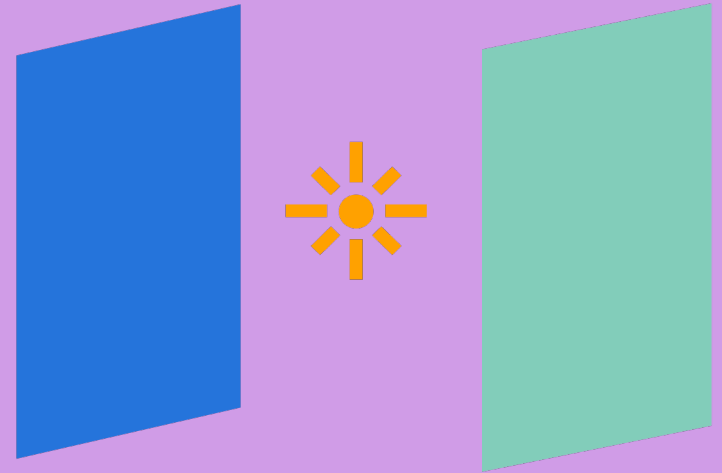


Webinar starting shortly



Seller's Series: Lead-Gen Edition

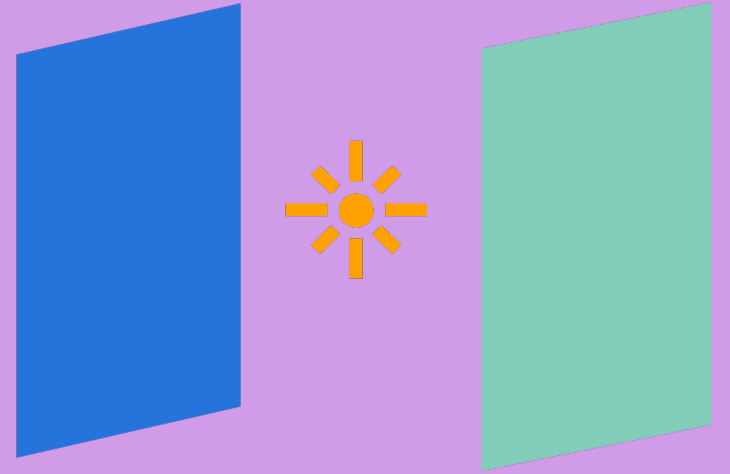
Day 3: How to use Reporting and Follow-up to
Drive More Sales





Seller's Series: Lead-Gen Edition

Day 3: How to Use Reporting and Follow-up to
Drive More Sales



Welcome!



Liz Huff

Sr. Director of Customer Success
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Julie Foley

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Kristen Wehe

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Do you have questions?

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





3 Steps to Follow

- **Reporting**

- What reporting is available and how to show success

- **Following Along**

- How to talk to your customer during the campaign

- **Following Up**

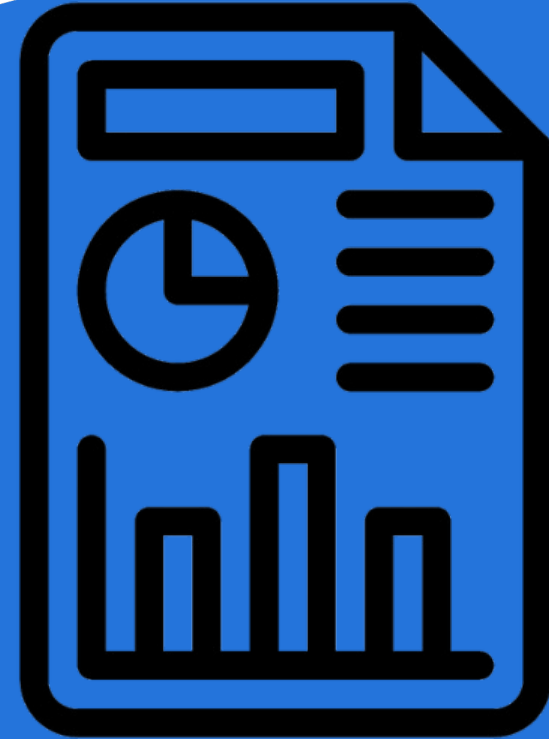
- Ask for success they've seen and to continue partnership



Reporting

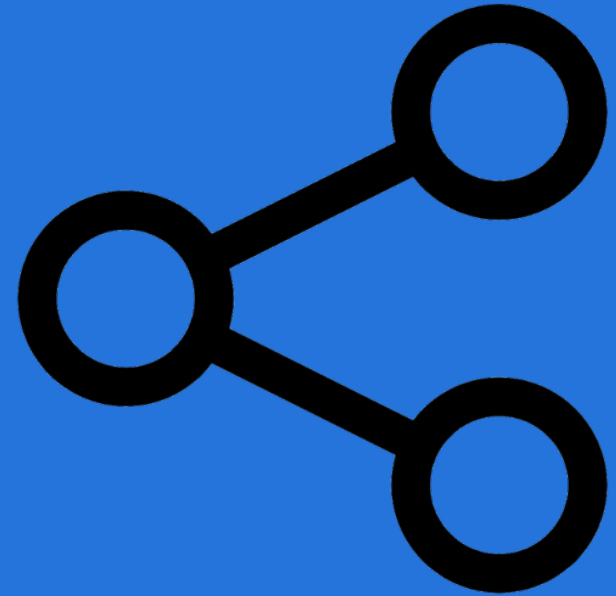
Importance of Reporting

- Necessary during AND at the end of the promotion
- Trains your customers in what they should be tracking/valuing
- Provides proof of success
 - ROI
 - Leads
 - Audience interactions
- Proof of success leads to booking another deal



The Dashboard

- Summary of all important stats at-a-glance
- They are SHARABLE



Your contest has received entries...



SHARE DASHBOARD

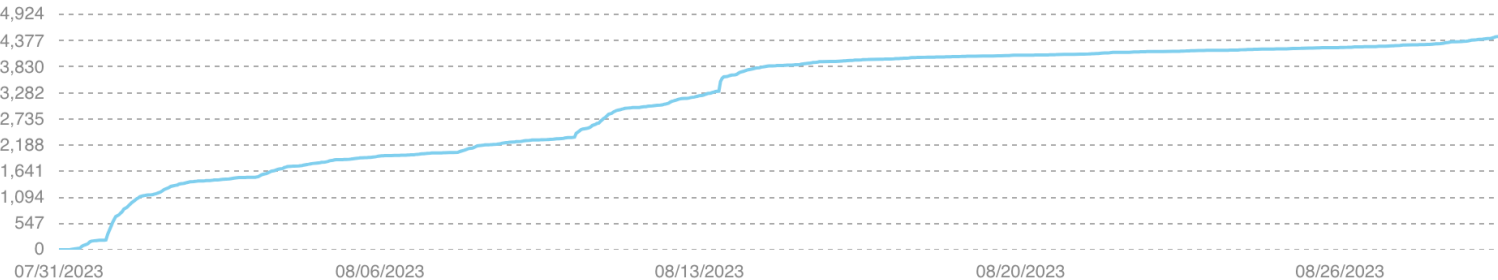


Entries

Entry Period Began
Monday 7/31/23 at 12:01am

Entry Period Ended
Tuesday 8/29/23 at 11:59pm

4,469



DOWNLOAD

VIEW

PICK & VIEW WINNERS

MODERATE ENTRIES

Taking a deeper look at what we know about everyone in your audience, you can see...



People

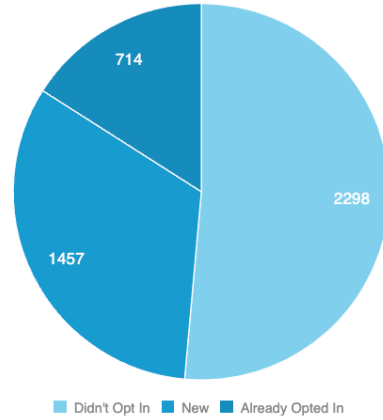
4,469

Total New: 2,574
Total Existing: 1,891

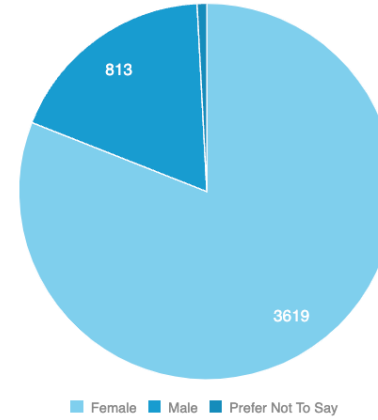
4,469 Entries

4,469 People

✓ Yes, I'd like to be invited to participate in future contests and promotions.

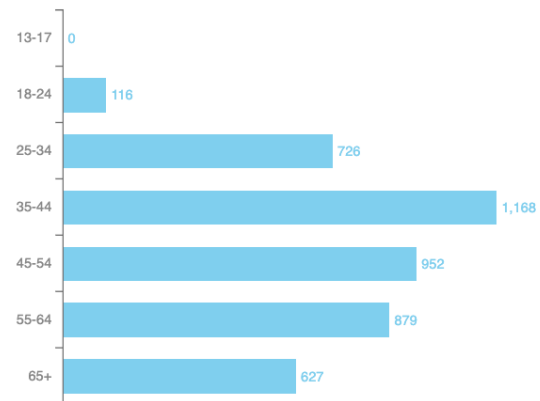


Gender



100% Answered

Age



100% Answered

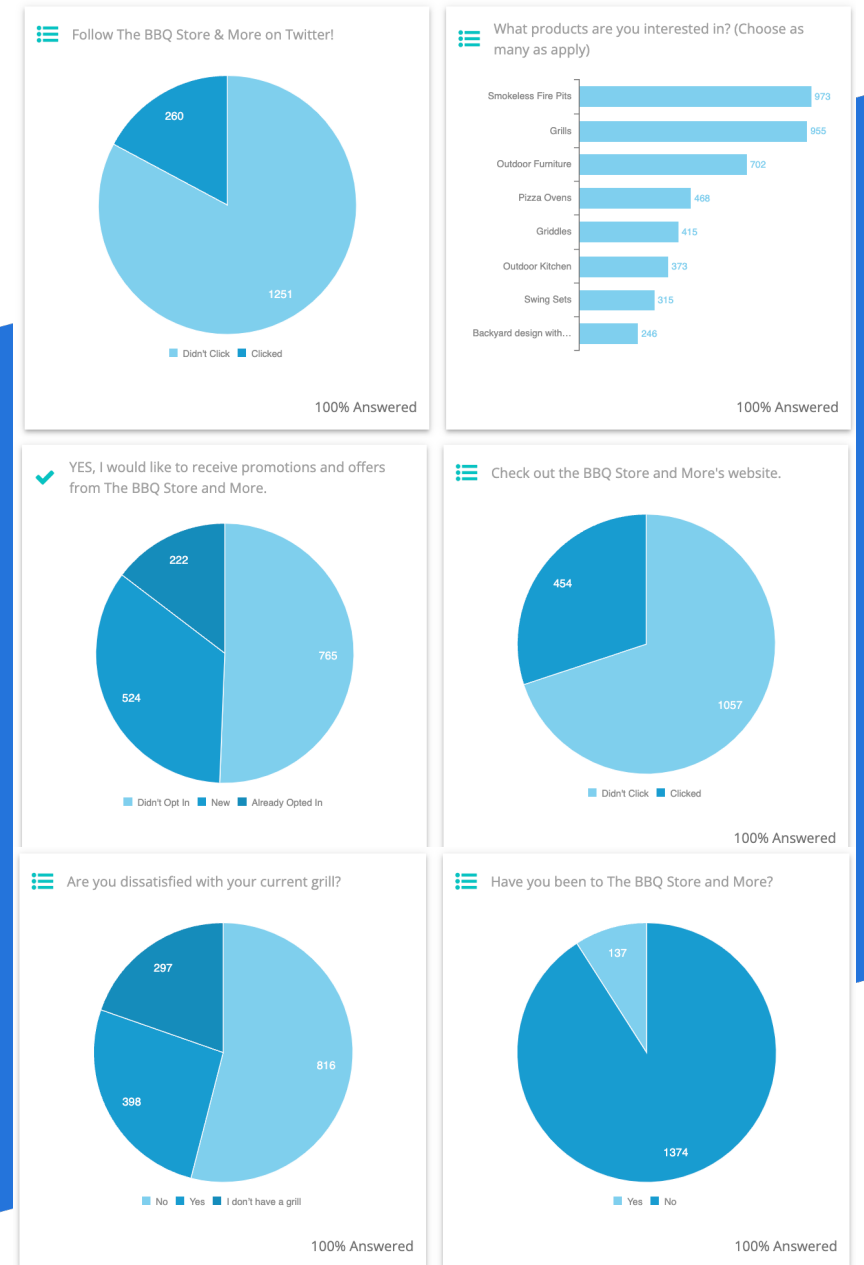
Postal Code



100% Answered

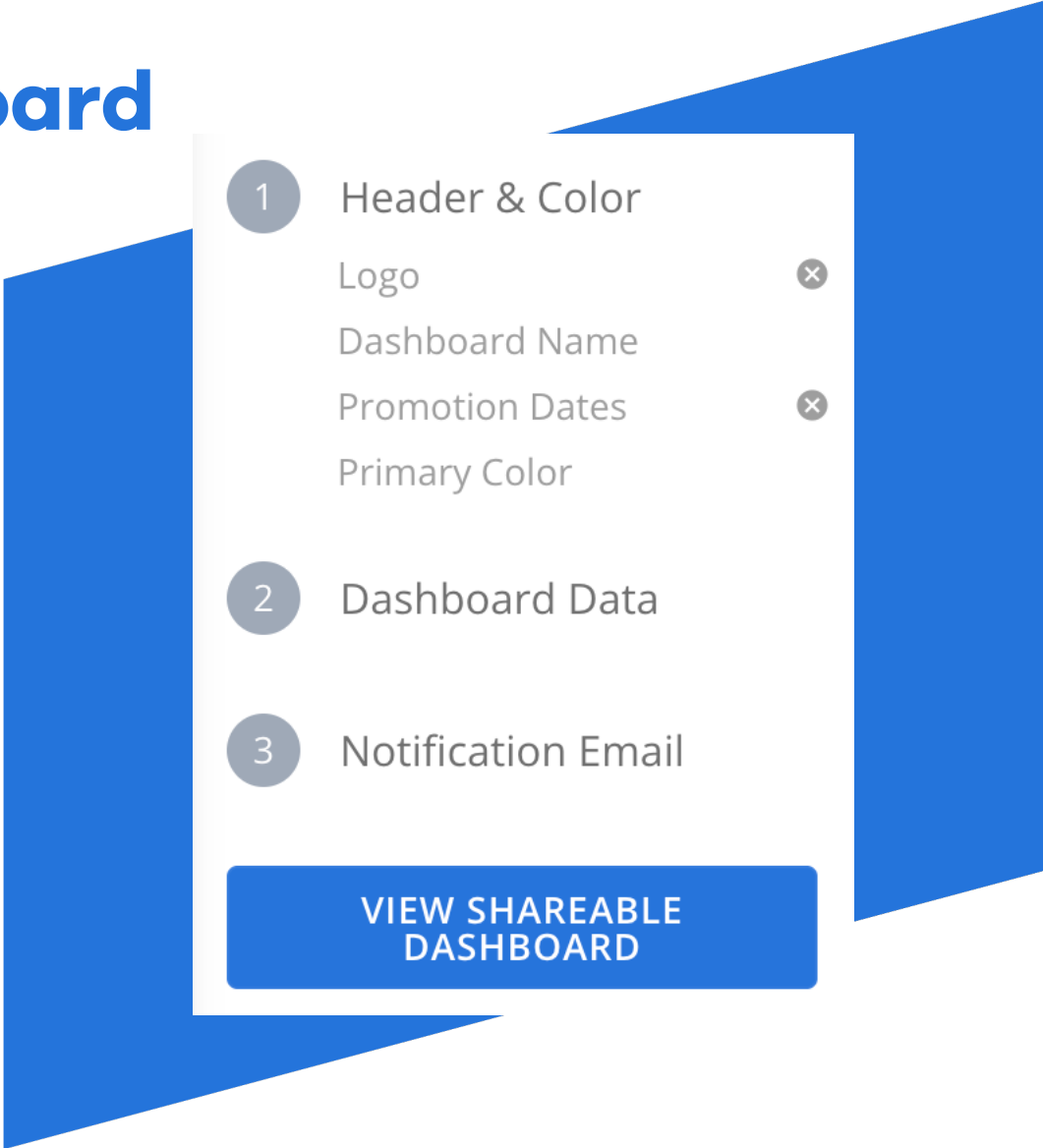


Explain Stat Importance

- Don't just focus on entries/votes
- LEADS are important
 - You can have lower entries but great, actionable leads
- Share what you KNOW the client values
 - Leads
 - Opt-Ins
 - Audience Data



Included in the Sharable Dashboard

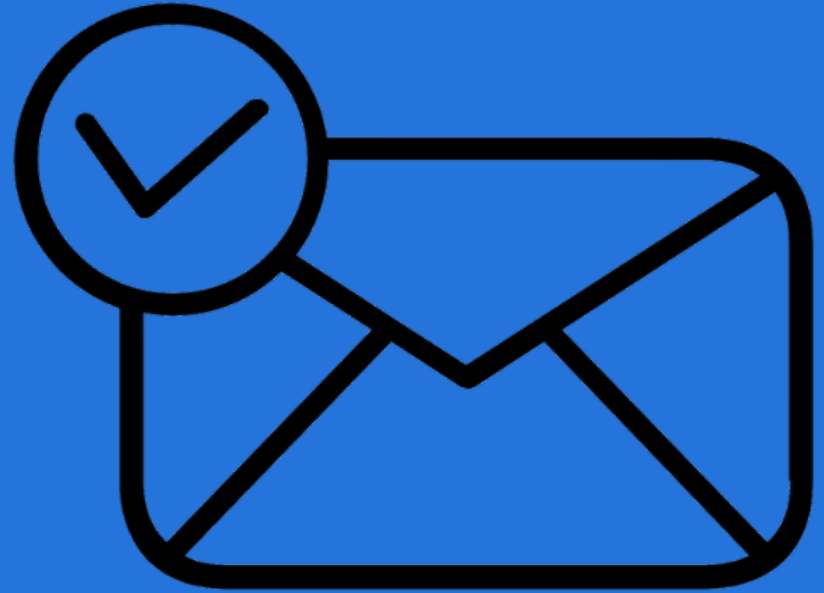
- Customizable logo and color
- Customizable data
 - **Entries** – Shows engagement
 - **People** – The # of individuals who engaged
 - **Opt-ins**
 - **Custom Form Questions** – Lead-gen questions
 - **Demographics** – Great if client is focused on certain age ranges etc.
 - **Postal Codes** – Top areas that engaged

- 
- 1 Header & Color
 - Logo 
 - Dashboard Name
 - Promotion Dates 
 - Primary Color
 - 2 Dashboard Data
 - 3 Notification Email

[VIEW SHAREABLE DASHBOARD](#)

Included in the Sharable Dashboard

- Notification Email
 - Schedule to send on specific date or as soon as promotion ends
- Who should you send it to?
 - The Client
 - Sales Rep
 - Sales Manager



Share All Campaign Stats

- Share more than just the promotion stats
- You ran a multi-media campaign
 - Email stats
 - Ad impressions
 - Spots
 - Social media impressions





Following Along

Importance of Following Along

- Establishes you as a partner
- Shows you are invested in their success
- Fosters excitement of campaign
- Allows for pivoting



Notify & Share

- Make sure Notify & Share is enabled for client opt-ins
 - Delivers hot leads
- Check in to see if the current notification schedule works
 - Allows you to take a pulse
 - Let's them know it's adjustable
 - Ask if they'd like a follow-up email at the end of the promotion



The image shows a screenshot of a user interface for configuring notification frequency. The dialog box has a white background with a teal border and is set against a teal background with diagonal lines. The title is 'How Often Do You Want Notifications For This Opt-in?' in blue. Below the title, there is a label 'Email Frequency' followed by a dropdown menu showing 'Hourly' with a downward arrow. A confirmation message states 'You will receive notifications at the top of every hour.' At the bottom, there are two buttons: 'CANCEL' in blue text and 'SAVE' in a grey button.

How Often Do You Want Notifications For This Opt-in?

Email Frequency Hourly

You will receive notifications at the top of every hour.

[CANCEL](#) [SAVE](#)



Pivoting

What if things aren't going to plan?

- Remember!
 - You can't change the rules or the prize
- Instead, increase exposure!
 - Send another invite email (excluding participants)
 - Add the promotion to your newsletter
 - Morning/weekly newsletter
 - Newsletter of a different audience
 - Look at unsold inventory – add promotional spots


CUTEST TRICK OR TREATERS
PET EDITION
UNLEASH YOUR PET'S SPOOKTACULAR STYLE

SPONSORED BY:



In case you missed it!

You can still enter in the Cutest Trick or Treaters: Pet Edition photo contest between Friday, September 15th 2023 at 12:00am and Saturday, October 21st 2023 at 11:59pm Central Standard Time. Don't miss your chance to win **25 FREE** visits of doggy daycare at Julie's Pet Haven!



Voting will start Sunday, October 22nd 2023 at 12:01am through Tuesday, October 31st 2023 at 11:59pm Central Standard Time.

Good Luck!
Wehe Media Inc

Pivoting

What if things aren't going to plan?

- Increase exposure
 - Promote it on-air
 - Add it to print
 - App push
 - Social media posts
 - SMS campaign





Following Up

The Main Goal

- Provide a full synopsis of the success of the promotion
 - Focus on the advertisers' goals



For Example

Client: Financial Advisor

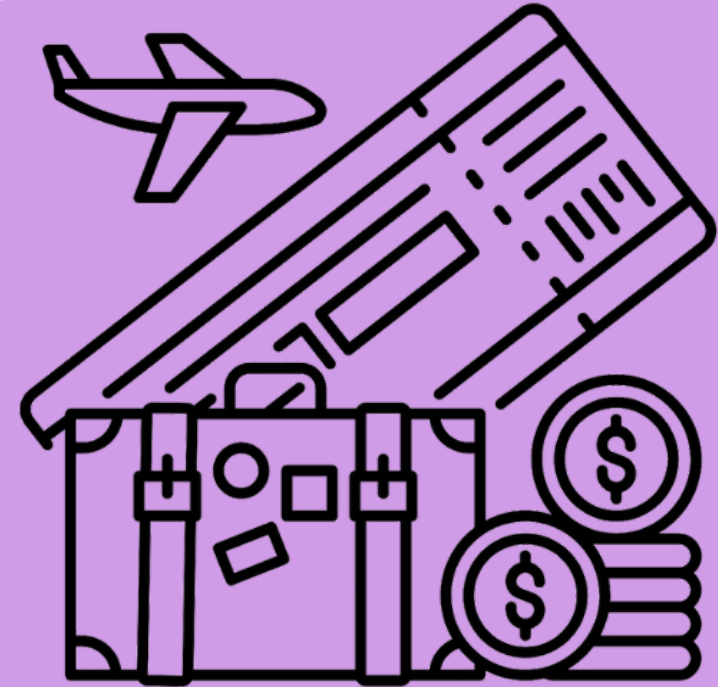
- You determined what success means to them
 - Leads
 - Audience Engagement
 - Education
 - Target Audience 50 years+
- Show how new business came from the leads gathered
 - 120 leads gathered from promotion
 - How many of those leads turned into customers?



HUFF WEALTH
MANAGEMENT

Ask, Ask, Ask

- What success did they see that you can't measure?
 - Consultations, estimates, reservations booked
 - Tickets sold
 - Products sold
 - Resumes received



Uncover New Opportunities

Following up and proving success will lead to

Planning the next promotional
campaign



Keep the Party Going!

- Use data collected from the promotion to help plan the next one

Example:

- You ran a quiz about water mitigation for your roofing client
- Found the audience doesn't know much about gutters
- Next promotion, run a free gutter installation giveaway!

HOW MUCH DO YOU KNOW ABOUT WATER MITIGATION?

SPONSORED BY:

FOLEY
ROOFING & EXTERIORS

#1 How often should you clean your gutters?

Once a year Twice a year Every 5 years N

Free Gutter Giveaway!

Enter for your chance to win a new set of gutters from Foley Roofing & Exteriors

FOLEY
ROOFING & EXTERIORS

Email Required

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

CONTINUE >

Keep the Party Going!

Example:

- You ran a quiz about oral health for your dentist client
- Found the audience is interested in clear aligners
- Next promotion, run a clear aligner giveaway!

WORLD ORAL HEALTH DAY

How much do you know about oral health?

SPONSORED BY:

HUFF DENTAL CLINIC

#1 What causes tooth decay?

Age Carbonated drinks Cavities

HUFF DENTAL CLINIC

ENTER TO WIN CLEAR ALIGNERS!

Don't miss your chance to win a set of clear aligners from Huff Dental Clinic!

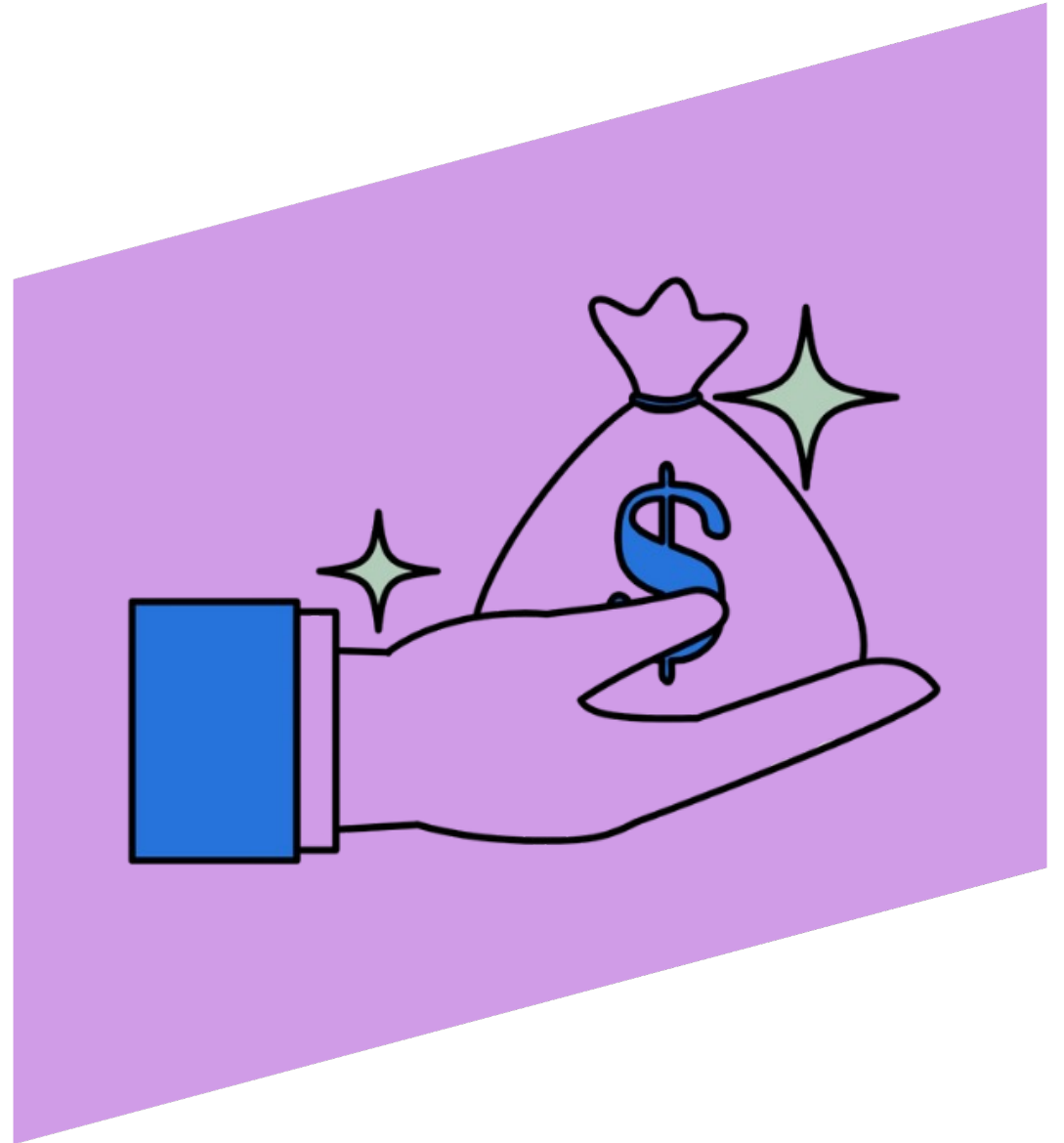
Email Required

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

CONTINUE >

The Bottom Line

- Following up allows you to show the full success of their investment
- They'll be ready to book more!



Case Study

USA Today

Client: Indoor Water Park Resort

Goals:

- Lead generation
- Increase bookings to their four resort locations

Execution:

- Lead-gen sweepstakes
- High-value media plan leveraging XMO and targeted email

Results:

- 29,000+ sponsor opt-ins
- 580 resort bookings
- Advertiser booked additional \$175K in promotions campaigns



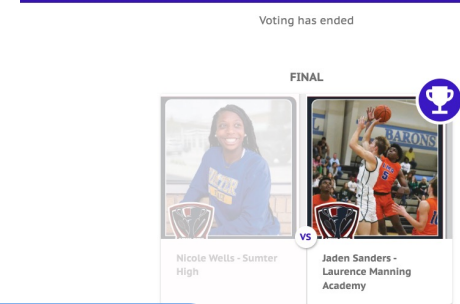
**Indoor Water Park Resort
Sweepstakes**

What's Next

- National Sweepstakes
- Bundle of 3 lead-gen promotions
- Upcoming Best Of
 - Do they want advertising spots?
- High School Sports or Teacher of the Month



Polls for each round of the Hines Furniture Athlete of the Year are open for you can vote once per round. The winners will be posted to our The Item Facebook after every round.



Document YOUR Successes

- Create internal case studies of successful promotions
 - Helps your team brainstorm
 - Use them to sell and prove concept to other advertisers

Sweepstakes Bundle Drives Recruitment Opportunities for Sponsor



WQHK-FM leveraged a sweepstakes promote awareness and grow a hiring local government sponsor.

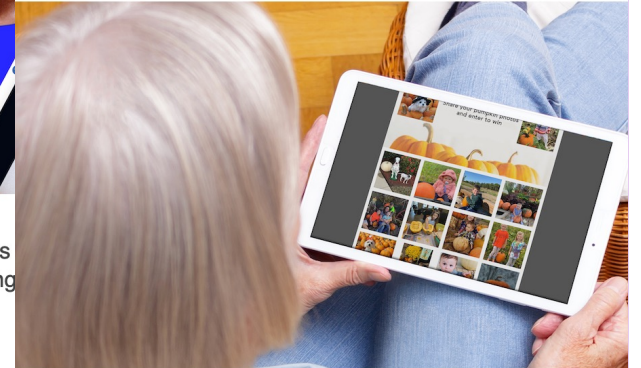
Case Study Highlights

- 595 leads for employment opportunities
- 3,000+ participants
- 32 open positions filled during the campaign

The Idea

WQHK-FM partnered with the Allen County Sheriff Department to help promote a positive image within the community and grow their career/hiring. The Sheriff Department wanted to engage with their community to explain that their Sheriff Department was more than being an officer.

Monthly Contest Engages Audience, Saves Sponsorship, & Drives \$24K



The Pilot saves an at-risk sponsorship with an annual family-focused photo contest

Case Study Highlights

- Drove \$18K from title sponsor
- Drove \$6K from supporting sponsor
- Saved a sponsorship at risk due to COVID-19
- Reached the advertiser's target audience
- Increased downloads of advertiser's mobile app

The Idea

Our paper, *The Pilot*, is a 10,000 circ, 2 days a week newspaper out of Southern Pines, NC. Going into 2020, we were running a successful Student Athlete of the Month promotion with a fast-food franchise. But COVID-19 quickly put high school sports in flux. To retain our sponsorship, we needed to pivot to come up with an alternative.



Resources

Upcoming Webinars

National Sweepstakes Office Hours

Thursday, October 5th
12:00 PM CT / 1:00 PM ET

30in30

Thursday, October 26th
12:00 PM CT / 1:00 PM ET

[Sign up now!](#)



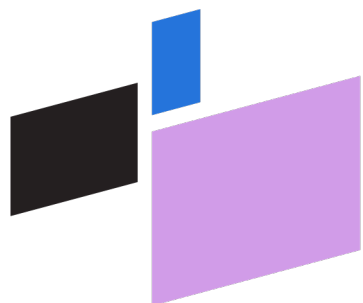
Master Class: Making Your Best Of a Year-Round Revenue and Audience Generating Machine

LEARN MORE



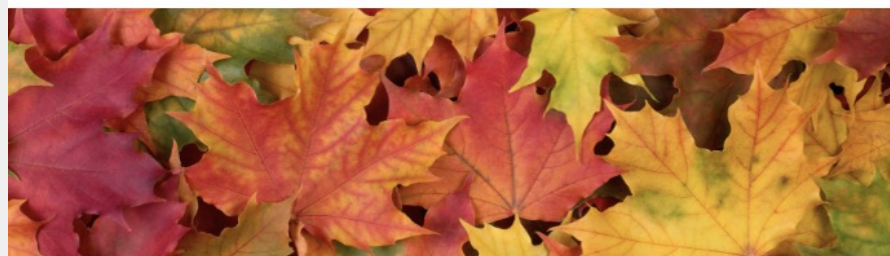
lab.secondstreet.com





Football Quiz Drives \$9K for Sponsor

A radio station leveraged a football quiz to drive leads and opt-ins for local pest control company



5 Ideas to Increase Your September Revenue

Try these five promotion ideas to maximize your advertiser revenue!



Sign up for our upcoming webinars!

Check out our next two webinars in August! \$5MM in Second Street Success Stories and 2024 National Sweepstakes with Second Street



Sign up for the Lab Newsletter!





Questions?

Thank You!



Liz Huff

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Sr. Customer Success Manager
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