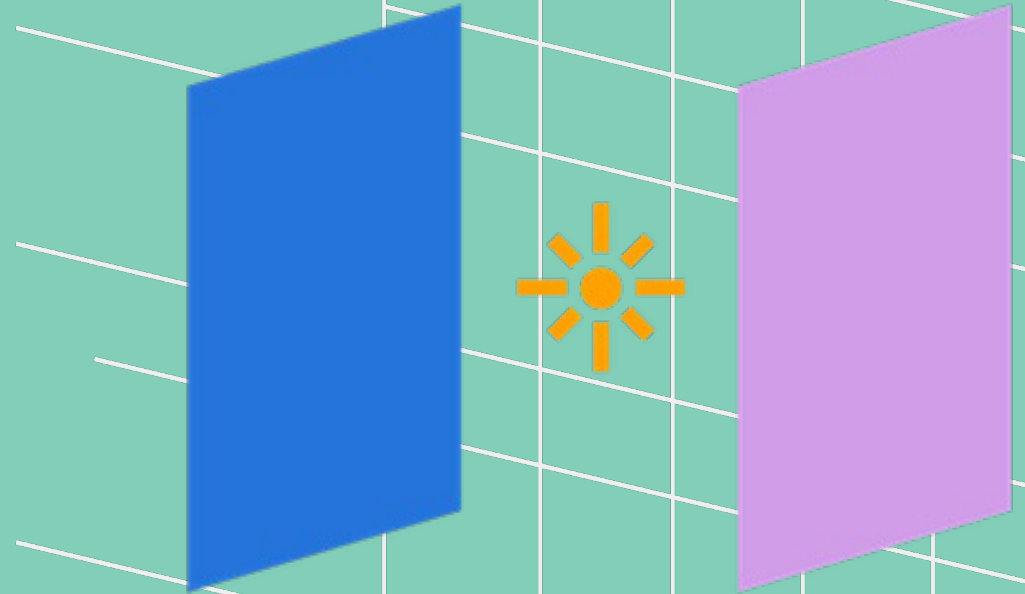




**Second Street**

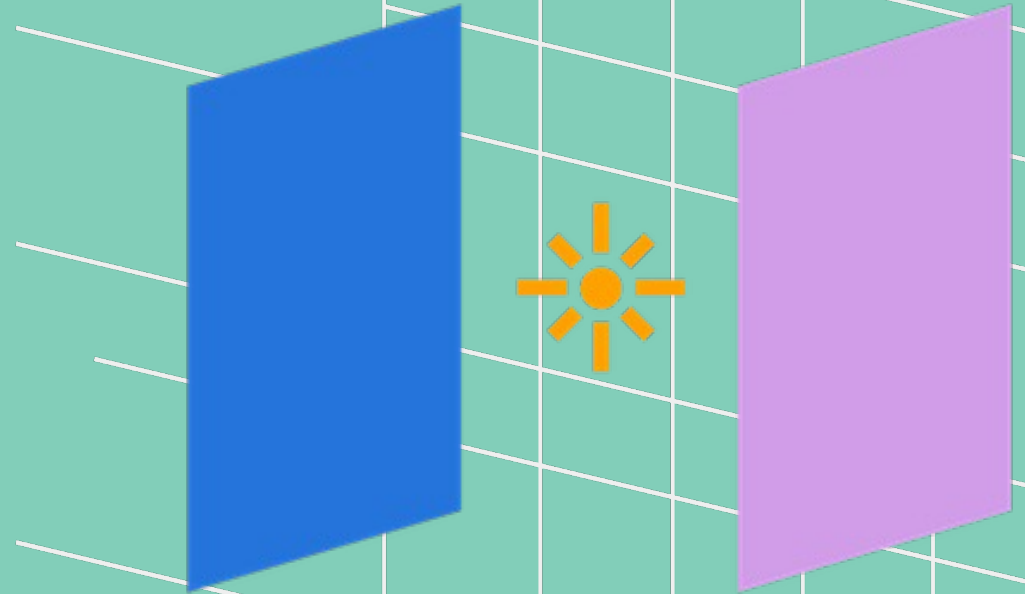
*Webinar starting shortly...*



Office Hours:  
**2024 Promotions Planning**



**Second Street**



Office Hours:  
**2024 Promotions Planning**

# Welcome!



**Liz Huff**

Sr. Director of Customer Success  
[lhuff@uplandsoftware.com](mailto:lhuff@uplandsoftware.com)



**Ellen Trunk**

Customer Success Manager  
[etrunk@uplandsoftware.com](mailto:etrunk@uplandsoftware.com)

# Do you have questions?

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





# The Opportunity

# Local Advertisers Wish List for Media Partners

## Top 10 List

- 
1. More Affordable Products
  2. Measurement/Tracking
  3. Customized Solutions
  4. Targeting Capabilities
  5. Knowledge About My Industry
  6. Build Relationship/Partnership
  7. More Transparency in Pricing
  8. More Results/Effectiveness
  9. Help for Non-Profits
  10. Avoid A.I./Be Personal
- 

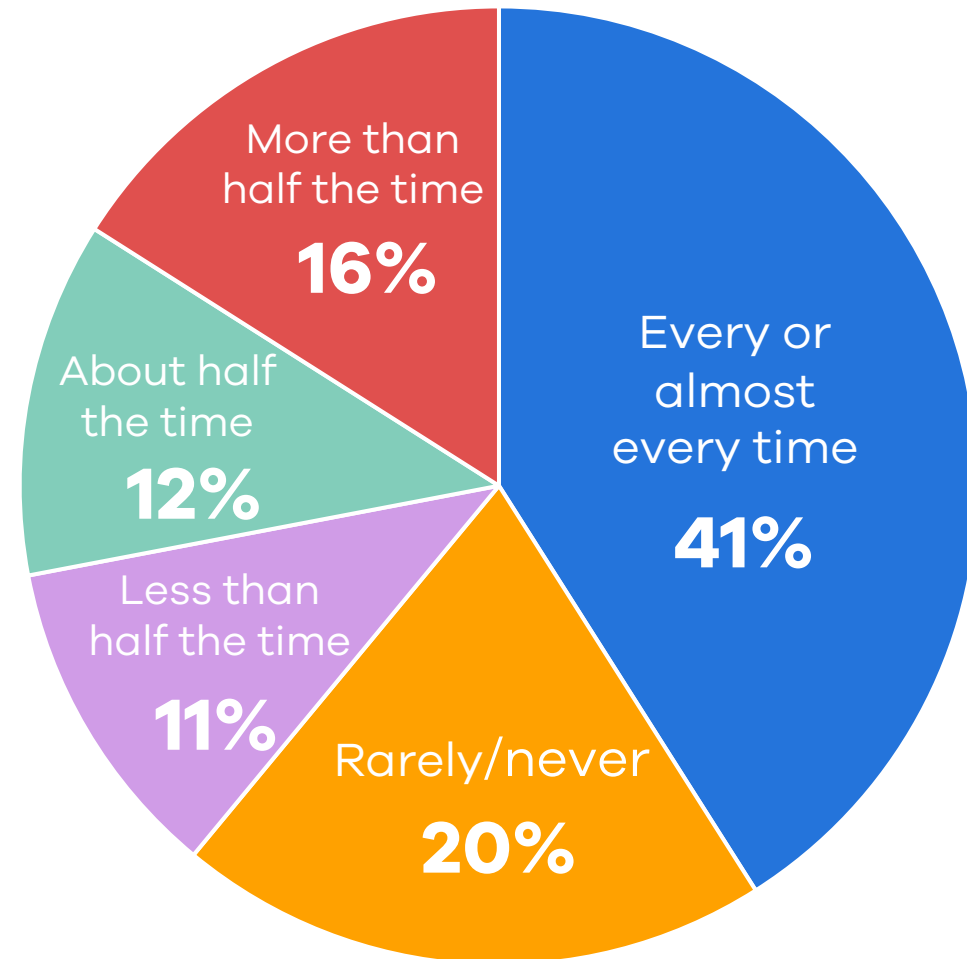
Compiled from open-ended suggestions from 593 respondents in Borrell's Fall 2023 Survey of Local Ad Buyers; top category ("More affordable products") accounted for 16% of the total respondents.

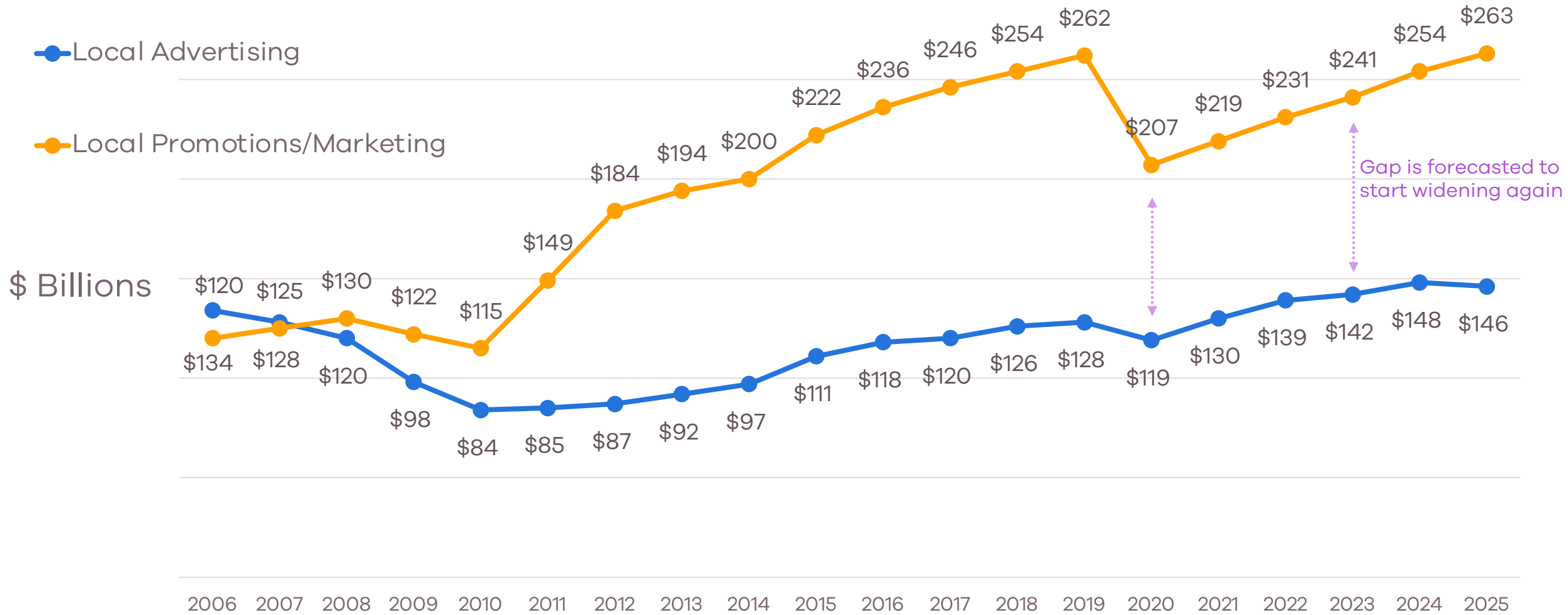


*Credit: Borrell Associates*

# DIY Platforms vs. the Local Sales Rep

"How often do you deal with a sales rep vs. buying advertising in a self-serve manner with no human interaction?"







# YOUR 2024 Plan



# YOUR Plan

- National Sweepstakes
- Best Of Ballot
- Recurring Revenue
- Lead Generating Campaigns
- National Sports



**Let's Break it Down!**



# National Sweepstakes



# **Why you should prioritize National Sweepstakes**

- 4 sweepstakes included in your Second Street license
- National prizes provided by Second Street
- Attract many participants with national prize & that gives more exposure to your local sponsor and local prize offerings
- Enable you to grow both your database and your advertiser's database
- You can choose your own themes!

# 2024 National Sweepstakes

**\$5,000  
Sweepstakes**



**January**

**\$5,000  
Sweepstakes**



**April**

**\$5,000  
Sweepstakes**



**July**

**\$15,000  
Sweepstakes**



**November**

# 2024 National Sweepstakes – Get the Kit!



January	February	March	April
Q1 January 29, 2024 – February 27, 2024			Q2 April 22 2024 –
May	June	July	August
May 21, 2024		Q3 July 29, 2024 – August 27, 2024	
September	October	November	December
		Q4 November 4, 2024 – December 10, 2024	

# Advertisers to Target

A decorative graphic in the bottom-left corner of the teal background, consisting of a grid of thin black lines that are slightly offset and angled, creating a sense of depth and movement.

Automotive

Banks, Credit Unions

Retirement/Wealth

Home Services

Grocery

Insurance

Healthcare

Real Estate

Mortgage Lenders

Furniture Retailers

Indoor/Outdoor

Home Improvement



# Case Study

# Case Study

WBYR-FM, Fort Wayne, IN

- **\$34,000 revenue** in addition to their 6-figure yearly spend!
- 1,641 Marketing Leads
- Gained valuable 1PD insights on entrants
- Advertiser loved the exclusive year-long sponsorship of the 4 National Sweepstakes



Warm Up  
Your Winter  
with \$5000 Cash

from SHIELD EXTERIORS

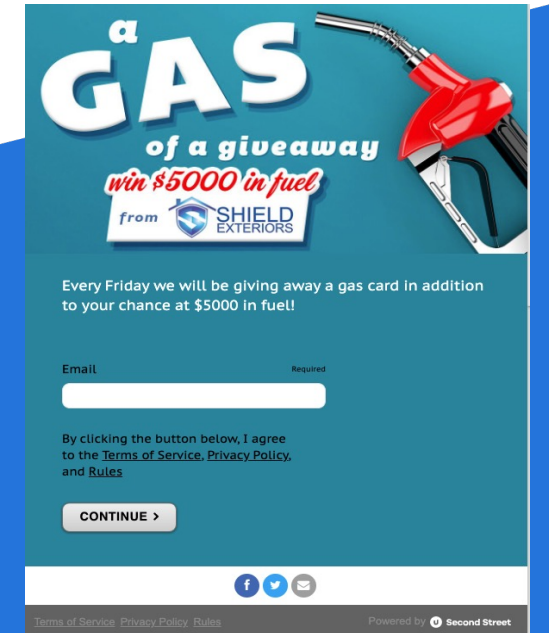
Sign up for your chance to win \$5000 in cash!

Email Required

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

CONTINUE >

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<sup>a</sup>  
GAS  
of a giveaway  
win \$5000 in fuel  
from SHIELD EXTERIORS

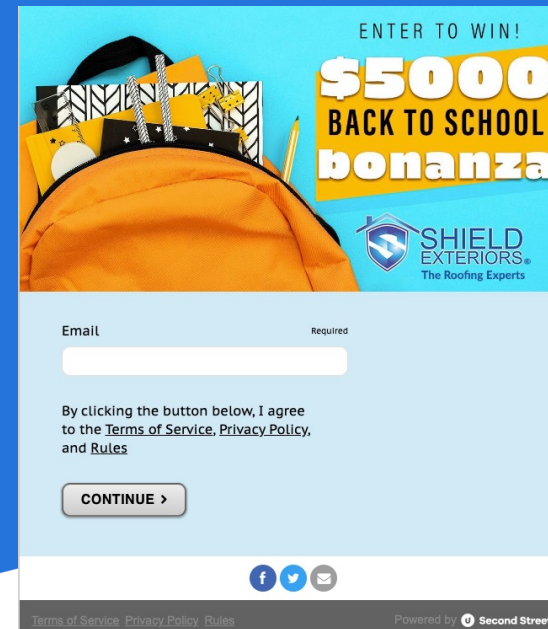
Every Friday we will be giving away a gas card in addition to your chance at \$5000 in fuel!

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ENTER TO WIN!  
\$5000  
BACK TO SCHOOL  
bonanza

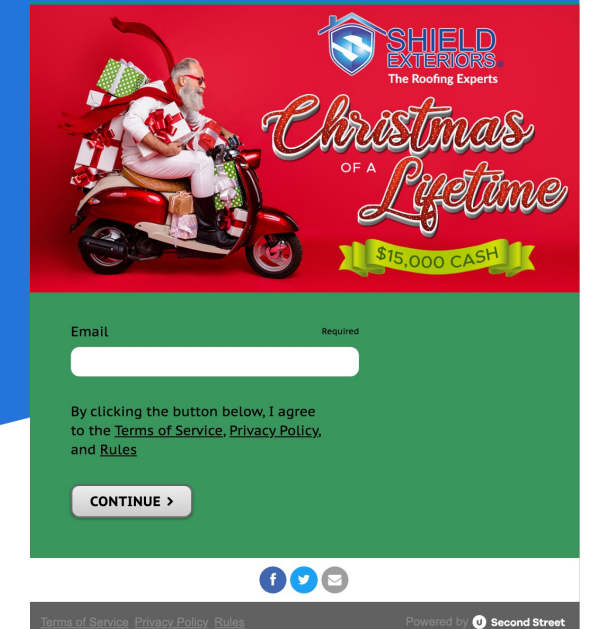
SHIELD EXTERIORS  
The Roofing Experts

Email Required

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SHIELD EXTERIORS  
The Roofing Experts

Christmas  
OF A  
Lifetime  
\$15,000 CASH

Email Required

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CONTINUE >

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# National Sweepstakes Kit

- Revenue Goals
- Database Goals
- Advertisers to Target
- Sales Sheets for Your Industry
- And more!



National Sweepstakes Advertisers to Target	
Sell ALL 4 to One Advertiser	
<ul style="list-style-type: none"> <li>• Financial</li> <li>• Insurance</li> <li>• Grocery</li> <li>• Healthcare</li> </ul>	
Car Payments for a Year	Home Improvement Giveaway
<ul style="list-style-type: none"> <li>• Automotive</li> <li>• RV Dealers</li> <li>• Automotive Aftermarket</li> <li>• Banks, Credit Unions</li> <li>• Insurance Agents</li> <li>• Tax Preparers</li> <li>• Retirement/Wealth Management</li> </ul>	<ul style="list-style-type: none"> <li>• Banks, Credit Unions</li> <li>• Mortgage Lenders</li> <li>• Contractors</li> <li>• Landscapers</li> <li>• Pool, Spa</li> <li>• Roofers</li> <li>• Painters</li> <li>• Gutter Installation</li> <li>• Hardscaping</li> <li>• Insurance</li> </ul>
Groceries for a Year	Rent or Mortgage for a Year
<ul style="list-style-type: none"> <li>• Grocery</li> <li>• Specialty Markets</li> <li>• Insurance</li> <li>• Healthcare</li> </ul>	<ul style="list-style-type: none"> <li>• Real Estate</li> <li>• Mortgage</li> <li>• Banks, Credit Unions</li> <li>• Furniture</li> </ul>

National Sweepstakes Revenue Goals		
Small Market	Mid-Size Market	Large Market
Car Payments for a Year:	Car Payments for a Year:	Car Payments for a Year:
\$5,000	\$10,000	\$20,000
Home Improvement Giveaway:	Home Improvement Giveaway:	Home Improvement Giveaway:
\$5,000	\$10,000	\$20,000
Groceries for a Year:	Groceries for a Year:	Groceries for a Year:
\$5,000	\$10,000	\$20,000
Rent or Mortgage for a Year:	Rent or Mortgage for a Year:	Rent or Mortgage for a Year:
\$10,000	\$20,000	\$30,000

### 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 sell 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 grow your database in 2022.

- 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 year 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:** Be sure you include email opt-ins for your media company's database as well as your sponsor's. Plus, it's required if you plan on emailing those leads in the future.
- Thank-You Coupons:** You can also include offers or coupons from your sponsors on the thank-you page and send in a thank-you email, these are both fantastic ways to offer additional value to your sponsors! Rec. size: 300x200px
- Invite & Thank-You Email:** Feature your sponsors in all contest emails. Consider a clickable link to their website as well as special offers or coupons from the sponsors. These emails will go out to both invite your database to participate and also thank users for entering! Rec. size: 800x500px

Acceptable Image Types: jpg, png, png, gif





**Best Of**

# Why run a “Best Of”?

- YOY Revenue Growth
- YOY Audience Growth
- Email Acquisition
- Year-Round Celebration of your local business owners
- Community Engagement
- “Feel good” news
- Reach – mass appeal
- Multi-media advertiser campaign
- New customer acquisition



Average partner will grow  
revenue by 30% YOY

# Advertisers to Target

Target the business categories that:

- Show up in 3+ categories
- Are locally competitive
- Historically buy packages
  - Healthcare
  - Home Services
  - Legal
  - Insurance
  - Real Estate
  - Financial
  - High-End Retail

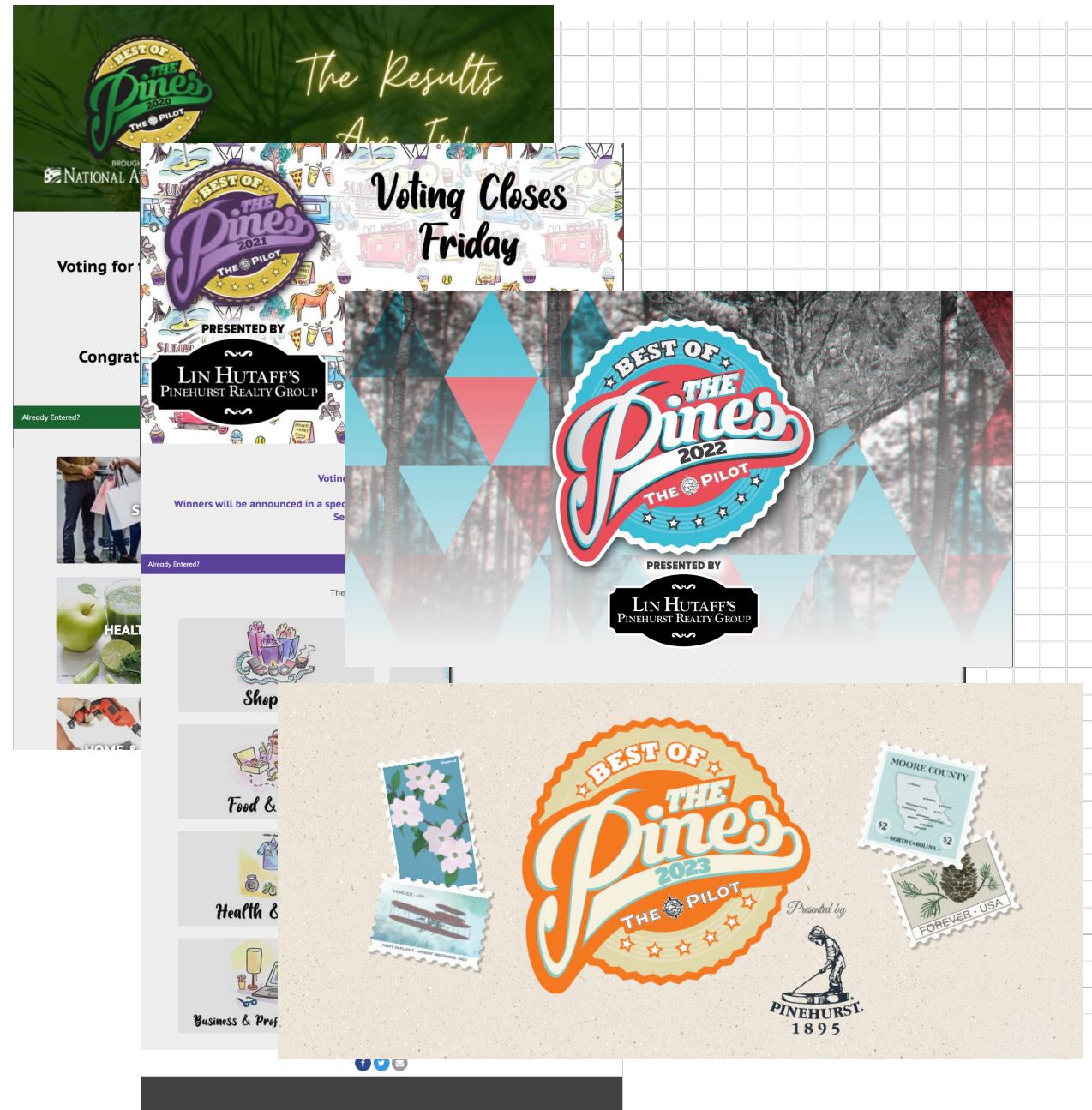


# Case Study

# Best of the Pines

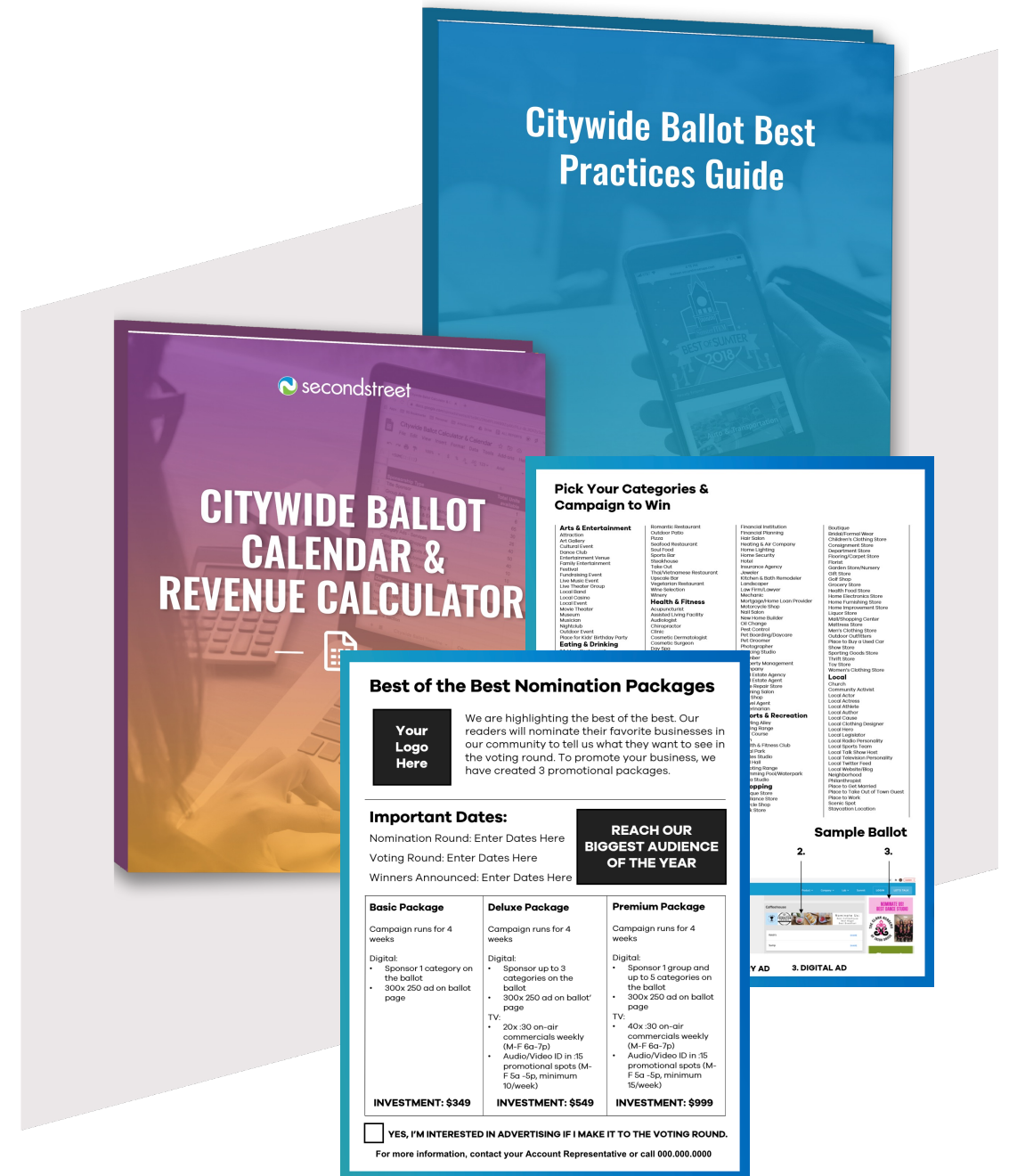
*The Pilot / Southern Pines, NC*

- **2020**
  - \$144K
- **2021**
  - \$208K
- **2022**
  - \$285K
- **2023**
  - \$305K
  - Revenue has grown 400% since using Second Street



# Best Of Resources

- Citywide Ballot Best Practices Guide
- Citywide Ballot Calendar & Revenue Calculator
- Best Of Ballot Sales One-Sheets





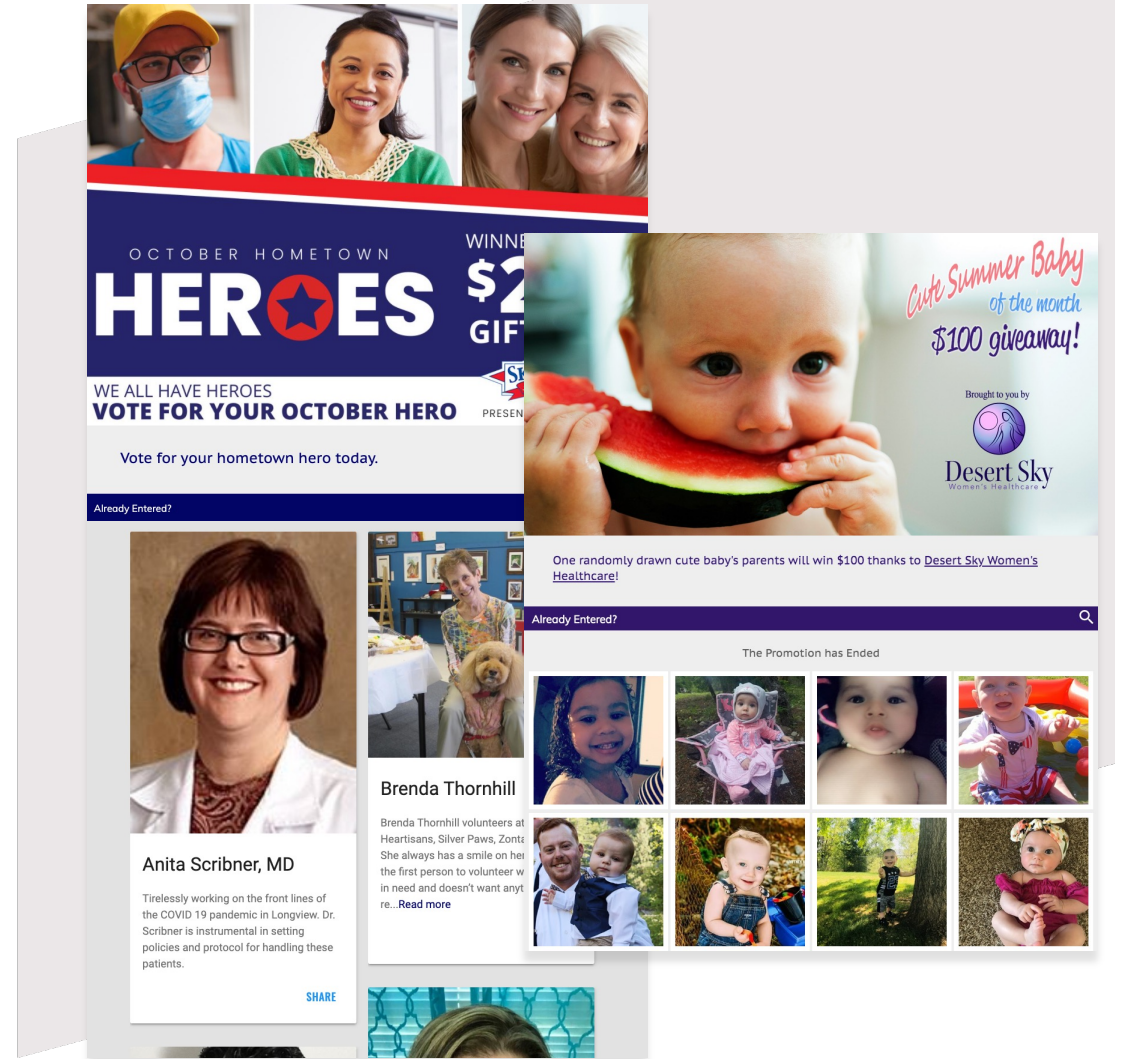
# Recurring Revenue



# 2 Types of Recurring Revenue

# 1. 'Of the Month' Campaign

- Sponsorship model of revenue with big dollar monthly investment
- Generate leads over time with a unique lead-gen question each month
- Examples:
  - Baby of the Month
  - Athlete of the Month
  - Teacher of the Month
  - Hometown Heroes
  - Nurse of the Month



## 2. Annual Buys with Lead-Generation Campaigns

- Understand advertiser's profit centers/sales cycles
- Create custom advertiser campaigns based on those specific sales cycles
- Generate qualified leads with each campaign & use HOT LEADS
- Example HVAC Advertiser:
  - Q1 – Furnace Maintenance
  - Q2 – AC Service / Prep
  - Q3 – Energy Efficiency
  - Q4 – Furnace Service / Prep



# Advertisers to Target

- Financial
- Education
- Automotive
- Healthcare
- Lead-Driven Home Services
- Medical
- Grocery

# Monthly Photo Contest

## *The Pilot*, Southern Pines, NC

- Sponsored by a fast-food restaurant
- Seasonally themed photo contest each month
- Helping restaurant drive app downloads with families & helping keep their presence strong in the community
- **\$24,000** Revenue





# Advertiser Lead-Gen

# **Why focus on Lead-Gen for Advertisers?**

- Leads
- Database Growth
- Education
- Community Involvement
- Capturing Social Audience
- Audience Data

# Advertisers to Target

- Home Services
- Healthcare
- Financial
- Insurance
- Education
- Legal
- Retail
- Hospitality



# Case Study

## Leads

# Allen County Sheriff Department Sweepstakes

WQHK-FM

- **Goals:**


- Gather recruitment leads
- Brand awareness and to promote a positive image in the community

- **Execution:**

- Sweeps bundle
- Each seasonally themed with relevant prize

- **Results:**

- 595 employment leads
- 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.

# Allen Service Air Conditioning Sweepstakes

*Fort Collins Coloradoan, Fort Collins, CO*

- Allen Services gave away a new air conditioner
- Great lead-gen:
  - Would you like to schedule a Free A/C Estimate?
  - **56** said yes!
- Allen Services has attributed **\$70,000** in sales to leads from this campaign
- **\$5,900** revenue for paper



**Enter for your chance to WIN a new Central Air Conditioner for your home!**

Email Required

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**CONTINUE >**



# National Sports



# **National Sports – Sell them TOGETHER**

- College Hoops
- Pro Football



# **Your National Sports Strategy**

- Maximize your Revenue Potential and Sell EFFICIENTLY!
- Managed Pick'em Contest
- Supplemental Weekly Quizzes
- Sports Themed Bracket
- Ticket Giveaway



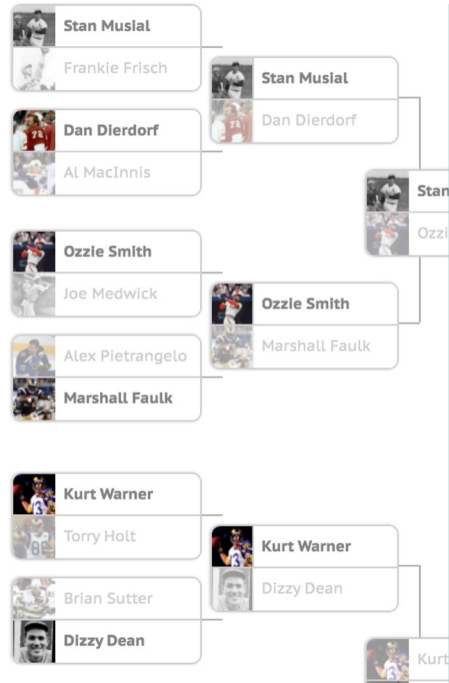
# Advertisers to Target

- Hospitality
- Automotive
- Financial
- Grocery
- Retail

# STL SPORTS SHOWDOWN

SPONSORED BY:

*Kenrick's Meats & Catering*



Are you planning to hire a caterer in the next 12 months? Required

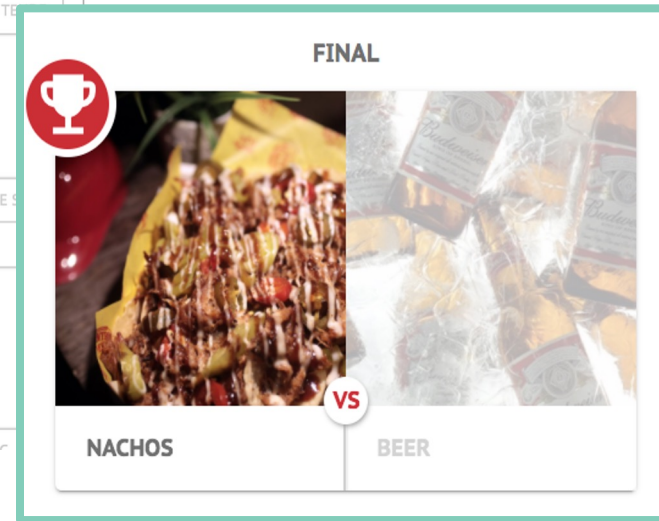
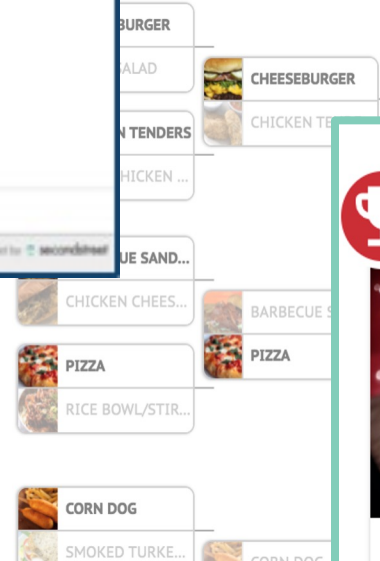
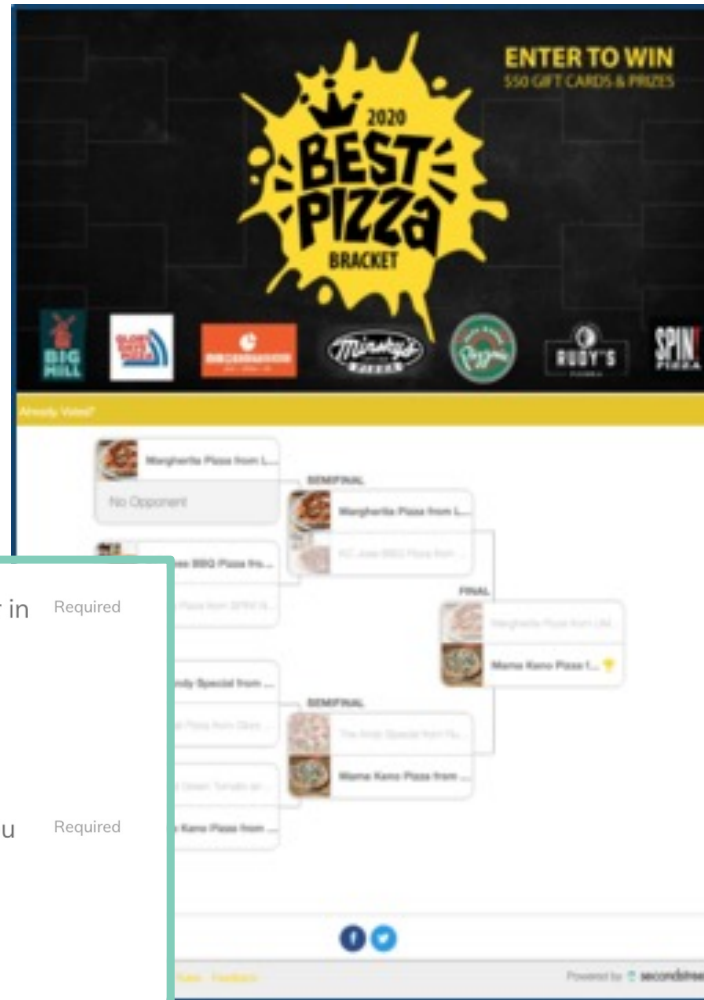
- ☐ Yes
- ☐ No

How many meals per week do you cook at home? Required

- ☐ 0
- ☐ 1 - 3 meals
- ☐ 4 - 6 meals
- ☐ 7+ meals

Where do you currently buy most of your meat? Required

- ☐ Kenricks
- ☐ Local grocery chain
- ☐ Butcher (not Kenricks)



COLLEGE HOOPS - LAST FOUR TRIVIA

Question 1 of 8

#1

Which team has made it to the "Last Four" the least amount of times?

Villanova

Oklahoma

Syracuse

North Carolina

State Farm

TWIN PEAKS

EATS • DRINKS • SCENIC VIEWS

ALL THINGS BARBECUE

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PRO FOOTBALL TRIVIA

BROUGHT TO YOU BY

DREAM FINDERS HOMES

Take the Pro Football Trivia Quiz Presented by Dream Finders Homes to win a \$100 Gift Card to Cowford Chophouse

#1

What is the average home price in Jacksonville as of 2015?

\$1.2MM

\$1.9MM

Have you ever visited a Dream Finders Homes model?

-- Select One --

Are you in the market for a new home?

-- Select One --

If yes, answer question below

If you answered yes above - which county are you interested in with the 5 major counties making up Jax?

-- Select One --

FOX SPORTS SHOALS

BUFFALO WILD WINGS

PLAYER OF THE WEEK

Vote for Buffalo Wild Wings Player of the Week here!

Winner will be announced LIVE on the air with Chuck and Jordan on Shoals Sports Talk on Tuesday,

September 11th!

Question 1 of 1

Vote for this week's Buffalo Wild Wings Player of the Week!

Trey Martin-Lexington

181 yds 4 TDs

Kameron Jones-Lauderdale County

232 yds 3 TDs

Christian Irons-Waterloo

3 TDs

Kam Pritchard-DeKalb

112 yds 3 TDs

# Sports Turnkeys

Can We Guess Your Tailgate Personality?

Question 1 of 8

#1

What do you bring to the tailgate?

Cheese platter

Chips in a team logo bowl

Hot dogs and hamburgers

Nothing

COMPANY NAME

CONTACT US HERE

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Powered by secondstreet

Can We Guess Your Tailgate Personality?

Greatest Halftime Performance Bracket

Vote for your favorite halftime performances in each matchup!

Already Voted?

Vote until 7/18 @ 9:00am

Vote Now

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

SEMIFINAL

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

Halftime Performance...

FINAL

Halftime Performance...

Halftime Performance...

Halftime Performance...

Greatest Halftime Performance Voting Bracket

Best of Pro Football - AFC South

Vote in our Best of Pro Football - AFC South ballot for a chance to win the grand prize from our sponsor!

Already Voted?

Vote until 1/1 @ 6:00am Central

Categories

Best Team

Best Stadium

Best Quarterback All-Time

Best Coach All-Time

Best Team Nickname

Best Gameday Experience

Best Rivalry

Best Team

Houston

VOTE

Indianapolis

VOTE

Jacksonville

VOTE

Tennessee

VOTE

Don't See Your Favorite?

Name

VOTE

Best Stadium

TIAA Bank Field - Jacksonville

VOTE

Lucas Oil Stadium - Indianapolis

VOTE

Best of Pro Football (for each conference)



**BONUS!**  
**First Party Data**



# 84%

**of promotions activity  
comes from email.**

- Email drives participation
- Email is the #1 driver of promotions activity



# 94%

**of new email opt-ins  
come from promotions.**

- Promotions drive email growth
- Promotions are the #1 driver of email permissions



# Revenue Plan

# Q1 Plan

Campaign Idea	January	February	March
\$5,000 National Sweeps	\$3,750	\$3,750	
Hometown Heroes	\$2,500	\$2,500	\$2,500
Citywide Best Of Ballot			\$15,000
Lead Gen Campaign	\$5,000	\$5,000	\$5,000
Football Bundle	\$5,000	\$5,000	
College Hoops Bundle		\$5,000	\$5,000
MONTHLY TOTAL	\$16,250	\$21,250	\$27,500

# Q2 Plan

Campaign Idea	April	May	June
\$5,000 National Sweeps	\$3,750	\$3,750	
Hometown Heroes	\$2,500	\$2,500	\$2,500
Citywide Best Of Ballot	\$25,000	\$75,000	
Lead Gen Campaign	\$5,000	\$5,000	\$5,000
MONTHLY TOTAL	\$36,250	\$86,250	\$7,500

# Q3 Plan

Campaign Idea	July	August	September
\$5,000 National Sweeps		\$7,500	
Hometown Heroes	\$2,500	\$2,500	\$2,500
Athlete of the Week / Month	\$2,500	\$2,500	\$2,500
Lead Gen Campaign	\$5,000	\$5,000	\$5,000
Football Bundle		\$5,000	\$5,000
MONTHLY TOTAL	\$10,000	\$22,500	\$15,000

# Q4 Plan

Campaign Idea	October	November	December
\$15,000 National Sweeps		\$7,500	\$7,500
Hometown Heroes	\$2,500	\$2,500	\$2,500
Athlete of the Week / Month	\$2,500	\$2,500	\$2,500
Lead Gen Campaign	\$5,000	\$5,000	\$5,000
Football Bundle	\$5,000	\$5,000	\$5,000
Quarterly TOTAL	\$15,000	\$22,500	\$22,500



**TOTAL 2024  
REVENUE**

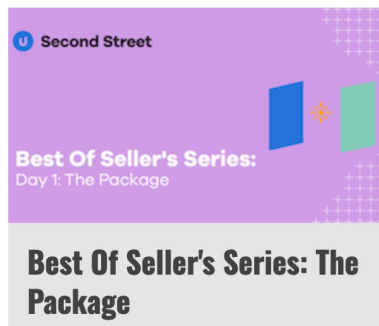
**\$302,500**



# Resources

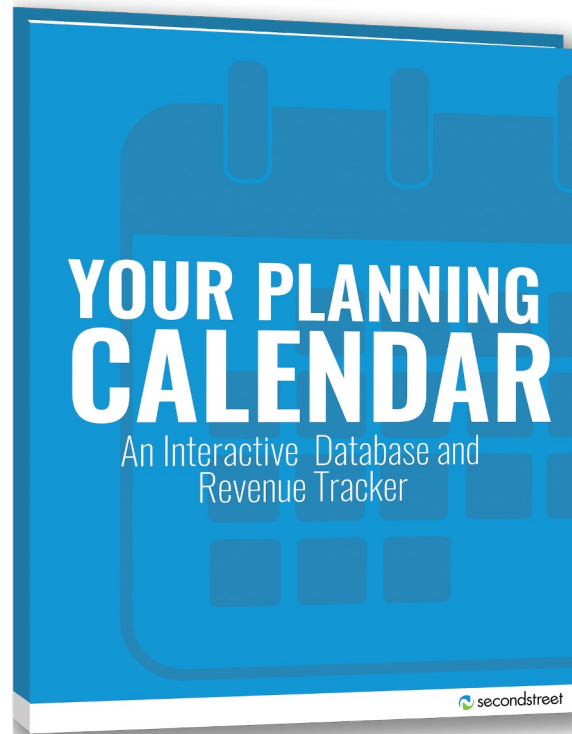
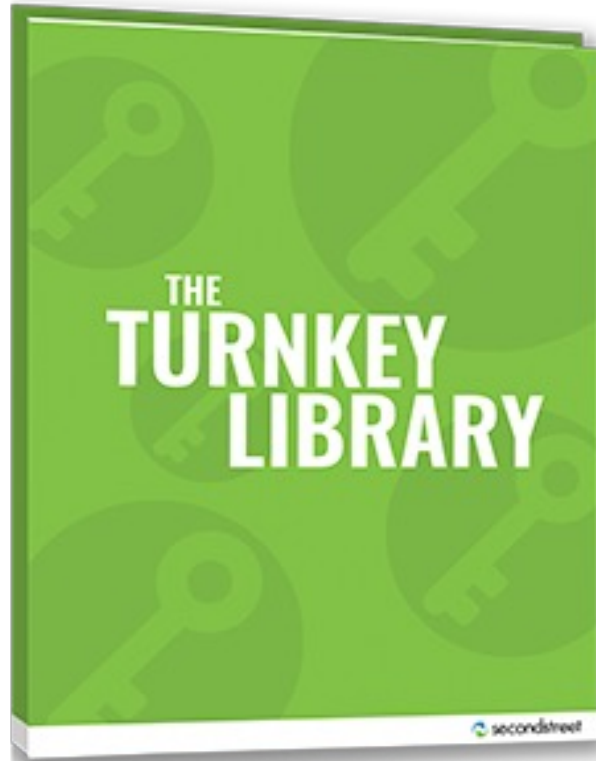
## Best Of Seller's Series: The Value Proposition

LEARN MORE



**lab.secondstreet.com**





**[lab.secondstreet.com/playbooks/](https://lab.secondstreet.com/playbooks/)**

# Thank You!



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