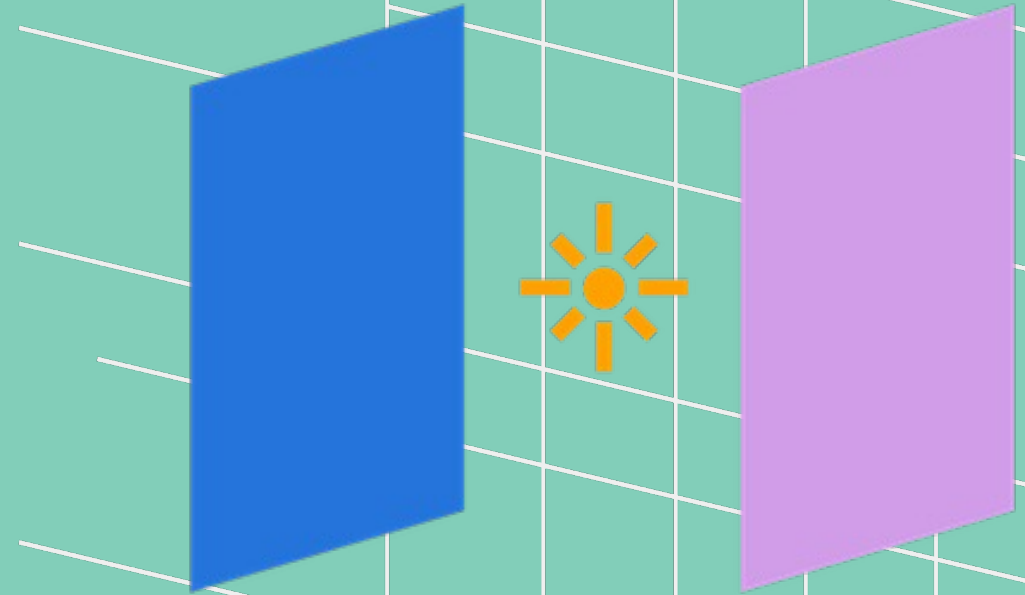
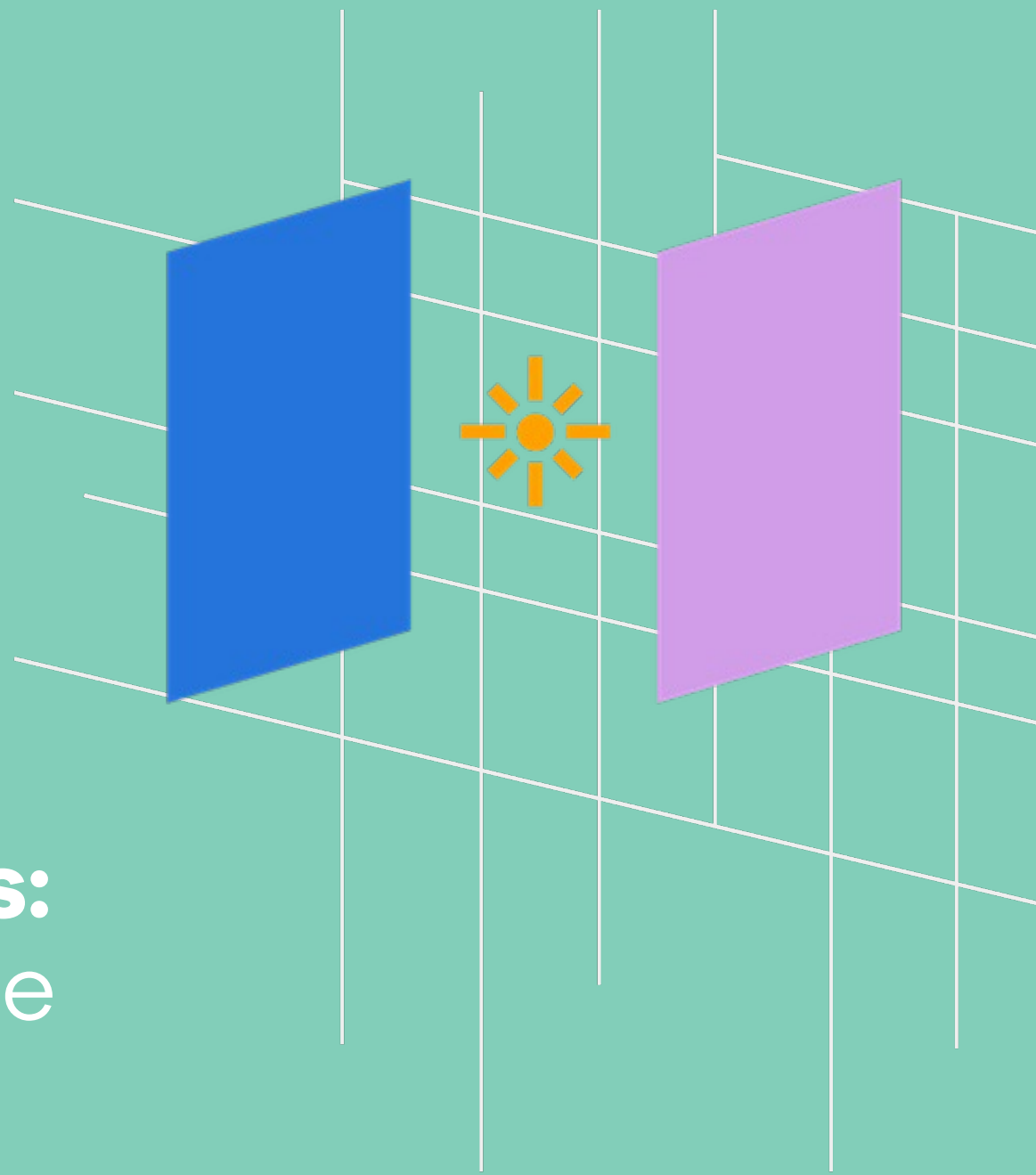




Webinar starting shortly...



Straight from the Experts:
How to Become a Revenue
Powerhouse in 2024



Straight from the Experts:
How to Become a Revenue
Powerhouse in 2024

Welcome!



Liz Huff

Sr. Director of Customer Success
lhuff@uplandsoftware.com



Julie Foley

Sr. Customer Success Manager
jfoley@uplandsoftware.com



Who We Are

Back in the Day

We understand your challenges

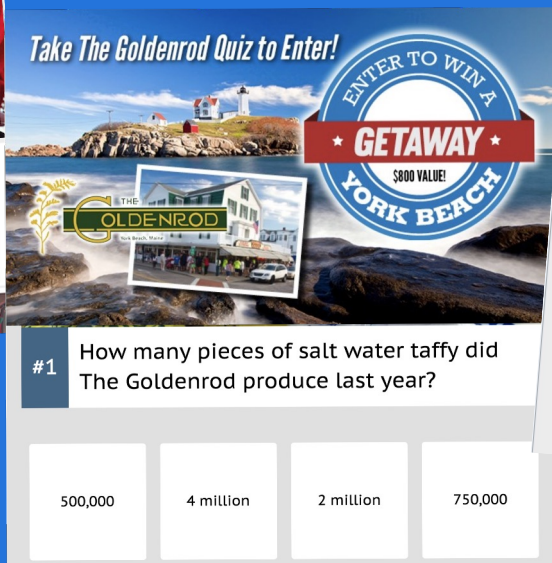




What We Do



Contests



Quizzes



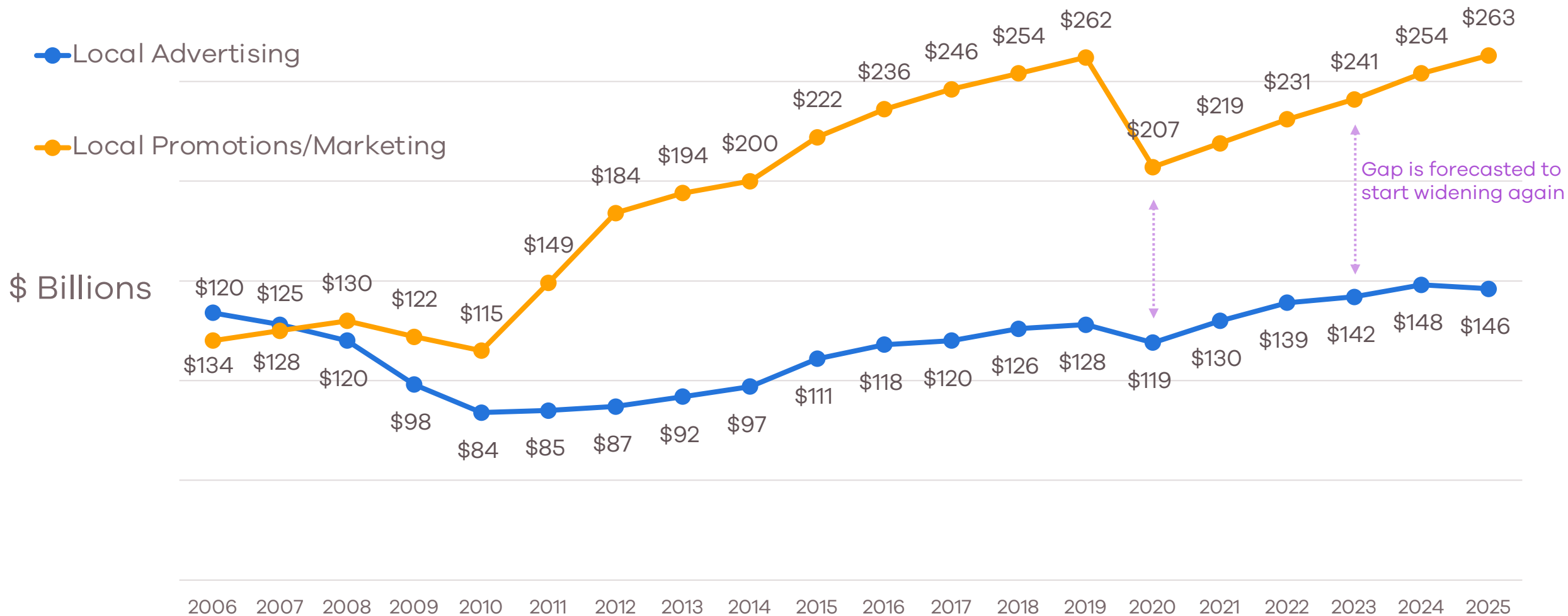
Ballots



Emails



Why it Matters





Second Street Empowers you to

1. Diversify your Revenue
2. Collect Zero/First Party Data
3. Own your Database
4. Drive Consumer Revenue
5. Unlock huge Advertiser Revenue Opportunities
6. Deliver Advertiser Solutions



Your Advertiser's Goals:

1. Leads
2. Audience Growth
3. Education
4. Community Involvement
5. Capture Social Audience
6. Zero Party Data

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
- 

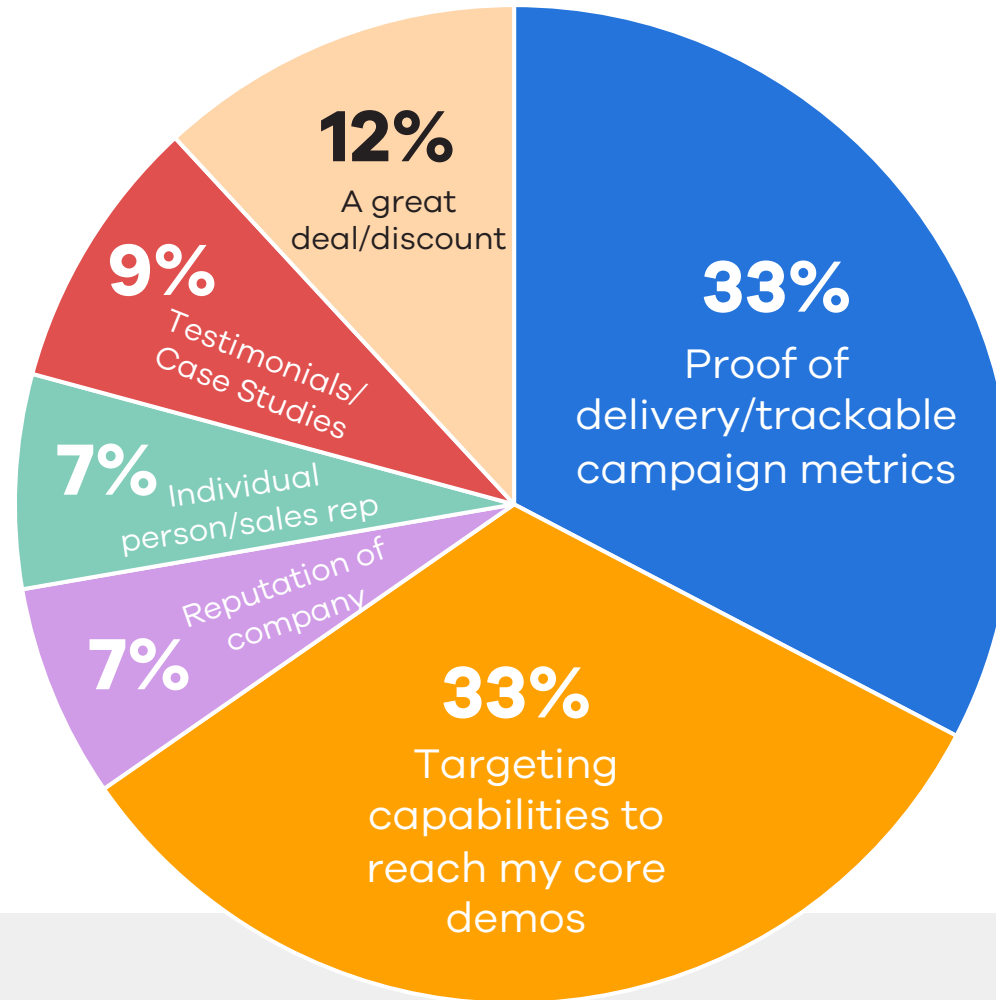
Compiled from open-ended suggestions from 593 respondents in Borrell's Fall 2023 Survey of Local Ad Buyers; top category ("More affordable products") accounted for 16% of the total respondents.



Credit: Borrell Associates

What Persuades Advertisers to try Something NEW

"If you were to buy a new type of media, which would have the greatest influence on the type you would choose?"





Success Stories

Gannett

- Second Street is an extension of their team
- \$30Million Revenue
 - Over 168 Best of Ballots
 - Over \$2M in Athlete of the Week
 - Over 1000 Custom Lead Gen Promotions
 - Over 2.5 Million opt-ins generated for clients
 - Generating National, Regional, Reachlocal and Local Revenue
- Case Study: Indoor Waterpark generated \$500K in sales leads for the client

**THE OFFICIAL
COMMUNITY'S
CHOICE
AWARDS**
★ ★ ★ ★ ★
**PALM BEACH
COUNTY**
Serving Our Community
The Palm
palmbeach

VOTE NOW!
HONOR YOUR FAVORITE BUSINESSES AND ORGANIZATIONS BY
VOTING FOR THEM FOR THE COMMUNITY'S CHOICE AWARDS
PARTICIPATE FOR A CHANCE TO

**Indoor Water Park Resort
Sweepstakes**

**MERCY
HEALTH**
**ATHLETE
OF THE WEEK**
RECOGNIZING STAND-OUT
HIGH SCHOOL ATHLETES
VOTE TODAY!

The Pilot

- They rely on Second Street thought leadership
- Top-down commitment
- Tremendous growth with Best Of
- Diverse mix of promotions
- Case Study: Best of Revenue has grown 400% since using Second Street



Federated

- Trust Second Street as partners
- Inspired by lab to create internal case studies
- Reinforce best practices daily
- Incredible results from lead gen campaigns
- 30% Email Open rates
 - Industry average is 21%
- \$1.6MM Revenue
- Case Study: \$34,000 revenue from client in addition to their 6-figure yearly spend!



Warm Up
Your Winter
with \$5000 Cash

from SHIELD EXTERIORS

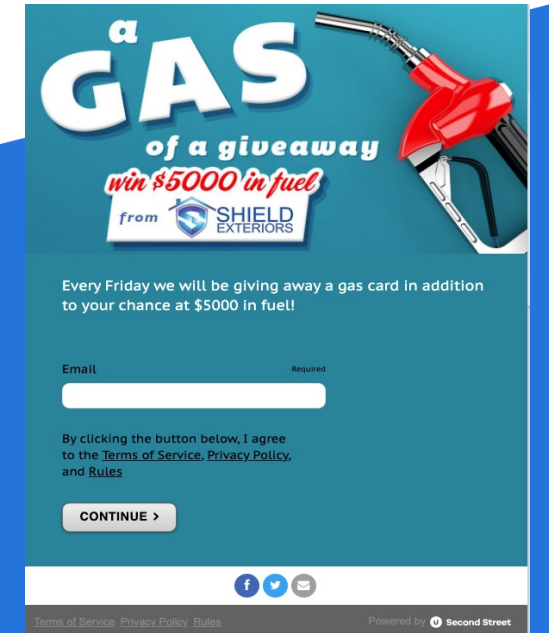
Sign up for your chance to win \$5000 in cash!

Email Required

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

CONTINUE >

Terms of Service Privacy Policy Rules Powered by Second Street



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

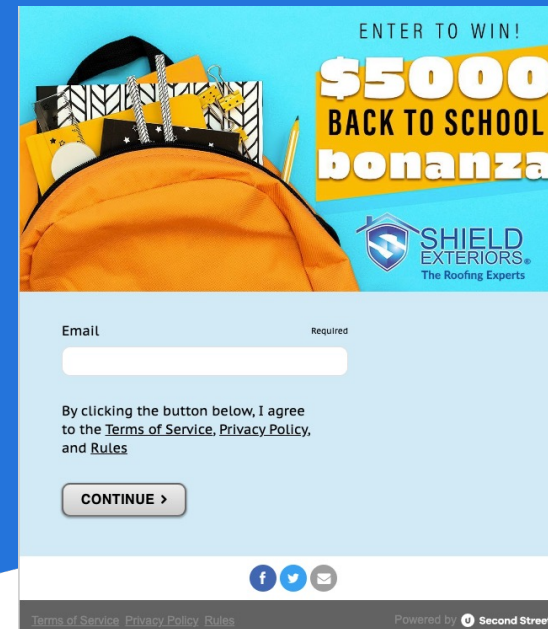
Every Friday we will be giving away a gas card in addition to your chance at \$5000 in fuel!

Email Required

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CONTINUE >

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ENTER TO WIN!
\$5000
BACK TO SCHOOL
bonanza

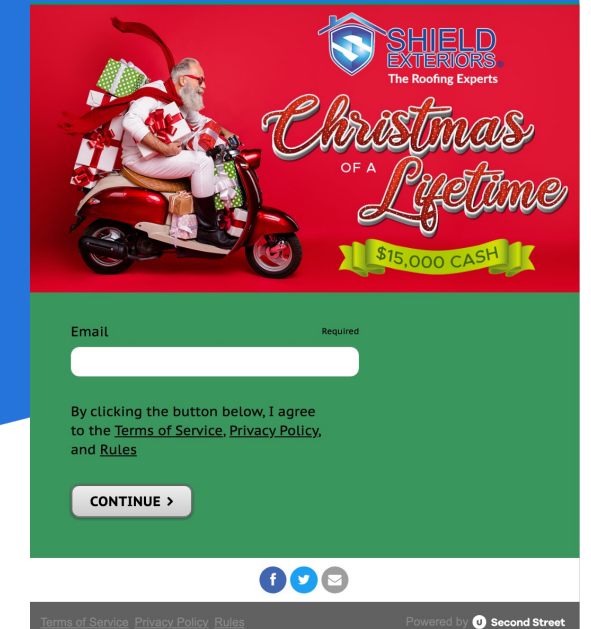
SHIELD EXTERIORS
The Roofing Experts

Email Required

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CONTINUE >

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SHIELD EXTERIORS
The Roofing Experts

Christmas
OF A
Lifetime
\$15,000 CASH

Email Required

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CONTINUE >

Terms of Service Privacy Policy Rules Powered by Second Street

Nexstar

- Value strategic guidance
- Focus on programs that move the needle
 - Revenue
 - Content
- Huge focus on key campaigns
 - Kick off calls
 - Templates
 - Best practices
- Team collaboration-our team is their team
- Case Study: Trusted our team to help their team efficiently run promotions across 197 TV Stations. Local stations have mastered the groupwide strategy and are now have their own local strategy.

Gutter Giveaway
You Could Win an **Advantage Gutter Guard®** System with new gutter and **Silent Spout™**
\$3,500

WANE 15 BASKETBALL CHALLENGE
Sponsored by **Marathon** and **makeitcount**
PLAY NOW!

BASKETBALL BRACKET CHALLENGE
Make your picks for each game before the tournament starts for a chance to win.
PLAY NOW
f t e

home FOR THE HOLIDAYS
Complete the form below for your chance to win a \$15,000 prize!
Local Prize:
Win \$500 in gift cards!
Entries accepted
Monday, November 8, 2021 through
Monday, December 13, 2021
Sorry! This promotion has ended.

apex
B.F. Myers
Team 20
Donelson Air
GARY ASHTON RE/MAX ADVANTAGE
GATLINBURG

Adams

- Dug in to focus on the opportunity
- Inspired to run regional programs
- Focus on growing email database
- Training and internal champions
- Case Study: Grew Promotions revenue 87.5% YOY



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.)





How to Build Success

Big Enough to Matter

- Understand your current Revenue
 - Where are you finding success?
- Set goals
 - Achievable, but big enough to matter to your team
- Create the team
 - Top-down
 - Sales, Marketing, Audience Development and Editorial

Build a Plan

- Efficient and Scalable
 - Company Initiatives
 - Database Growth
- Utilize the team you have
 - Work together vs. silos
- Resonate with your audience
 - Local events
 - Seasonal
- Solves Advertiser Challenges
 - Lead-Gen



YOUR Plan

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

Annual Plan

Campaign Idea	Q1	Q2	Q3	Q4
National Sweeps	\$7,500	\$7,500	\$7,500	\$15,000
Hometown Heroes	\$7,500	\$7,500	\$7,500	\$7,500
Citywide Best Of Ballot	\$15,000	\$100,000		
Lead Gen Campaign	\$15,000	\$15,000	\$15,000	\$15,000
Athlete of the Week/Month	\$7,500	\$7,500	\$7,500	\$7,500
Football Bundle	\$5,000		\$5,000	\$15,000
College Hoops Bundle	\$10,000			
MONTHLY TOTAL	\$67,500	\$137,500	\$42,500	\$60,000



**TOTAL 2024
REVENUE**

\$307,500

Maximize your Partnership

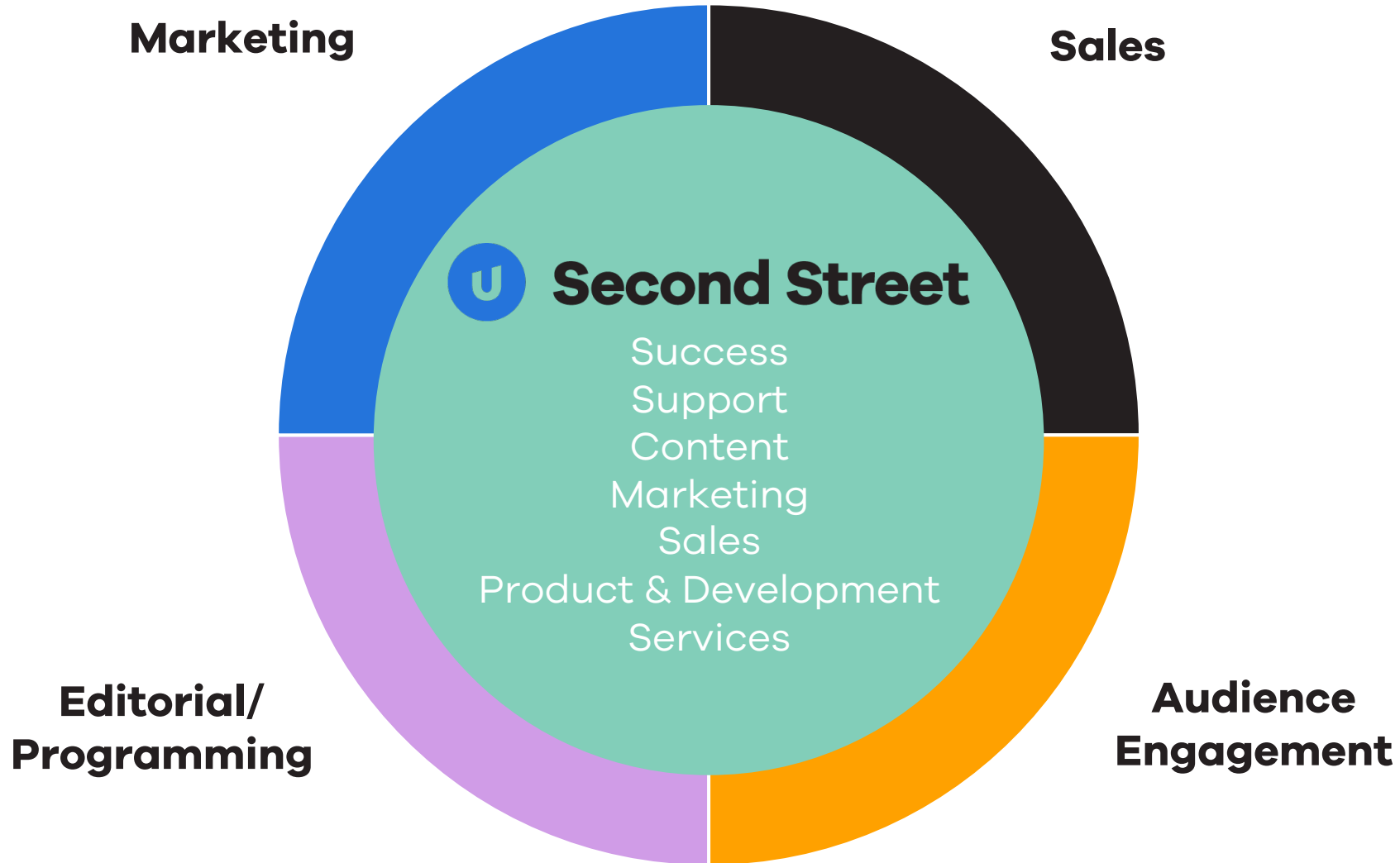
- We know what works for local media
- Best practices
 - What you should start doing (and stop doing)
- Revenue plans and case studies
- Collaboration
 - We are an extension of your team

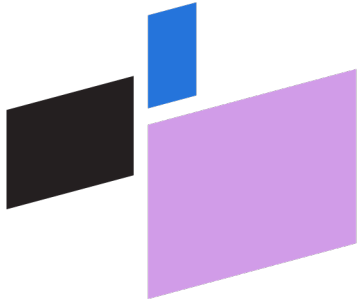
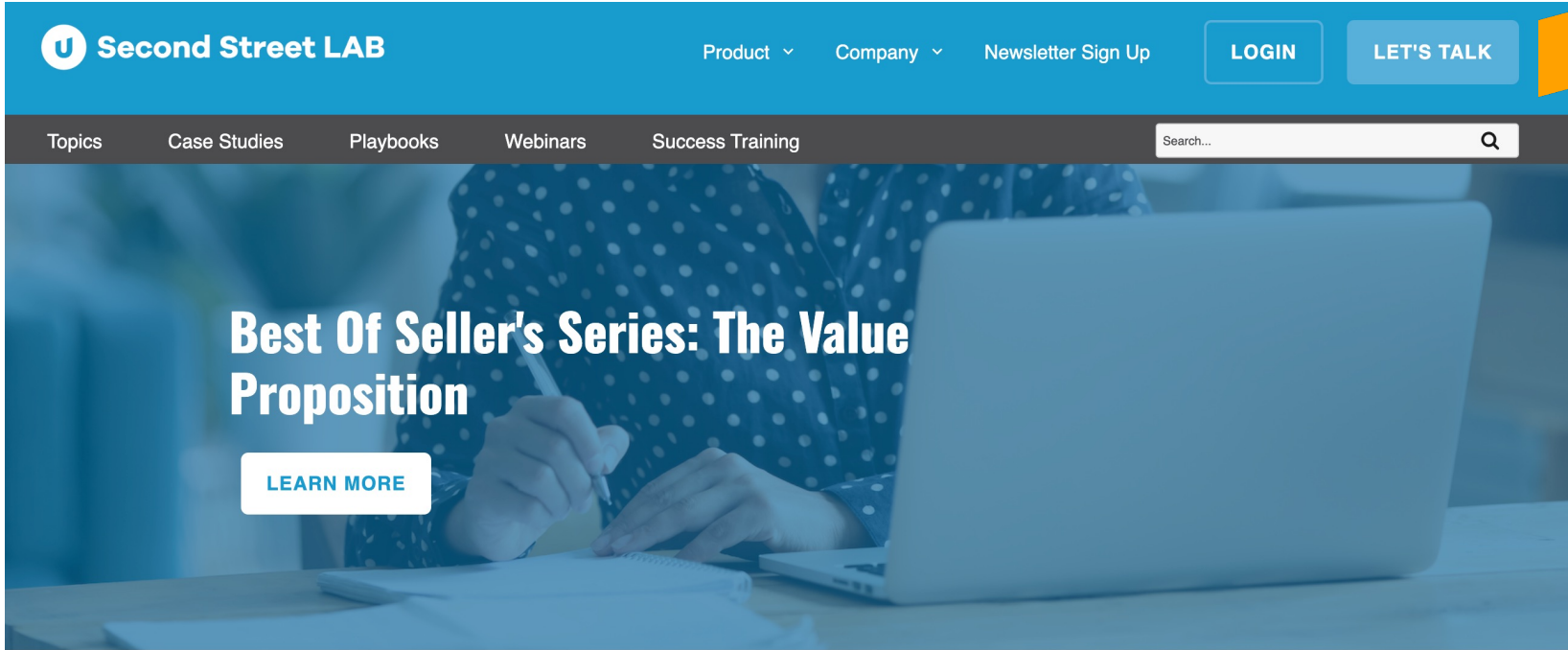


135 YEARS

combined experience working in or with Local Media

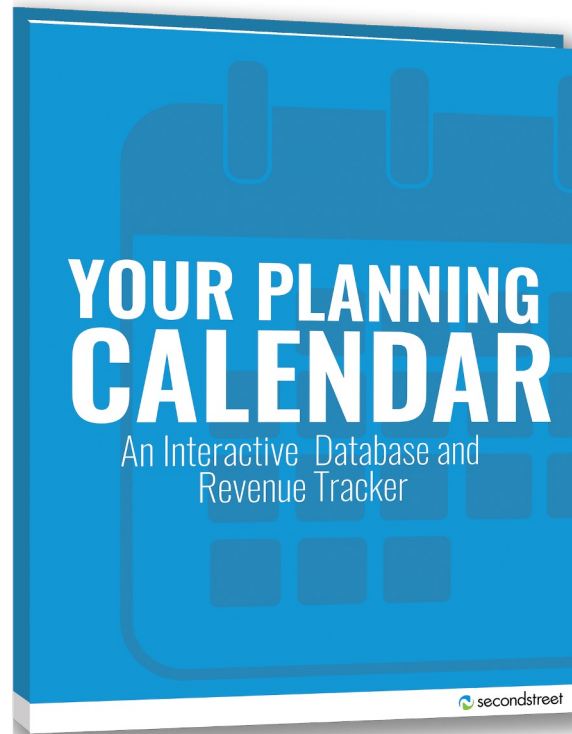
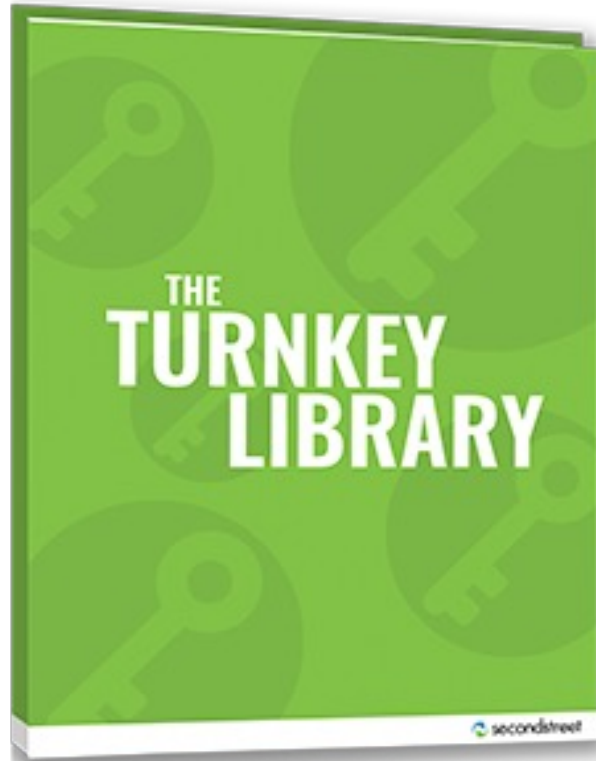
We are an Extension of your Team





lab.secondstreet.com





lab.secondstreet.com/playbooks/



15th Annual Second Street **AWARDS**

Thursday, February 22nd
12 PM CDT | 1 PM EDT



<https://lab.secondstreet.com/webinars/>



Second Street Product Webinar

Thursday, March 7th
12 PM CDT | 1 PM EDT



<https://lab.secondstreet.com/webinars/>

Let Us Help You



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