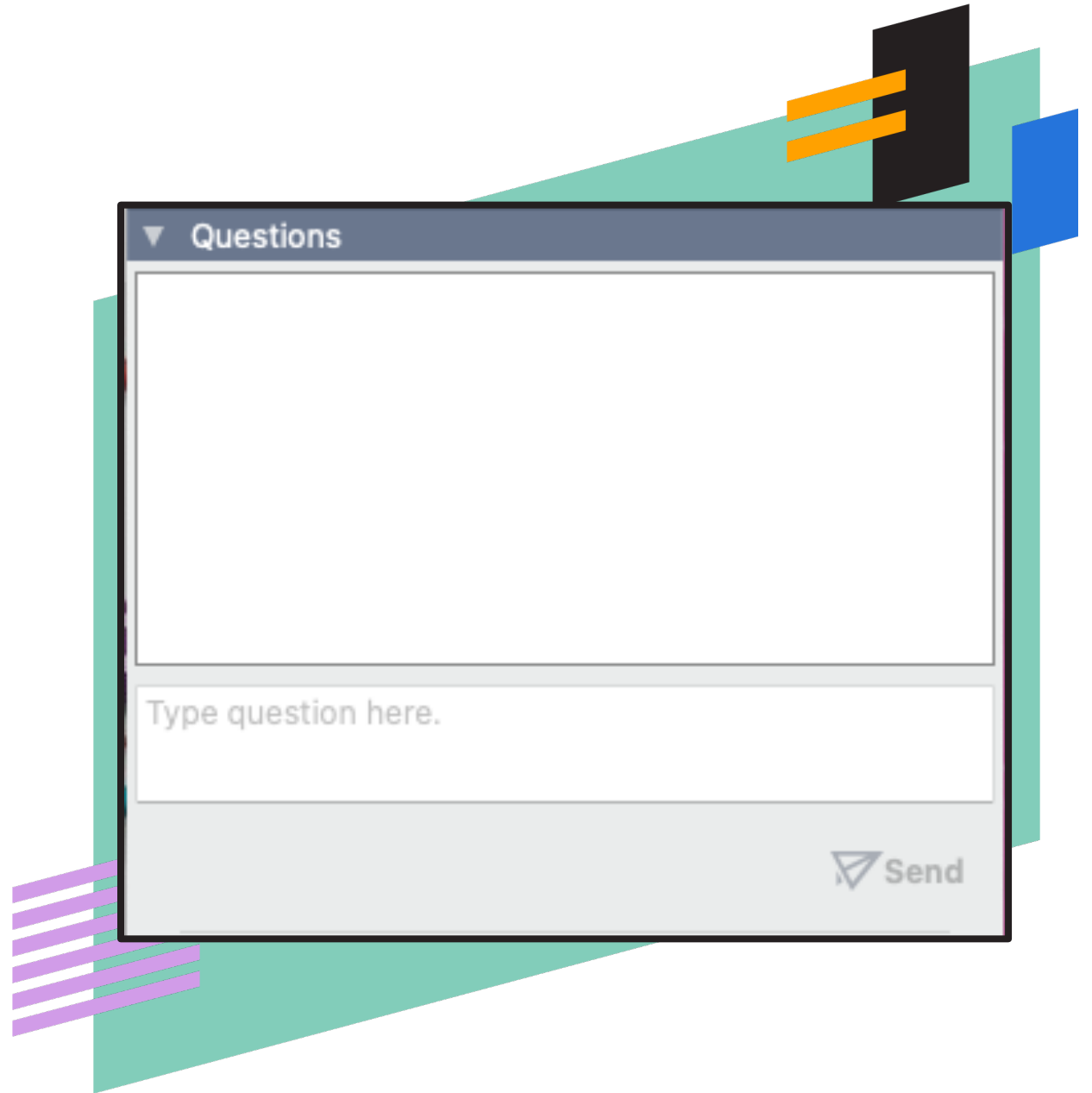


Tenille Hunter

Customer Success
Representative
thunter@uplandsoftware.com

Do you have questions?

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

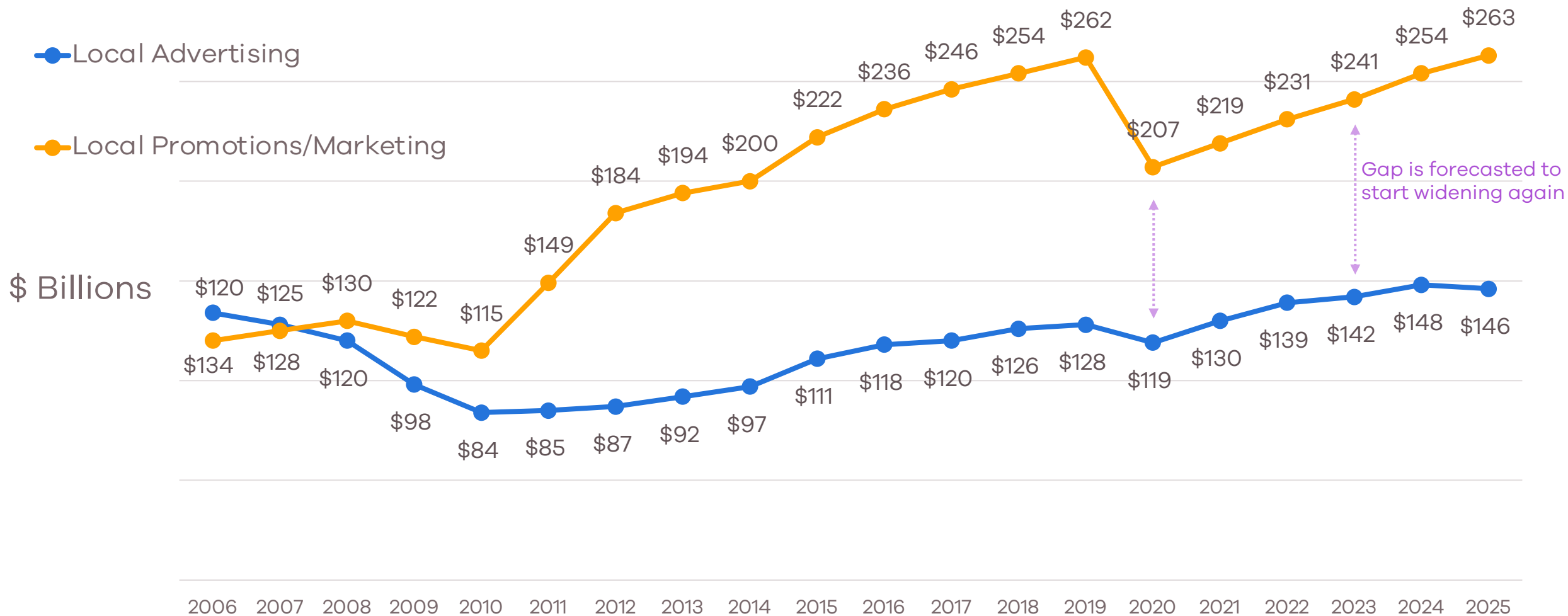




Why Promotions?

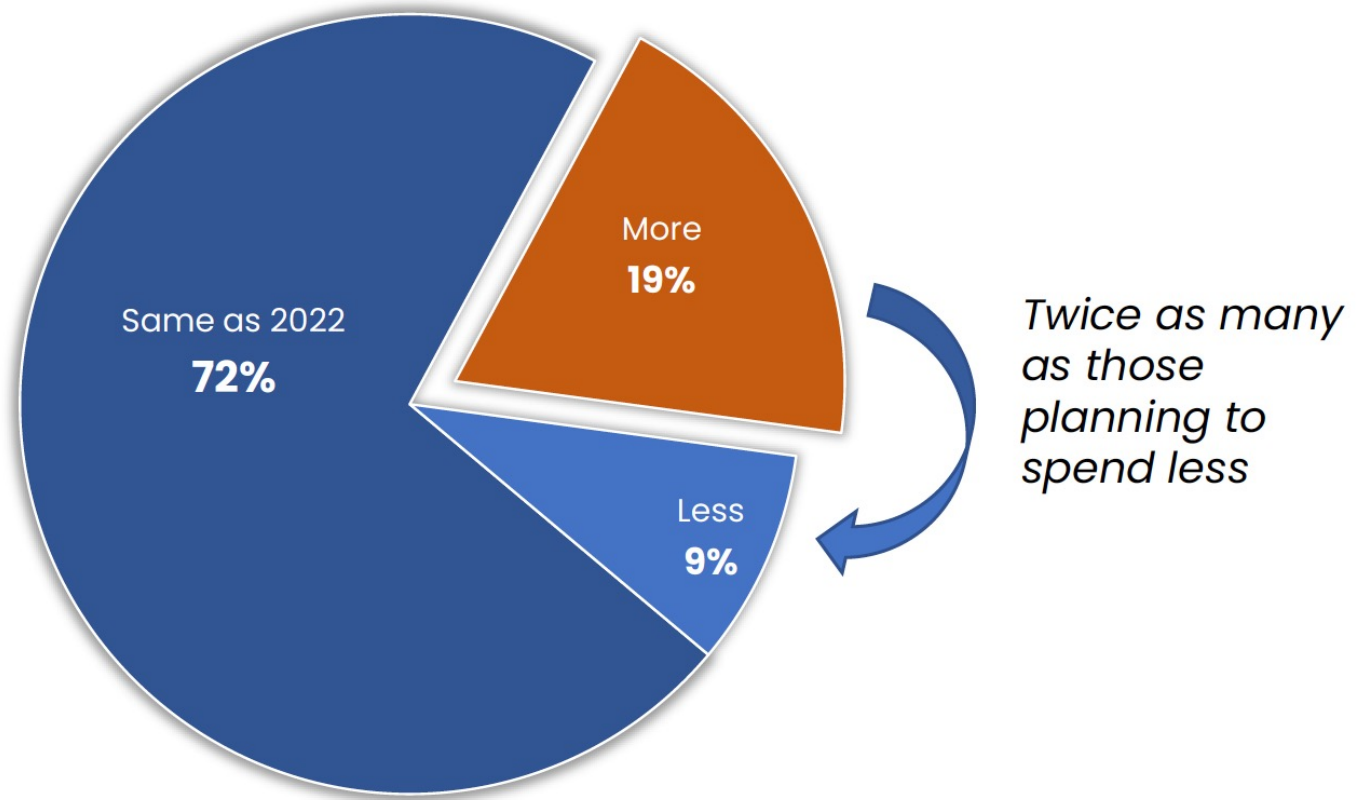
Yesterday: All Roads Lead to Promotions





Evidence of Strong Growth in 2023

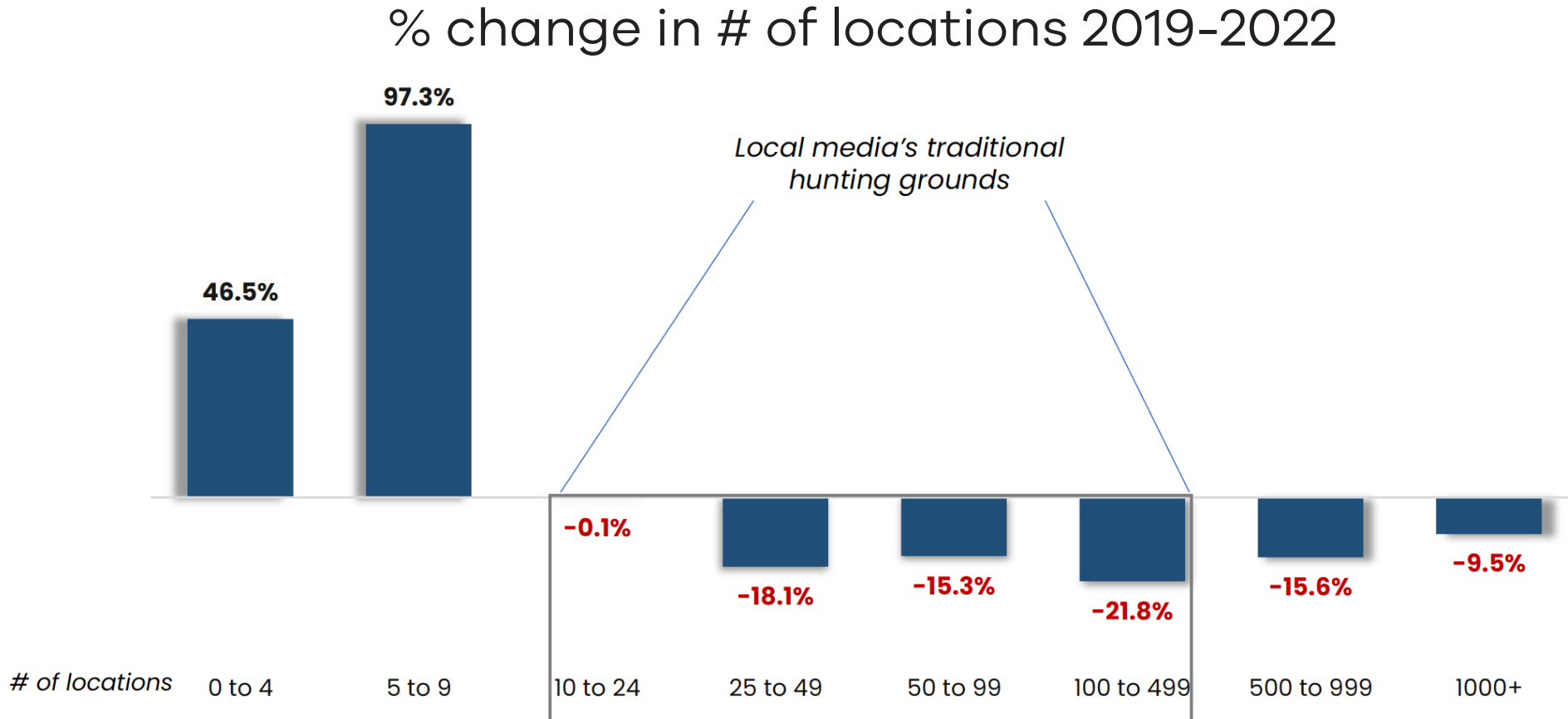
How will your Advertising Budget change in 2023?



Source: 2023 Borrell Inc.



During Pandemic, Larger Businesses Failed, Smaller Ones Proliferated

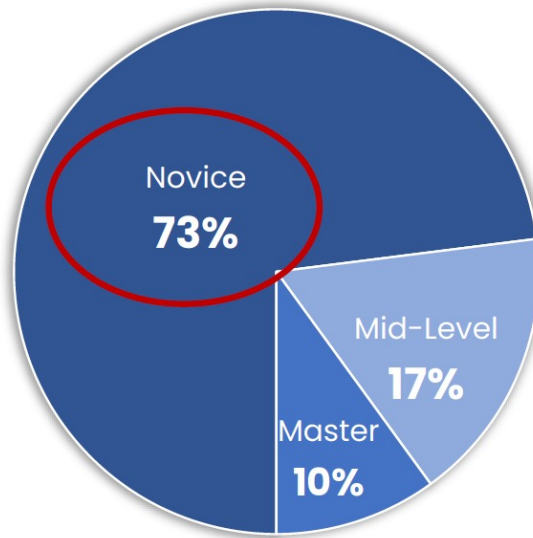


Source: 2023 Borrell Inc.

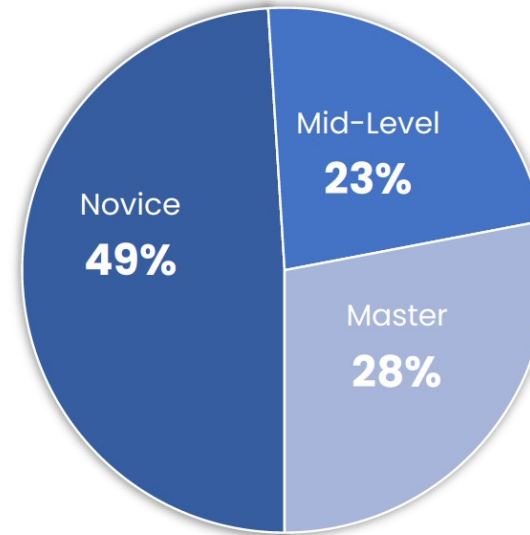


Younger Businesses Have Far Less Marketing Expertise

Newly Established Businesses



Older Businesses



Source: 2023 Borrell Inc.





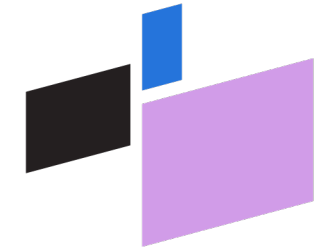
Your Advertiser's Goals:

1. Leads
2. Database Growth
3. Education
4. Community Involvement
5. Capturing Social Audience
6. 1PData



How to pick the right promotion

You have a lot of options!



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

Sports

- Custom Brackets
- Turnkeys

Questionnaires

- Polls
- Surveys



This can be **overwhelming**,
and I'm **new** to this, what
promotion should I run?



Goal: Leads

You need to pick a Promotion that:

- Reaches their target audience
- Has a Low barrier to entry
- Allows for the highest possible entries while qualifying entrants.

Promotion Types that Capture Leads

- National Sweepstakes
- Custom Sweepstakes

a GAS of a giveaway
win \$5000 in fuel
from **SHIELD EXTERIORS**

Every Friday we will be giving away a gas card in addition to your chance at \$5000 in fuel!

Email Required

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#).

Do you own your home?

☐ Yes

☐ No

☐ Yes, I would like to request a No Obligation, FREE Roof Estimate from Shield Exteriors.

☐ Yes, I would like to receive Future Offers and Information from Shield Exteriors.

CONTINUE >

[Policy](#) [Rules](#) Powered by Second Street

National Sweepstakes



\$5,000 Sweepstakes

Car Payments
for a Year



January

\$5,000 Sweepstakes

Home Improvement
Giveaway



April

\$5,000 Sweepstakes

Win Groceries
for a Year



August

\$15,000 Sweepstakes

Rent or Mortgage
for a Year



November

National Sweepstakes Case Study

Forever Media – Delmarva | Milford, DE

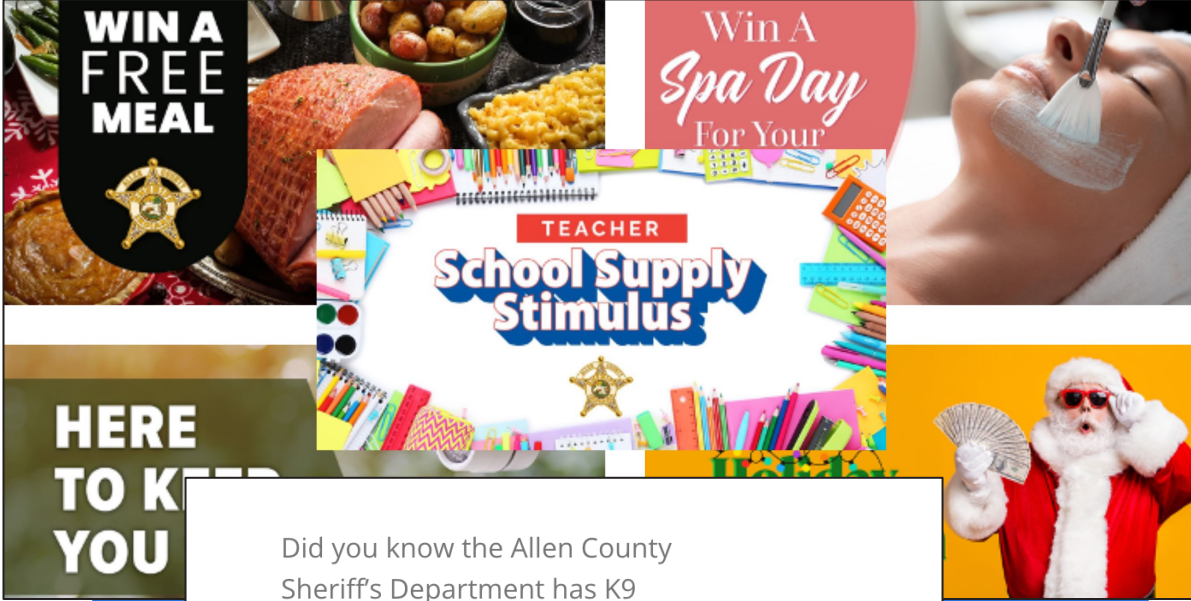
- **Goal:** Qualified leads
- 298 leads requesting a free evaluation
- 21% of all entrants were hot leads! and requested services.
- Sponsor received 712 opt-ins to receive future information



Sweepstakes Case Study

WQHK-FM | Fort Wayne, ID

- **Goal:**
 - Recruitment
 - Build a positive image within the community
- 10 promotions
- 595 Yes! More information on Employment Opportunities with The Allen County Sheriff's Department
- **32 Open Positions Filled!**
 - "The work we've done on K105 is single handily keeping us afloat in the recruitment game."



Did you know the Allen County Sheriff's Department has K9 demonstrations they will bring to your child's school? Required

-- Select One --

☐ YES, I would like to receive more information regarding employment opportunities with the Allen County Sheriff's Department.



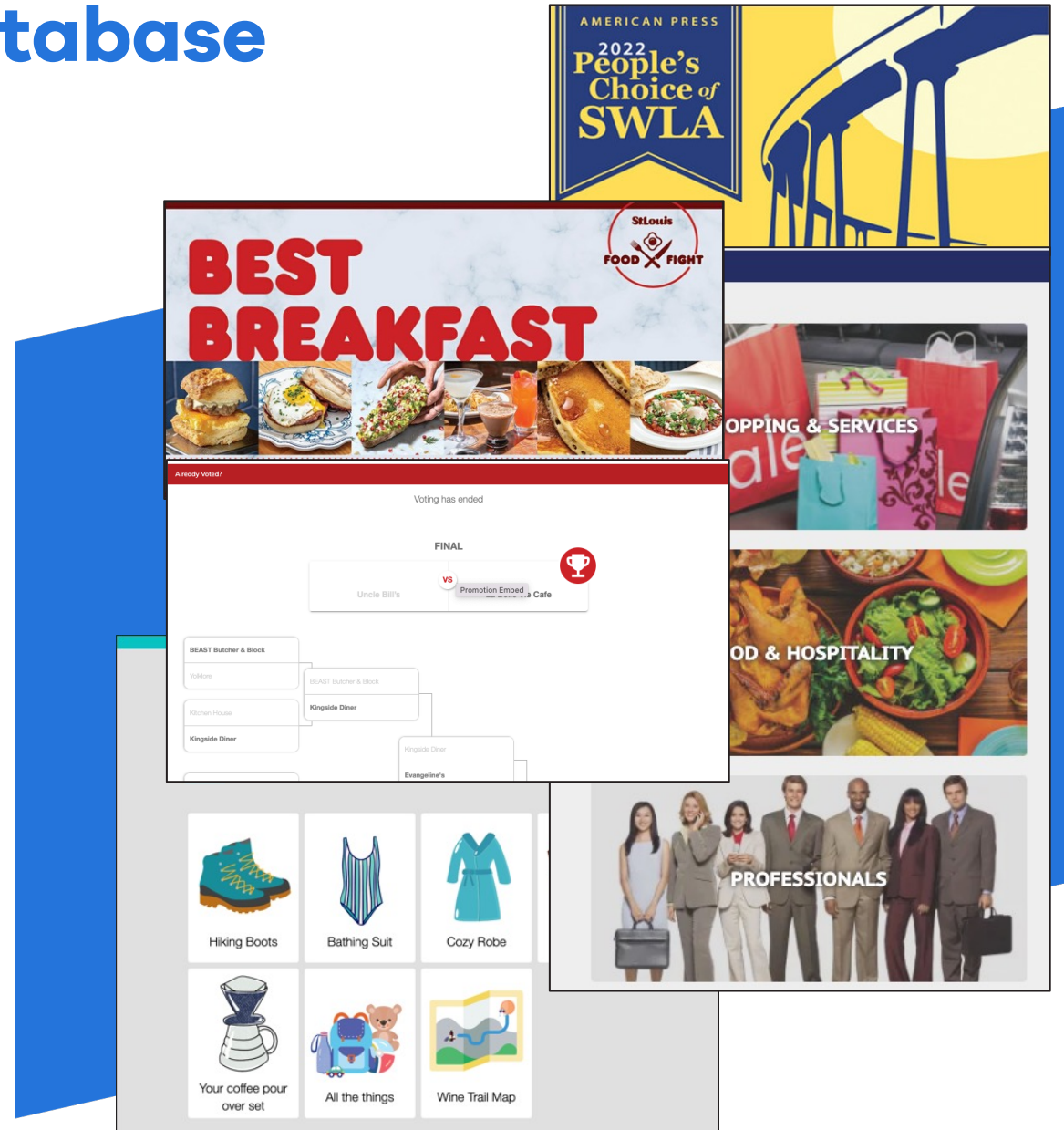
Goal: Database Growth

You need to pick a Promotion that:

- Appeal to the audience(s) they want to build
- Captivate that audience
- Offer enough value for the user to want to opt-in

Promotion Types to Grow Database

- Sweepstakes
- Quizzes
- Ballots
- Brackets



Quiz Case Study

Federated South Bend | South Bend, IN

- **Goal:** Database growth and gauging interest in future events
- 1,459 Users
- **1,031** Yes, I would like to receive emails regarding future Michiana Festival of Beers events.
- **1,374 Yes,** I am interested in attending a local craft beer sampling event



The image shows a Facebook quiz interface for the Michiana Festival of Beers. At the top, there is a banner with the event logo, date (Saturday, Oct. 8, 2022), time (2:00-6:00 PM), and location (Four Winds Field). Below the banner, the quiz title is "What does your Beer Choice say about you?". The instructions state: "Take our quiz for a chance to win 4-VIP tickets and commemorative glasses to the event, Saturday October 8th, starting at 2pm, Four Winds Field." The progress bar shows "Question 1 of 5". The first question is "#1 What's your favorite type of beer?". There are four answer options: "Free", "Craft", "Cold", and "I'm not picky".

MICHIANA FESTIVAL OF BEERS
SATURDAY, OCT. 8, 2022
2:00-6:00 PM
FOUR WINDS FIELD

What does your Beer Choice say about you?

Take our quiz for a chance to win 4-VIP tickets and commemorative glasses to the event, Saturday October 8th, starting at 2pm, Four Winds Field.

Question 1 of 5

#1 What's your favorite type of beer?

Free Craft Cold I'm not picky

Sweepstakes Case Study

Las Vegas Review-Journal | Las Vegas, NV

- **Goal:** Database growth and leads
- 2,874 Entries
- Targeted out-of-market pro-football enthusiasts with over 2.2 million programmatic impressions
- 2,387 email opt-ins (84% opt-in rate)
- Amazing prize – drives entries!



Win a Trip to the Draft Selection in Vegas!

Sponsored By

[Enter to Win!](#)

Virgin HOTELS LAS VEGAS

LVRJ .COM

Two (2) round trip airfare tickets to Las Vegas, Nevada with a departure date of April 28 and return date of May 1, 2022. Transportation included to and from the airport to Virgin Hotels Las Vegas.

Three (3) nights luxury accommodations (April 28 - 30, 2022) in our all-suite Ruby Tower featuring dedicated valet off Harmon Avenue and exclusive check-in (accommodates 2 guests).

\$200 Dining Credit at Todd English's Olives, featuring Mediterranean Cuisine



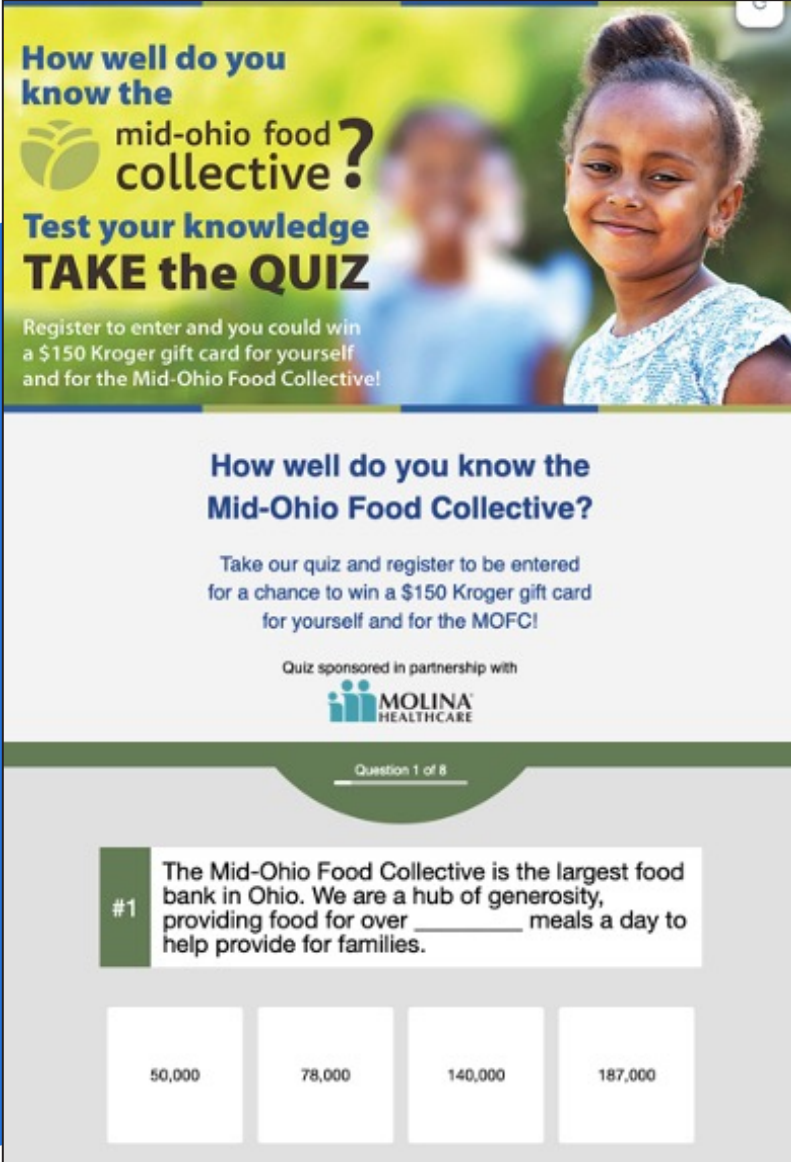
Goal: Education

You need to pick a Promotion that:

- Informs your target audience
- Creates an opportunity to learn in a fun and engaging way

Promotion Types to Educate

- Quizzes



The image shows a digital quiz interface. At the top, there's a banner with a photo of two young girls. Below the banner, the title 'How well do you know the Mid-Ohio Food Collective?' is displayed. The instructions encourage taking the quiz to win a \$150 Kroger gift card. The sponsor, Molina Healthcare, is mentioned. The current question is the first of eight, asking about the number of meals provided daily. Four answer options are shown at the bottom.


How well do you know the mid-ohio food collective?
Test your knowledge TAKE the QUIZ

Register to enter and you could win a \$150 Kroger gift card for yourself and for the Mid-Ohio Food Collective!

How well do you know the Mid-Ohio Food Collective?

Take our quiz and register to be entered for a chance to win a \$150 Kroger gift card for yourself and for the MOFC!

Quiz sponsored in partnership with

 **MOLINA**
HEALTHCARE

Question 1 of 8

#1 The Mid-Ohio Food Collective is the largest food bank in Ohio. We are a hub of generosity, providing food for over _____ meals a day to help provide for families.

50,000 78,000 140,000 187,000

Awareness Quiz

Record & Herald | Woodland Park, NJ

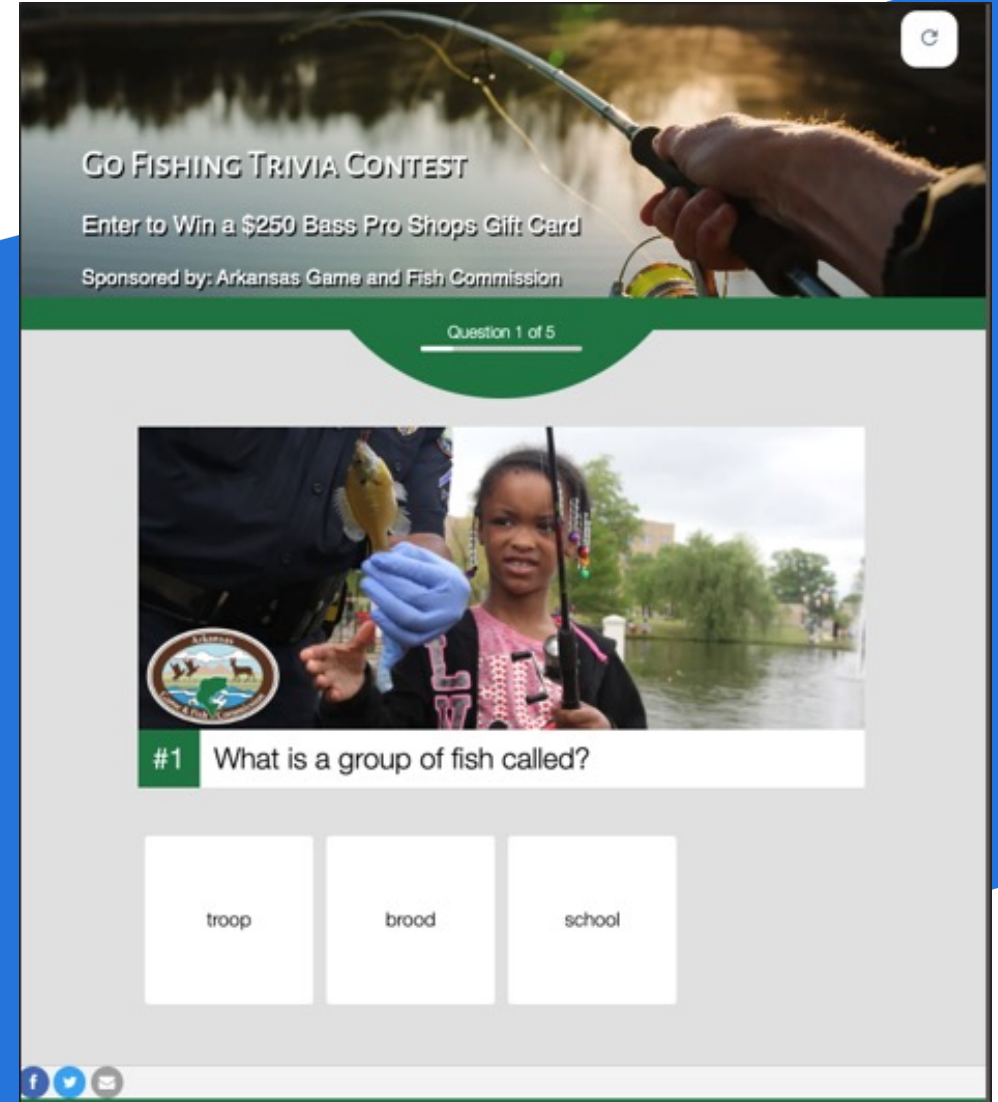
- **Goal:** Educate, bring awareness to Colorectal Cancer and generate leads
- 265 submissions
- 40+ wanted to be contacted for screenings

The image is a screenshot of a web-based quiz titled "BERGEN MEDICAL ASSOCIATES A Premier Medical Alliance Partner COLORECTAL CANCER AWARENESS QUIZ". At the top, there is a navigation bar with the Bergen Medical Associates logo, a tagline "Don't neglect your care. Visit us in-person or online.", and a "Learn More >" link. The main header features the organization's name, a sub-header "A Premier Medical Alliance Partner", and the quiz title "COLORECTAL CANCER AWARENESS QUIZ" next to a blue awareness ribbon icon. Below the header, a photograph shows two men sitting on a couch in a bright room, one holding a mug. The text below the photo states: "March is Colorectal Cancer Awareness Month. How much do you know about Colorectal Cancer? Take the quiz to understand more about detection and prevention. Answer the questions below and register for the chance to WIN an iPad Air!". A small footnote at the bottom of this section reads: "Quiz source: <https://www.colorectalcan.org/education/quiz>". The quiz interface shows "Question 1 of 7". The question is: "#1 Colon cancer is the third most commonly diagnosed cancer and the second leading cause of cancer death?". Below the question are two buttons: "True" and "False". At the bottom left of the page, there are social media icons for Facebook, Twitter, and YouTube.

Trivia Quiz

KFSM-TV | Fort Smith AR

- **Goal:** Educate the public on Fishing and promote Fishing Licenses
- 3 quizzes over 3 months
- 6,213 total submissions and 3,981 Sponsor opt-ins
- 1st time Arkansas Game and Fish Commission spent on digital





Goal: Community Involvement

You need to pick a Promotion that:

- Creates an experience filled with interactions, entertainment
- Capture your audiences' thoughts, feelings, and opinions.

Promotion Types to boost Community Involvement

- Photo Contests
- Photo Galleries
- Brackets
- Ballots
- Polls



Vote hourly in each poll for your favorite athlete!

Register one time and then vote in each poll!
Voting open between
Tuesday and Friday each week.

Already Voted?

Categories

Basketball team of the week
(Ohio Boys)

Basketball team of the week
(Ohio Girls)

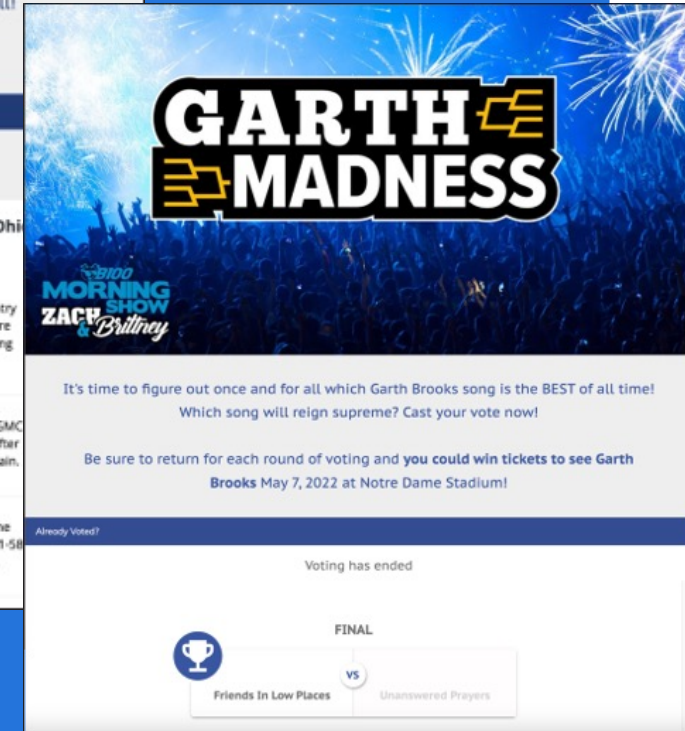
NCCOHD boys basketball team
of the week.

NCCOHD girls basketball team
of the week.

The Promotion has Ended

Basketball team of the week (Ohio
Boys)

Cincinnati Country Day - Cincinnati Country
Day topped Norwood and Lockland before
handling big school Milford 51-39, finishing
the regular season 18-3.



Bracket Case Study

KNOX-FM | Grand Forks, ND

- **Goal:** Encourage listeners to show their hometown pride while gaining insight on shopping habits
- Winning Hometown received a KNOX Live party
- Wall's offered a thank you coupon for a free gift basket with pharmacy/health essentials



Vote now to determine the
2022 KNOX Wall's
Challenge! You can win a
KNOX Live party and a
free gift basket with
pharmacy/health essentials.

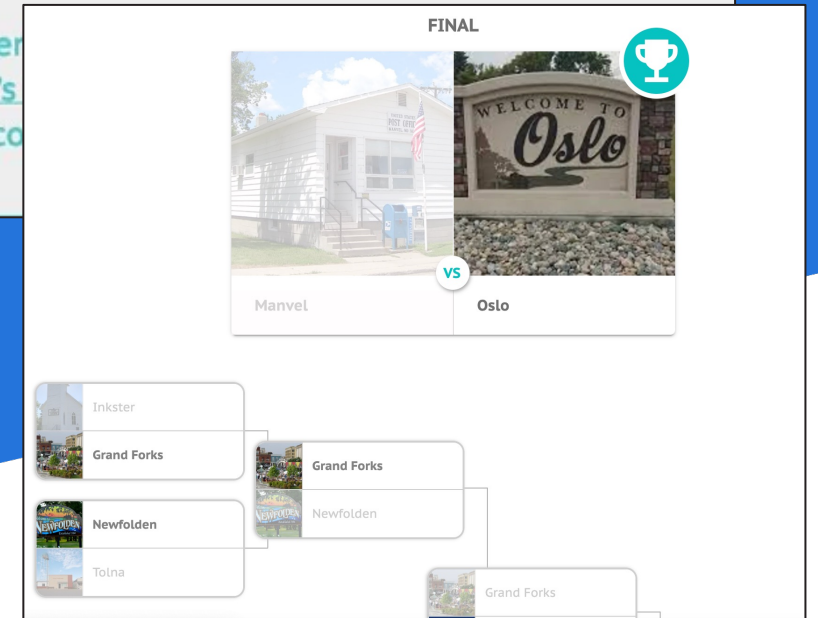


Photo Gallery Case Study

KXLY-TV | Spokane, WA

- **Goal:** Highlight and Congratulate recent Grads while increasing community presence for the sponsor
- 976 Users
- 129 Photo submissions
- Local news mentions and grads featured on segments





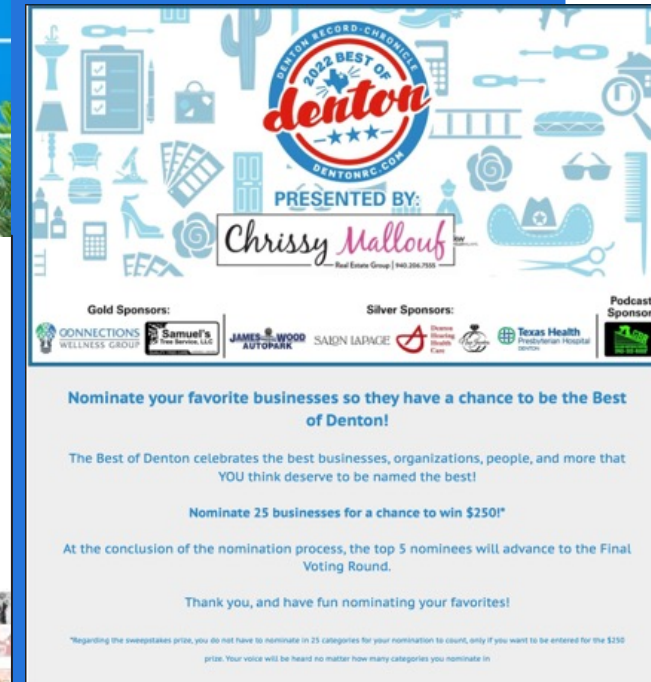
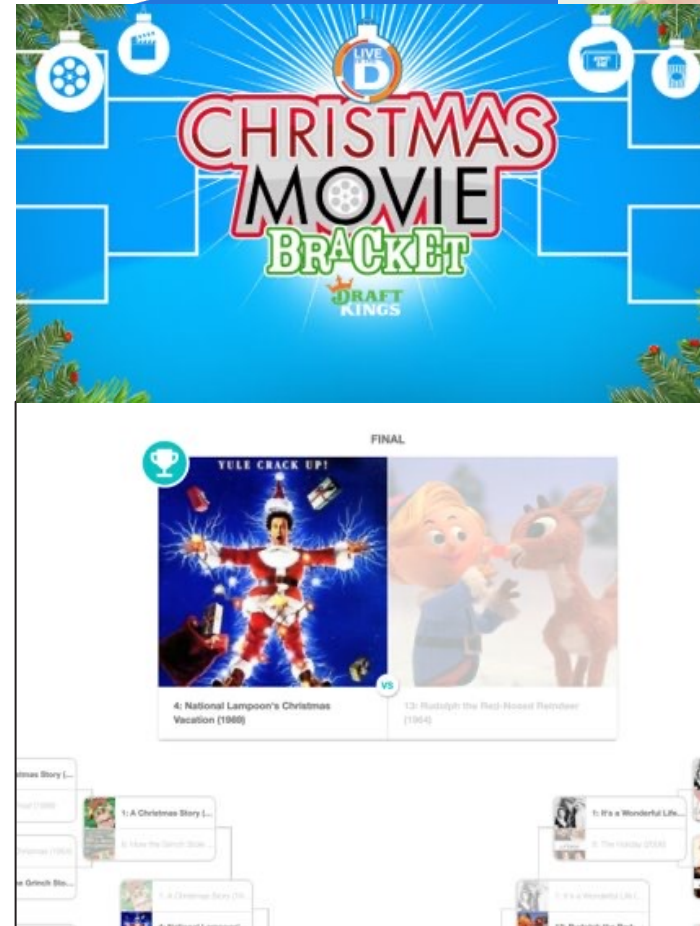
Goal: Capturing Social Audience

You need to pick a Promotion that:

- Is sharable
- Drives Participation (FUN)
- Offers an experience

Promotions that Capture a Social Audience

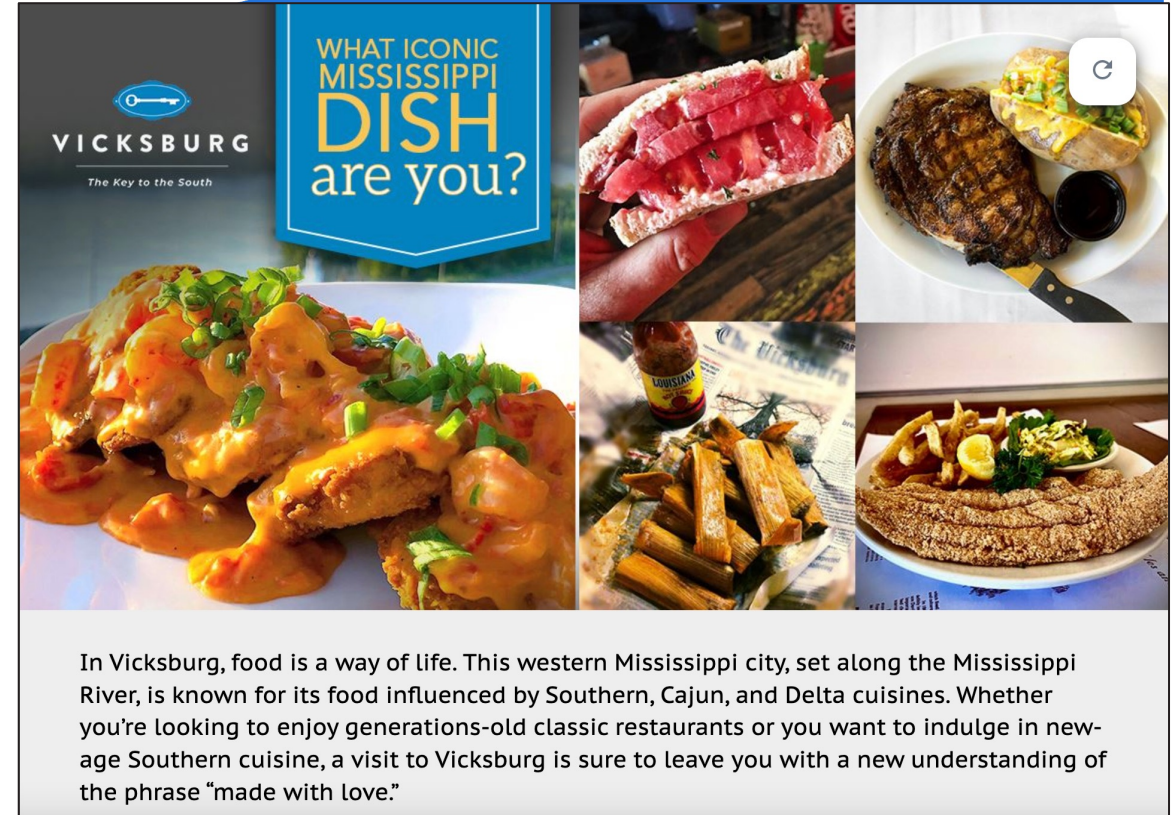
- Sweepstakes
- Photo/Video Contests
- Brackets
- Ballots
- Quizzes



Quiz Case Study

AL.com | Mobile, AL

- **Goal:** Promote Vicksburg and its local eateries/areas to the widest audience and learn about audience preferences
- 2,258 Entries
- Social Strategy results - Facebook:
 - 344,091 total reach
 - 8,410 reactions
 - 1,186 comments
 - 400 Shares



Sweepstakes Case Study

Detroit Free Press | Detroit, MI

- **Goal:** Increase social presence and leads
- 5,879 Entries
- Extra Chances for Facebook like!
- 443 New follows for the sponsor



☒ Yes! Send me offers and special promotions from Premier Pet Supply.



Premier Pet Supply

[Follow Page](#) 16K followers



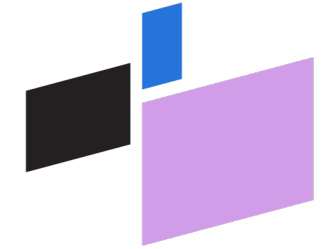
Goal:

1PData

You need to pick a Promotion that:

- Gathers first-party data
- Offers value to the audience

Remember All Promotions Drive First Party Data!



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

Sports

- Custom Brackets
- Turnkeys

Questionnaires

- Polls
- Surveys

12 Days Sweepstakes Case Study

Federated – Fort Wayne| Fort Wayne, IN

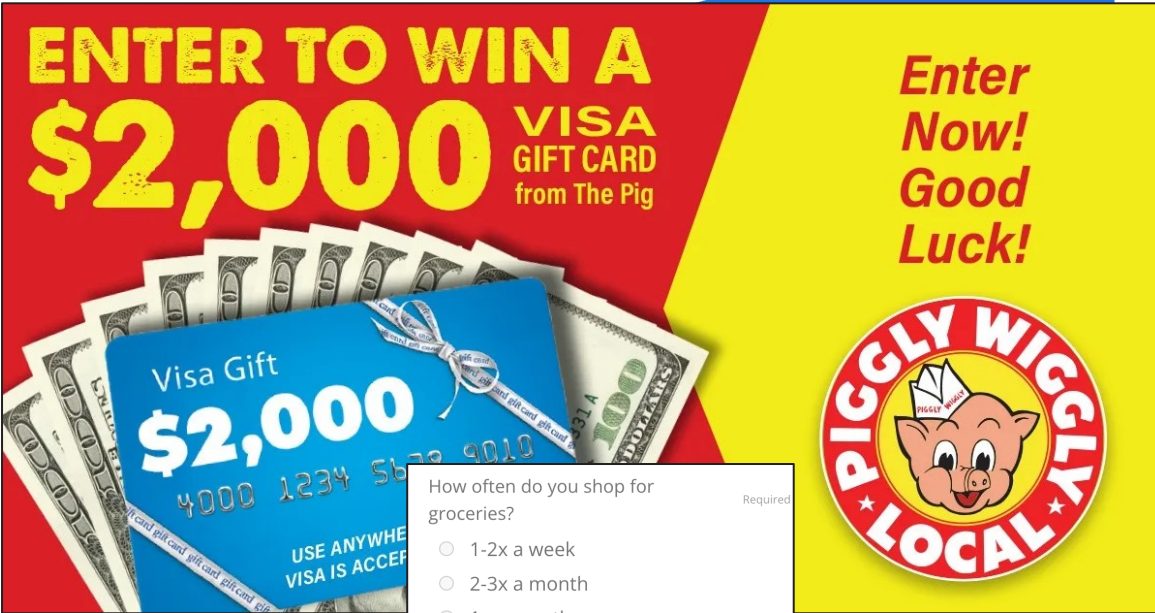
- **Goal:** Gain insights on user preferences, gain leads, and target them!
- 4,452 Total Users



Sweepstakes Case Study

AL.com | Mobile, AL

- **Goal:** Better understanding clients
- 4,171 Entries
- Audience Insight Questions
- **1,919** opt-ins for sponsor
- **\$5K revenue**



ENTER TO WIN A \$2,000 VISA GIFT CARD from The Pig

Enter Now! Good Luck!

PIGGY WIGGLY LOCAL

How often do you shop for groceries? Required

- ☐ 1-2x a week
- ☐ 2-3x a month
- ☐ 1x a month

Are you a Pig BHAM App user? Required

- ☐ Yes
- ☐ No
- ☐ No, but I want to be

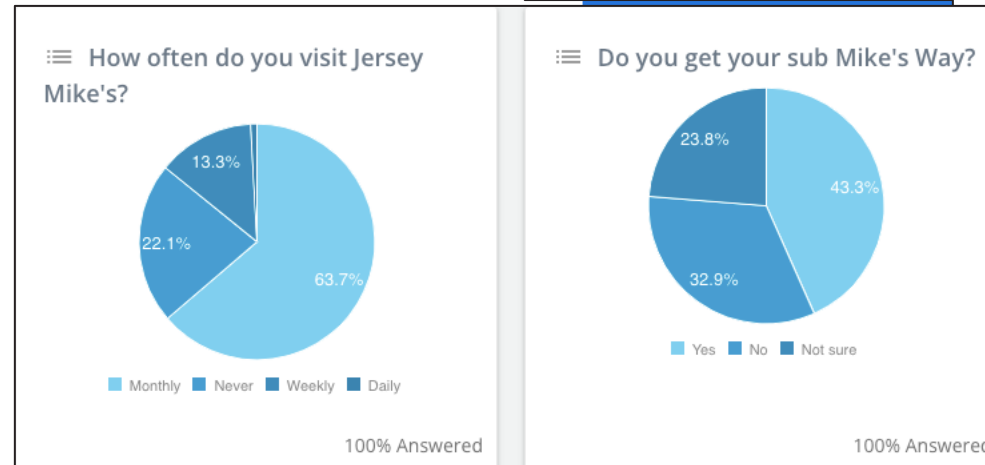
What factor(s) most influence where you shop for groceries? (Check ALL that apply) Required

- ☐ Low Prices
- ☐ Convenient Store Location
- ☐ Extensive Beer and Wine Selection
- ☐ Fresh Quality Meats
- ☐ Fresh Local Produce
- ☐ Clean Store with Excellent Customer Service

Poll Case Study

Verstandig Media | Greencastle, PA

- **Goal:** Understand audience preferences, gain leads and increase database
- 482 Submissions
- Audience Insight Questions:
 - 64% visit monthly
 - 43% have it Mike's way



How often do you visit Jersey Mike's? Required

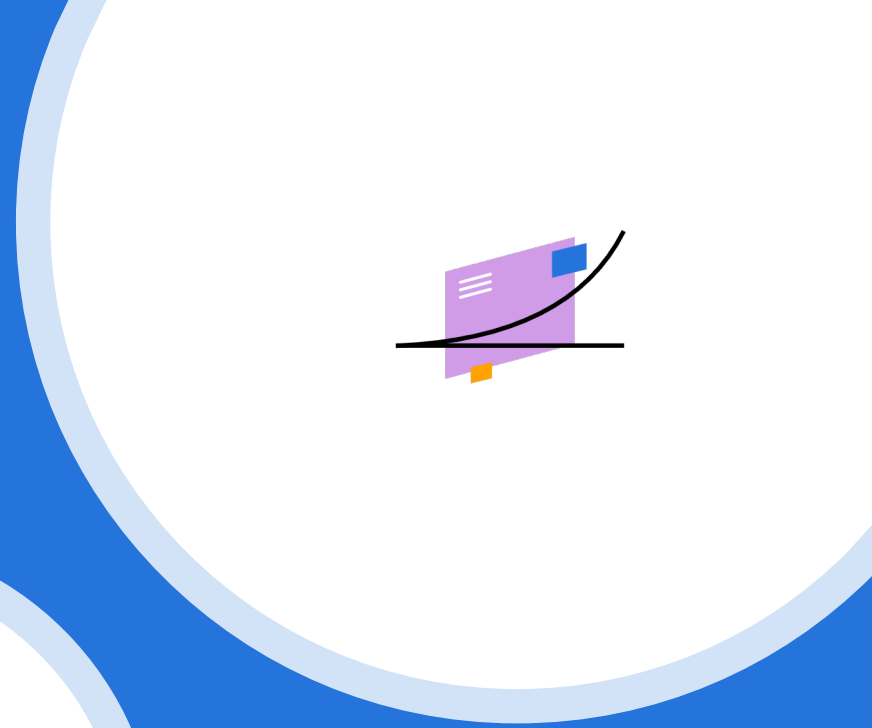
-- Select One --

Do you get your sub Mike's Way? Required

-- Select One --

**Wednesday June
14th at 12:00 PM ET**

Launching Your First
Party Data Strategy





Exercise:

Good Promotion vs. Bad
Promotion



Remember to ASK

- What are the advertiser's goals for this campaign?
- How will they measure success?
- Be ready to discuss options when the advertiser wants to do something that will not achieve their goals

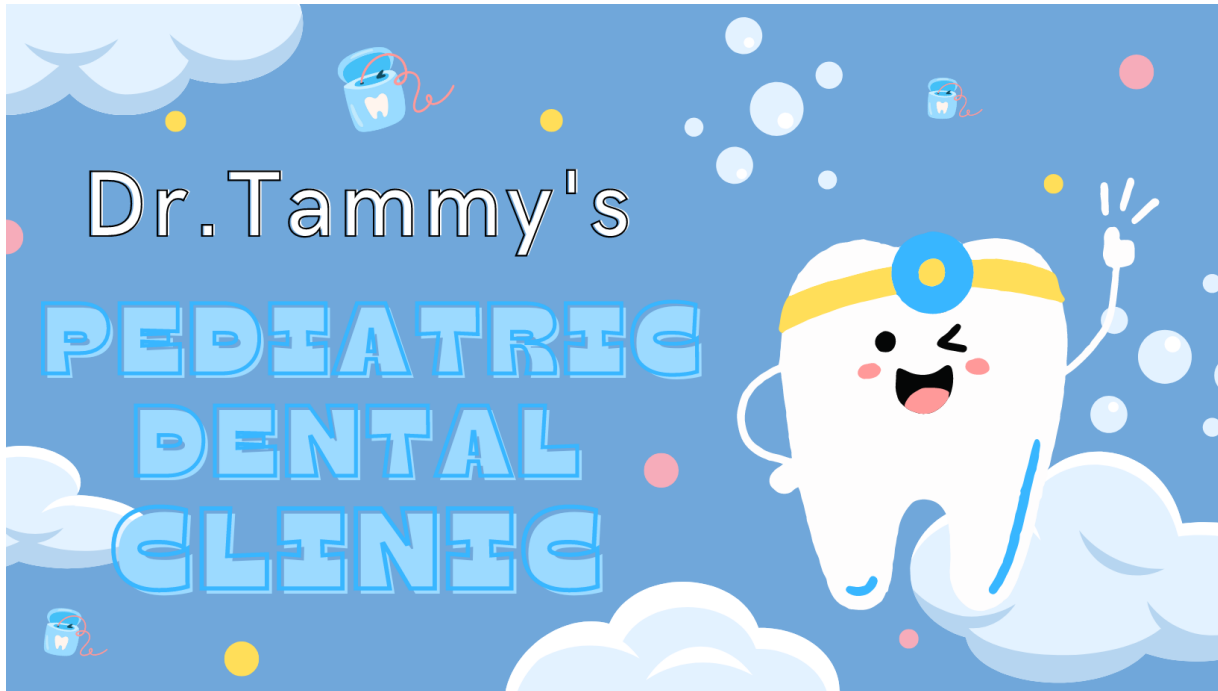


secondstreet.com/sellers-guide



The Client

The Client: Dr. Tammy's Pediatric Dental Clinic



- What does the typical patient spend on procedures?
 - New Patient Exam with X-rays and basic teeth cleaning for \$119
 - Fillings: \$300 per tooth
 - Orthodontics/Braces: \$4000

Dr. Tammy's Pediatric Dental Clinic



What sets Dr. Tammy's Pediatric Dentist apart from other practices in the area?

- 3 kid-friendly dentists
- Multiple locations
- Early Infant Oral Care/Exams
- Behavior Management techniques
 - Verbal and non-verbal forms of communication
 - Minimizes sedation



Goals



Campaign Goals?



- Community engagement
- Obtain qualified leads



Define Success:

How many leads are needed to convert a prospective customer to a sale?



Need 10 leads to
convert 1 customer.

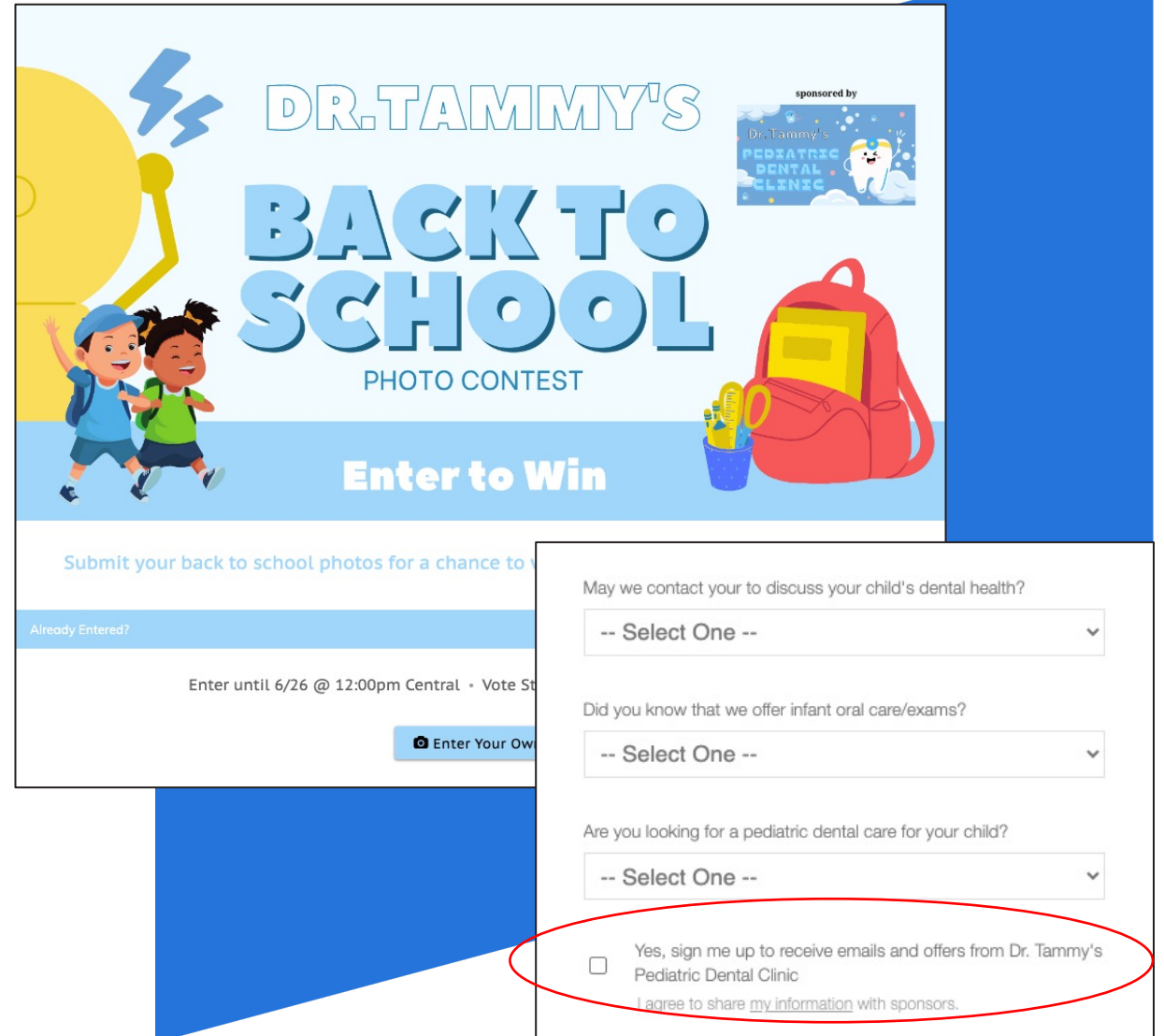
Goal: 100 hot leads



The Promotion

Good Idea: Back to School Photo Contest

- Drive community engagement with a photo contest
- Obtain leads with lead gen questions and **non-prechecked** opt-ins
 - Turn on hot leads feature!



The image shows a landing page for a 'Back to School Photo Contest' sponsored by Dr. Tammy's Pediatric Dental Clinic. The header features the clinic's logo, the contest title 'BACK TO SCHOOL PHOTO CONTEST', and a 'Enter to Win' button. Below the header, there is a section for submitting photos, a deadline of 'Enter until 6/26 @ 12:00pm Central', and a 'Vote St' button. A lead generation form is overlaid on the bottom right, containing three dropdown menus for contact preferences, a checkbox for email sign-up, and a privacy policy link.

DR.TAMMY'S
BACK TO SCHOOL
PHOTO CONTEST
Enter to Win

sponsored by
Dr. Tammy's
PEDIATRIC
DENTAL
CLINIC

Submit your back to school photos for a chance to win

Already Entered?

Enter until 6/26 @ 12:00pm Central • Vote St

Enter Your Own Photo

May we contact you to discuss your child's dental health?

-- Select One --

Did you know that we offer infant oral care/exams?

-- Select One --

Are you looking for a pediatric dental care for your child?

-- Select One --

☐ Yes, sign me up to receive emails and offers from Dr. Tammy's Pediatric Dental Clinic

I agree to share my information with sponsors.

Bad Idea: Show us your Kids Bad Smile Photo Contest

- People don't want to share non flattering photos
- They don't have these photos on hand – barrier to enter too high
- You didn't use lead-gen questions or opt-ins



Case Study: Back to School Photo Contest

West Kentucky Star | Paducah, KY

- Goal: Community engagement!
- Client Success:
 - Entries 265
 - 103 hot leads for Johnson Family Dental!





How to Sell Promotions




Know the value proposition

- Measurable results for your investment
- Incredible reach from media company
- Valuable data gathered on the registration form
- Opt-in for advertiser database
- Drive Hot Leads for your business

The Promotion

- Promotion Header
- Ads around the promotion


**ENTER FOR A CHANCE TO WIN
A BEST OF PERDUE SAMPLER**



— CHICKEN BREASTS —

Variety Bundle (15lbs.)

2X	Fresh Cuts Thin-Sliced Chicken Breasts (2.4 lbs.)
2X	Fresh Cuts Diced Chicken Breasts (2.4 lbs.)
2X	Fresh Cuts Chicken Breast Strips (2.4 lbs.)
1X	Chicken Tenderloins (3 lbs.)
1X	Boneless Skinless Chicken Breasts (3 lbs.)

Enter for a chance to win a Best of Perdue Sampler!


Please Vote for BEST Furniture and Home Accessories
IVY & SAGE
lifestyleco.com
ivyandsagelifestyleco.com


CAMELBACK MOVING
PRESERVING SANITY ONE MOVE AT A TIME

(602) 564-6683 BOOK NOW

QUALITY ART. QUALITY EDUCATION
MILKWEEDARTS
OFFERING CLASSES IN
GLASS • METAL • WOOD
602.341.6588
1850 West Mulberry Drive
Phoenix, AZ 85015
WWW.MILKWEEDARTSAZ.COM

**DISCOVER
NEW HIKES** AND
ARIZONA DAY TRIP
DESTINATIONS

Registration Page

- Lead gen questions
- Email opt-in (don't precheck)
- Hot Leads

Enter Today!
Pepper's Mexican Grill & Cantina is giving away a **\$100 Gift Card to Pepper's to One Lucky WINNER!**
Enter daily until June 23, 2022.

Email Required

First Name Required

Last Name Required

State Required
-- Select One --

Postal Code Required

Promotion eligibility may depend on location of entrant. Contest only open in USA.

Phone Required

Will be used to contact winners or as otherwise described in the [rules](#).

Age Required
mm/dd/yyyy


You must be over 18 (or the age of majority in your state) to enter.

Do you eat out 4 or more times per week? Required
-- Select One --


Have you ever visited one of our many locations? Required
-- Select One --

Would you be interested in receiving Pepper's newsletter or coupons? Required
-- Select One --

☐ Yes! Send me great offers and promotions from Pepper's Mexican Grill and Cantina.

 Pepper's Mexica...
[Like Page](#)

☐ Yes! Send promotions from Northwest Florida Daily News and its sponsors to my email.

 Northwest Florida...
[Follow Page](#)

NO PURCHASE NECESSARY. Open to legal residents of the U.S.; must be 18 years of age or older at time of entry. Taxes are winner's sole responsibility. For Official Rules and promotion start and end dates please click [HERE](#).

SUBMIT

The Package

- Integrated media package
 - Bundled campaign
 - Email
 - Core Media
 - Digital
 - Social
- Show the value and investment



Generate leads with this 12-week multimedia campaign including print and digital ads, an educational and lead-generating quiz, and an email campaign designed to drive the best results for your business!

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive Sponsorship of Are You A Dental Hygiene Pro? IQ Quiz
- Sponsor Logo on promotional elements (print, digital, social and email) during the 12 week campaign
- Digital
 - 30K run-of-site impressions (for your business) on newspaper.com during 12-week campaign
 - 20K run-of-site impressions to promote contest on newspaper.com during 12-week campaign
 - Exclusive 728x90 digital ad unit on contest page
 - Three lead-generation questions on the contest registration form
 - Digital offer/coupon on the sweepstakes thank-you page
 - Opt-in for your email database on the sweepstakes registration form
 - Optional Facebook Like box on the sweepstakes registration form
 - Extra chance options offered:
 - Watching a 30 second commercial video
 - Opting-in to email database
 - Answering custom lead-gen questions
 - Sharing with friends via custom link
- Print
 - Quarter-page print ad (for your business) to run once per week for 12 weeks (12 times)
 - Quarter-page print contest promotional ad to run once every other week for 12 weeks (6 times)
- Email
 - Recognition on two promotional emails to our opted-in database of 30,000 (Your Email List Size goes here)
 - One invite email to be sent at the beginning of the campaign
 - One last chance email to be sent 2 days before campaign ends
 - Thank you email sent to everyone who enters with coupon or offer from your business

RUN DATES: Monday June 14th, 2021- Monday September 13th, 2021

VALUE: \$XXXX

INVESTMENT: \$10,000 (small market) \$20,000 (mid-size market), \$25,000 (large market)

000.000.0000 www.newspaperurl.com



Sales one-sheets for your industry





Measure Your Success



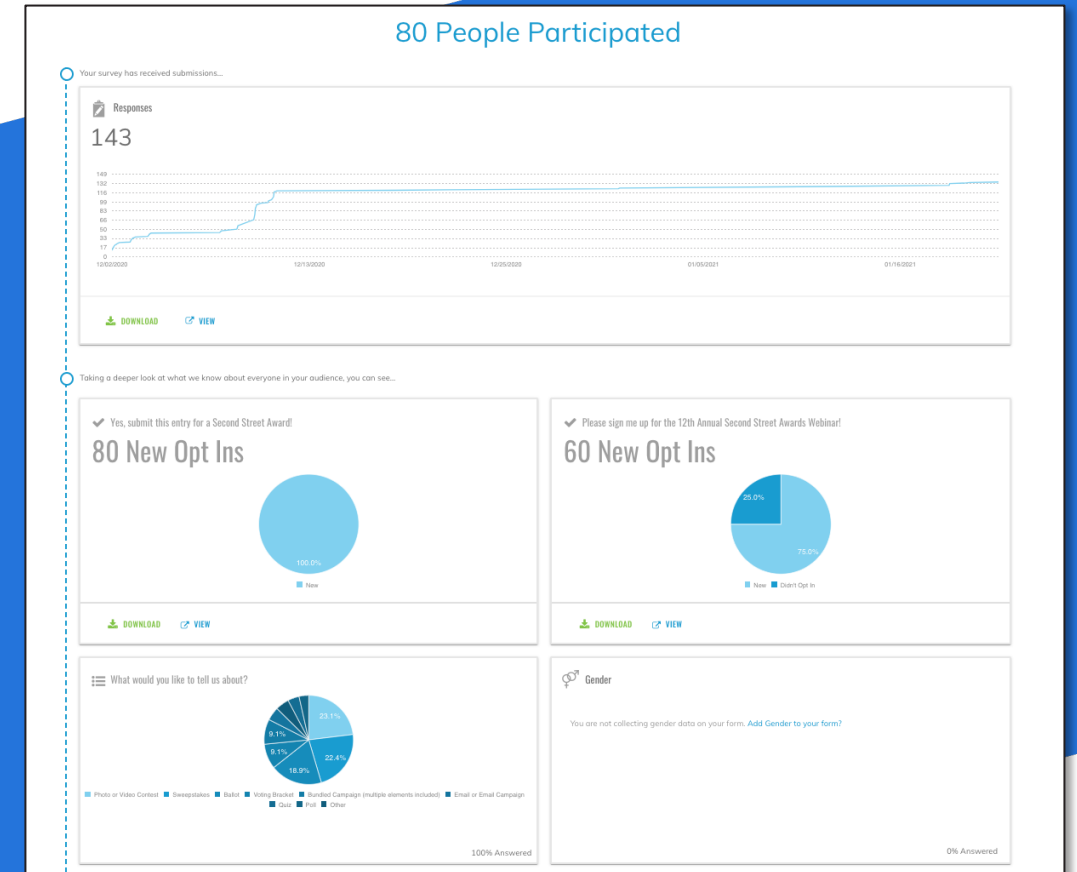
You Should Follow-Up



You ~~Should~~ **MUST**
Follow-Up

Follow Up

- Check in regularly
- Provide data
 - Core + Digital Placements
 - Audience you've engaged
 - Promotion stats
- Ask Questions
 - Have they followed up with leads?
 - Any business booked?
 - How much business?





You don't just follow up,
you follow **ALONG**

Follow Along: Hot Leads

- Advertisers can customize notification email frequency.
- You can send a link allowing them to view their dashboard.

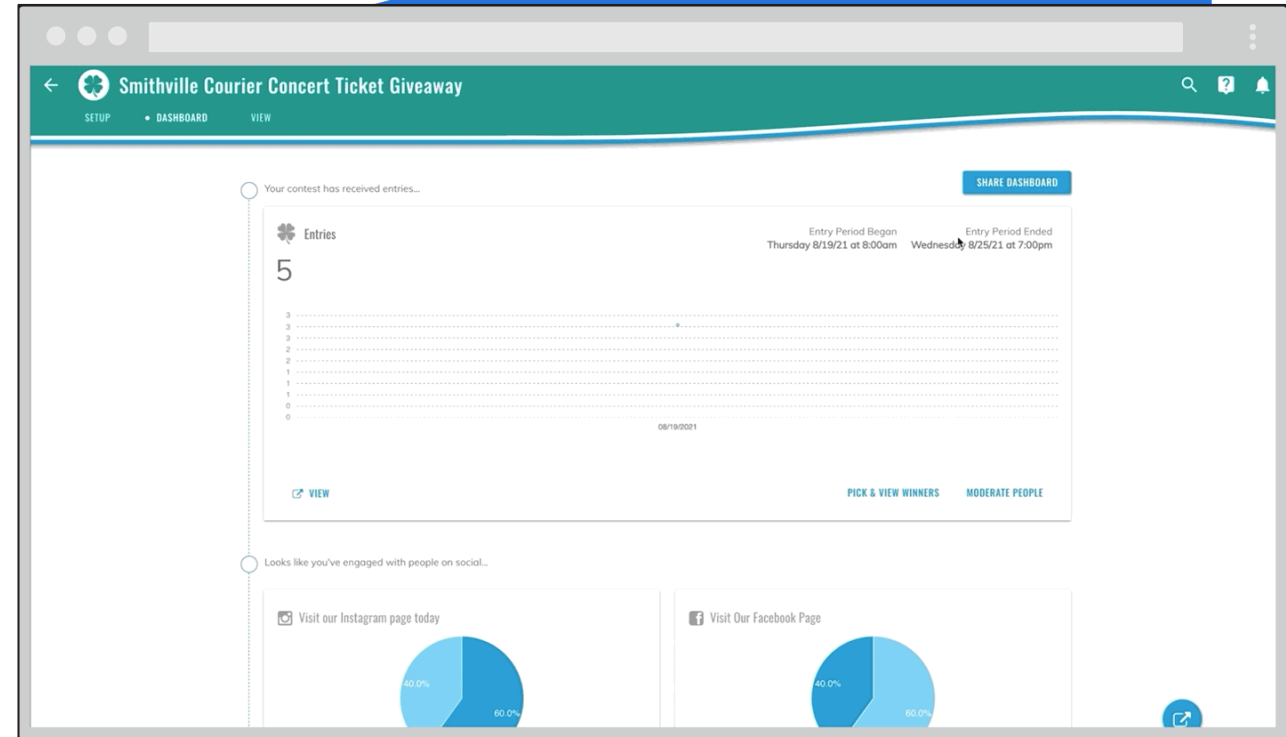
The collage consists of three overlapping screenshots from the GoSolar website:

- Top Left Screenshot:** A modal titled "How Often Do You Want Notifications For This Opt-in?". It features an "Email Frequency" dropdown menu set to "Hourly" and a note: "You will receive notifications at the top of every hour." A "CANCEL" button is at the bottom left.
- Top Right Screenshot:** A registration form for a "SOLAR PANEL GIVEAWAY" with the subtext "ENTER TO WIN FREE ELECTRICITY FOR LIFE". The form includes fields for "First Name" and "Postal Code", both marked as "Required". Below these is a checkbox for "Please email me special offers on solar panel systems" with the text "I agree to share my information with sponsors." Below that is a question "What is your average household income?" with three radio button options: "Less than \$30,000", "\$30,000 - \$50,000", and "Greater than \$50,000". A second checkbox for "Please email me special offers on solar panel systems" is also present, followed by a "CONTINUE >" button.
- Bottom Screenshot:** A page titled "Win Free Solar Panels" with the subtext "'Please email me special offers on solar panel systems'". It shows a list of "128 Members" with columns for "Email" and a timestamp. The visible data is as follows:

Email	Timestamp
alexis-heather@gmail.com	4/11/2019 at 11:11 am
henry@gmail.com	4/11/2019 at 11:10 am
darby-white@gmail.com	4/11/2019 at 11:09 am
tyler@yahoo.com	4/11/2019 at 11:06 am
walt@gmail.com	4/11/2019 at 11:01 am
barbs 1285@gmail.com	4/11/2019 at 11:11 am
kevin@hotmail.com	4/11/2019 at 11:10 am
zak_brown81@yahoo.com	4/11/2019 at 11:09 am

Follow Along: Sharable Dashboard

- Advertiser Dashboard:
 - Entry Count
 - People Count
 - Demographics
 - Opt-ins
 - Answers to lead-gen questions
 - How old is your roof?
 - When was your last dental check-up?
 - Did you know we offer free checking?





Remember to ask...

Ask your client for results that you can't track in the dashboard:

- How many leads converted to customers?
- What was the revenue from those customers?
- How many tickets did you sell from the leads from the bracket?

Case Study: Water Park Sweepstakes



- **Generated Over 29,100 Marketing Leads**
- 580 Online reservations
- 12,949 visits to their special offers page for the client
- Gained valuable insights on participant activity preferences when visiting the resort.
- **\$500K in Revenue for the client!**
- Booked more promotions in 2023!



USA Today



Takeaways



Identify Your Advertiser's Goals



Pick the right promotion



Create a great package



**Follow-up with results and
ASK clients to share more!**



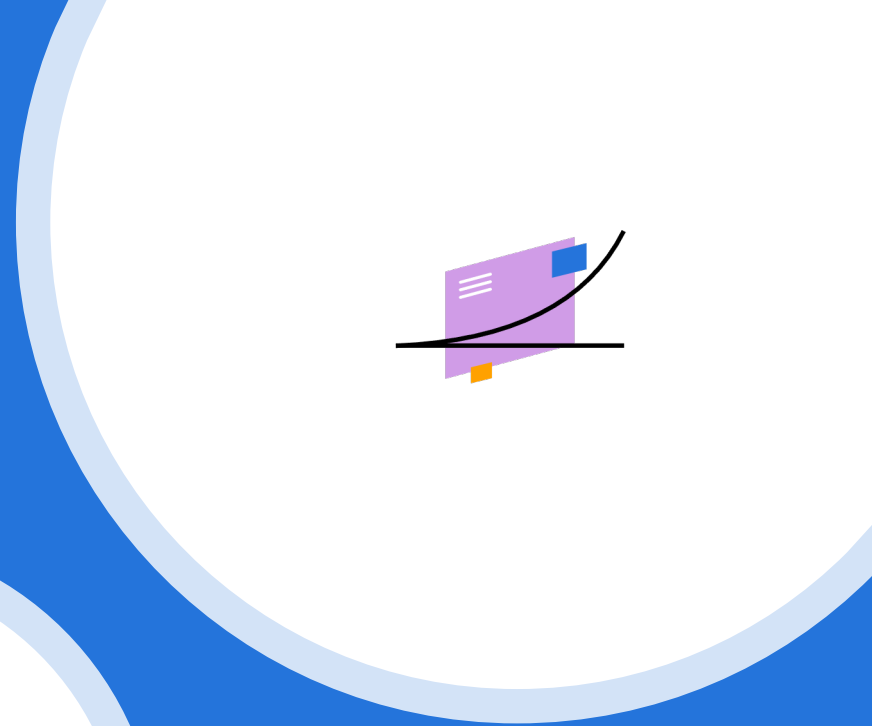
Q&A



Ideas to Get You Going: Master Class Lineup

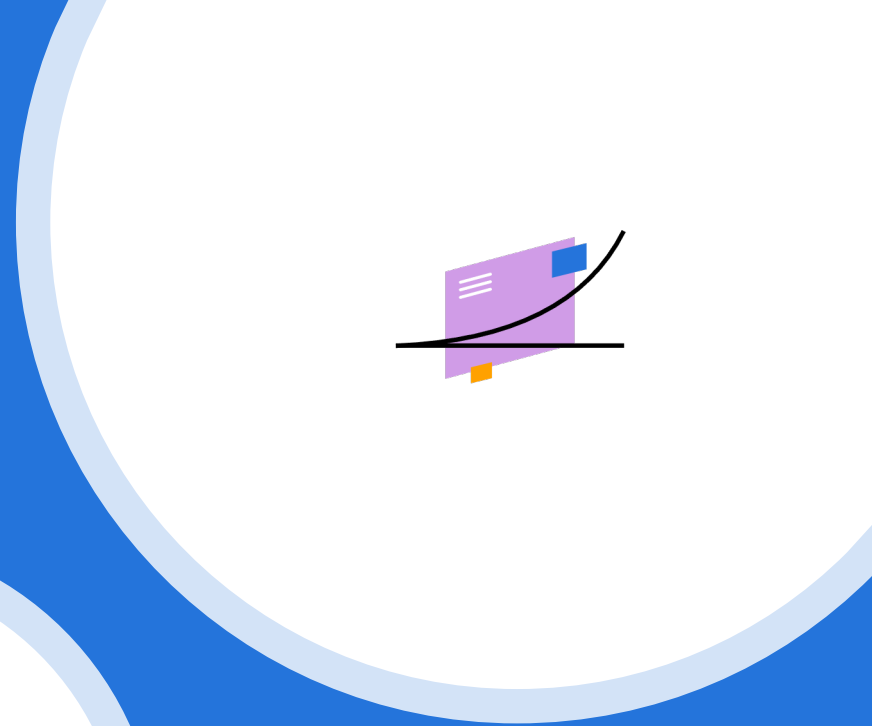
**Wednesday June
14th at 12:00 PM ET**

Launching Your First
Party Data Strategy



Thursday June 15th
12:00 PM ET

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





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Second Street Lab



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

LEARN MORE

Lead-Gen Campaign Checklist: 11 Steps For Creating The BEST Lead-Generating Promotion

by Julie Foley | Second Street

ADVERTISER RESULTS | ADVERTISERS TO TARGET | LEAD GEN | PACKAGING & PRICING | PLANNING | SALES | STRATEGY | TRAINING



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Playbooks



What's in the Guide?

From recommended CNA questions and promotion ideas to prize ideas and suggested lead-gen questions, you'll find the answers to all this and more for over 50 top advertising categories!

Automotive <ul style="list-style-type: none">AftermarketCar WashCar Sales	Healthcare <ul style="list-style-type: none">HospitalsSpecialty HealthcareUrgent Care	Real Estate <ul style="list-style-type: none">Apartment/Rental CompaniesMortgage CompaniesMoving ServicesResidential Real Estate
Bridal <ul style="list-style-type: none">FloristPhotographyWedding ApparelVenues	Home <ul style="list-style-type: none">DeckFlooringGarage & DrivewaysHVACKitchen & BathLandscapingPaintingPoolRoofSolar PanelsWindows & Doors	Recreation <ul style="list-style-type: none">GolfGyms & FitnessHunting & FishingOutdoor Adventure
Education <ul style="list-style-type: none">Daycare / Early ChildhoodCollege / Higher EducationTutoring Services	Legal <ul style="list-style-type: none">Family LawPersonal Injury	Retail <ul style="list-style-type: none">ClothingFurnitureJewelrySpecialty StoresSpas & Salons
Entertainment <ul style="list-style-type: none">CasinosVenues	Pets <ul style="list-style-type: none">BoardingGroomingRetailVeterinary Services	Travel <ul style="list-style-type: none">Hotels & LodgingLocal AttractionsTravel Agents
Financial <ul style="list-style-type: none">InsuranceBanks & Credit Unions		
Food & Drink <ul style="list-style-type: none">BarsRestaurantsGrocerySpecialty Food		

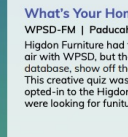


Ideas & Inspiration



LED Landscape Lighting Giveaway
WMEE-FM | Fort Wayne, IN
When COVID-19 hit, Mr. Electric considered cancelling their spend with the station. WMEE pitched the idea of a lead-generating sweepstakes. This contest combined an email opt-in and lead-gen questions to identify 200+ hot leads the advertiser was able to contact right away. The success of this campaign inspired the advertiser to sign on for an additional annual campaign with WMEE.

[Full Case Study](#)



What's Your Home Decor Personality?
WPSD-FM | Paducah, KY
Higdon Furniture had traditionally only advertisers on-air with WPSD, but they wanted to grow their email database, show off their products, and drive traffic. This creative quiz was taken 1,800 times. 74% of users opted-in to the Higdon database and 77% said they were looking for furniture in the next 12 months.

[Full Case Study](#)



Hear Clearly Giveaway
WPSD-FM | Paducah, KY
This local hearing center wanted leads for their sales team and to find people interested in attending a seminar at the advertiser's location. WPSD pitched a giveaway with a prize of specialty hearing aids (valued at over \$5,000). The contest was a huge hit! More than 700 people entered the contest, 562 wanted to attend the seminar, and 422 opted-in to their database.

[Full Case Study](#)



lab.secondstreet.com/playbooks



National Sweepstakes Kit



National Sweepstakes Production Specs

The 2022 National Sweepstakes are national promotions open to all Second Street partners. One winner per National Sweepstakes will receive the respective prize, paid for by Second Street. Be sure to email to local sponsors and include local prizes to generate revenue for your media company and even more engagement from your local audience. As a Second Street partner this is included in your license for 2022, so take advantage of this big opportunity to drive revenue and growth.

- Prize & Details Text:** Be sure to include your sponsors and your local prizes in this area. Plus, hyperlink the text to your sponsors' websites.
- Sponsor Logo:** Include clickable logos linking to your sponsors' websites (rec. transparent .png). Rec. size: 200x500px.
- Lead-gen Questions:** Don't forget you can offer additional value to your sponsors by including a custom lead-gen question on the entry form.
- Facebook Like Box:** Optional Facebook Like Boxes can help grow your and your sponsors' social following.
- Social Sharing Buttons:** Customize the text and images for social sharing to incorporate your sponsors' name and branding.
- Email Opt-In:** Your media sponsor those looking for more information.
- Thank-You or Close Page:** or close page on fantastic sponsor.
- Invite & all content:** Invite & all content website the sponsor your data for entry.

Entry Page 2- Desktop

Entry Page 1- Desktop

Your website

National Sweepstakes Database Goals

Database Goals

Use UN-CHECKED opt-ins

Small Market

Small markets should target 10 new opt-ins per sweepstakes

Mid-Size Market

Mid-size markets should target 20 new opt-ins per sweepstakes

Large Market

Large markets should target 30 new opt-ins per sweepstakes

Groceries for a Year

Contest Run Dates: July 31, 2023 - August 29, 2023

Generate leads with a 4-week multimedia campaign including print and digital ads, a lead-generating sweepstakes, and an email message designed to drive the best results for your business!

Entrants receive \$5,000 towards groceries. Local prizes can be awarded by local sponsors.

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive sponsorship of Groceries for a Year sweepstakes
- Sponsor logo on promotional elements (print, digital, social, and email) during the 4-week campaign
- Digital
 - o 50K run-of-site impressions (for your business) on newsprint
 - o 25K run-of-site impressions to promote contest on newsprint
 - o Exclusive 728x90 digital ad units on contest page
 - o Custom lead-generation questions on the contest registration form
 - o Digital ad copy on the sweepstakes thank-you page
 - o Opt-in for your email database on the sweepstakes registration form
 - o Optional Facebook Like box on the sweepstakes registration form
 - o Entry thank-you prizes offered:
 - Win a long a 30 second commercial video!
 - Opt-in to email database
 - Answering custom lead-gen questions
 - Chatting with friends via custom link
 - Visiting a web link (your website)
 - Downloading a mobile app
 - Downloading an Alexa skill
- Print
 - o Quarter-page print ad (for your business) to run two times per week for 4 weeks (8 times)
 - o Quarter-page print contest promotional ad to run one time per week for 4 weeks (4 times)
- Email
 - o Recognition of two promotional emails to our opted-in database of 30,000 (Your Email List Size goes here)
 - One invite email to be sent at the beginning of the campaign
 - One invite email to be sent 2 days before campaign ends
 - Thank you email sent to everyone who enters with coupon or offer from your business

GRAND PRIZE: \$5,000 towards Groceries

LOCAL PRIZE: Sponsor to provide local prize for local winner valued \$500

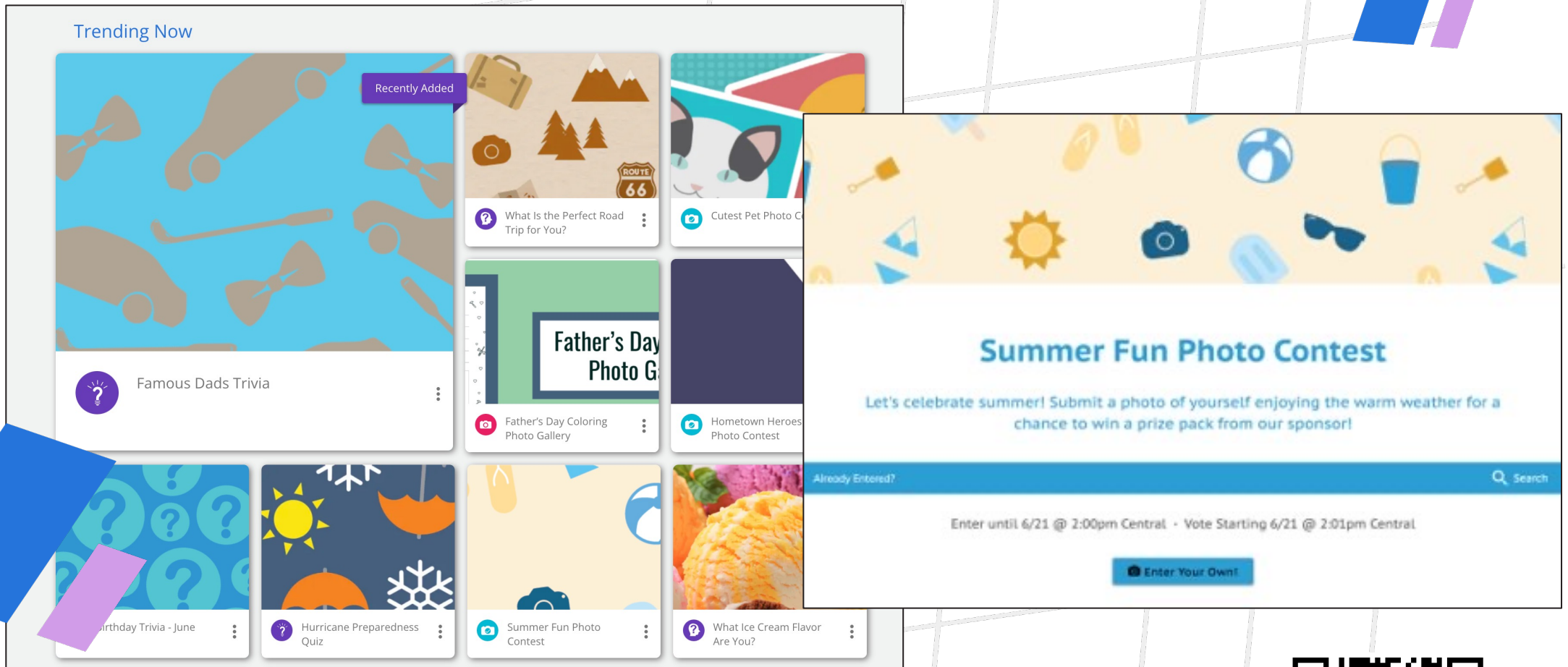
RUN DATES: July 31, 2023 - August 29, 2023

VALUE: \$5000

INVESTMENT: \$5,000 (small market) \$10,000 (mid-size market), \$20,000 (large market)



Turnkeys



Check Them Out!



Thank You!



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