



# Using Promotions to Grow the Top Revenue Driving Audiences

*Webinar starting shortly...*





**Second Street**

# **Using Promotions to Grow the Top Revenue Driving Audiences**



# Welcome!



**Julie Foley**

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



**Liz Huff**

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



**Kelly Travis**

Director of Marketing and  
Revenue Operations  
St. Louis Magazine

# Do you have questions?

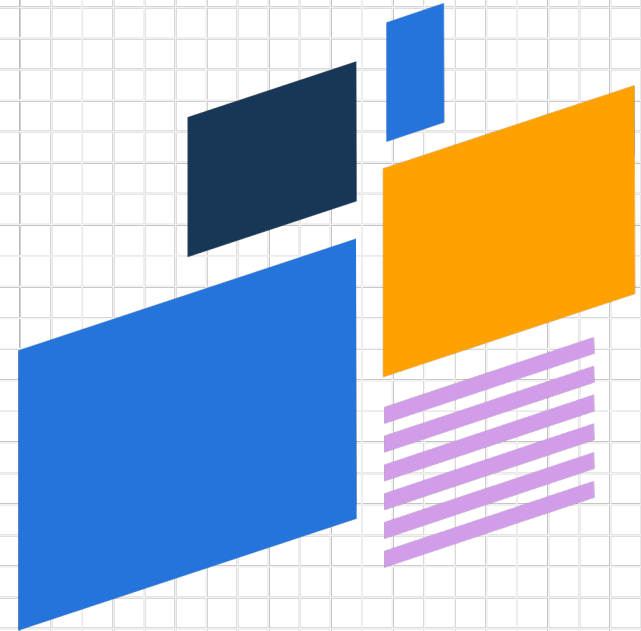
Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





**“There’s an opportunity that many newsrooms miss, a huge opportunity... engagement plus capture.”**

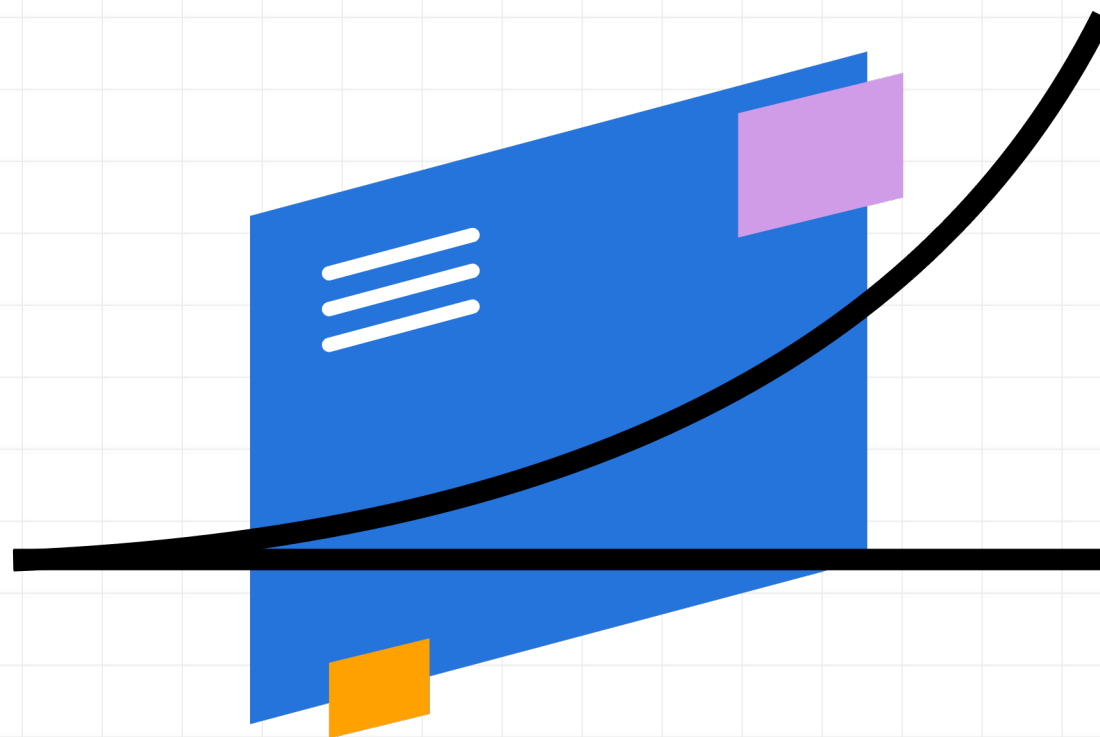
Dan Oshinsky  
Inbox Collective



Amongst current partners:

94%

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



# Top Revenue Driving Audiences

**Daily Headlines/Breaking News**

**Sports**

**Dining**

**Events**

**Family**

**Health & Wellness**

**Travel**



# Audience Growth Strategy

**Define your audience**

**Determine the job**

**(cater to your audience, not just your business/what you want to promote)**

**Launch fast and improve over time**

**(you don't need a giant list to get started BUT promotions can grow it faster)**



# Case Study



# **Kelly Travis**

Director of Marketing and Revenue Operations

**St. Louis Magazine**

# St. Louis Magazine Overview

- St. Louis based Magazine
  - Serve as the local authority on what is so great about the Gateway City
- Kelly started with SLM 4 years ago
  - At that time, they had...1 daily newsletter



# Building From the Ground Up

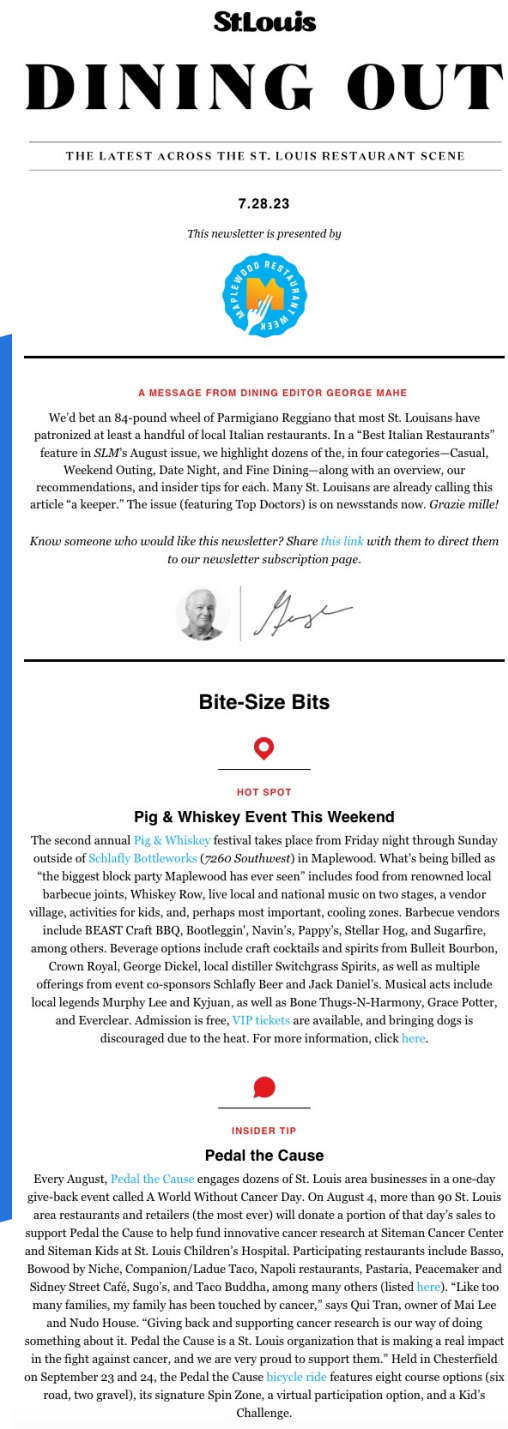
- Started internal discussions about growth
  - Defined their subscriber
  - Identified top categories/tentpoles
  - Pinpointed where they had existing content and established reputation





# The First New Category

- Decided to focus on Dining as the first new category-specific newsletter
- Dining was already one of their tentpole verticals
- Daily Newsletter contained dining content
- Had a well-known dining expert on staff





# Growing the Dining Category with Promotions





# WINERY BRACKET



# BEST NEW RESTAURANTS



# BREWERY BRACKET

# CITYPARK BRACKET



# DONUT BRACKET



# PIZZA BRACKET



# FRENCH FRIES



# PATIO BRACKET



# ITALIAN RESTAURANTS





# Food Fight Brackets

- Focused on food categories and highlighted local restaurants
- Targeted to draw in food and dining audience
- Barstool/debate-worthy topics



# Food Fight Brackets

- New bracket every couple of months
- 2023 stats
  - Interacted with nearly 4,000 new users
  - Nearly 3,000 new subscribers

## DOG-FRIENDLY PATIO BRACKET



# Food Fight Brackets

- Great opportunity to grow relationships with businesses in the brackets
- Advertisers love them!



# Surveying Readers

- Every newsletter got its own survey
- Used a PROMOTION
  - Sweepstakes prize: reservation and gift card for popular, local restaurant
  - Generated 400+ responses
- Also provided great info for content/editorial

What kind of coverage do you want to see more of in the Dining newsletter? Select all that apply. \*

- ☐ Restaurant openings and closings
- ☐ Lists of top restaurants by cuisine
- ☐ Family-friendly dining
- ☐ Fine dining
- ☐ Casual dining
- ☐ Insider tips
- ☐ Food events
- ☐ Home cooking, premium ingredients, and food shopping
- ☐ Craft beer and breweries
- ☐ Wine and wineries
- ☐ Local spirits (whiskey, bourbon, vodka, etc.)

If SLM were to launch a culinary newsletter geared around home cooking and food shopping, what topics would you like to see covered? Select all that apply. \*

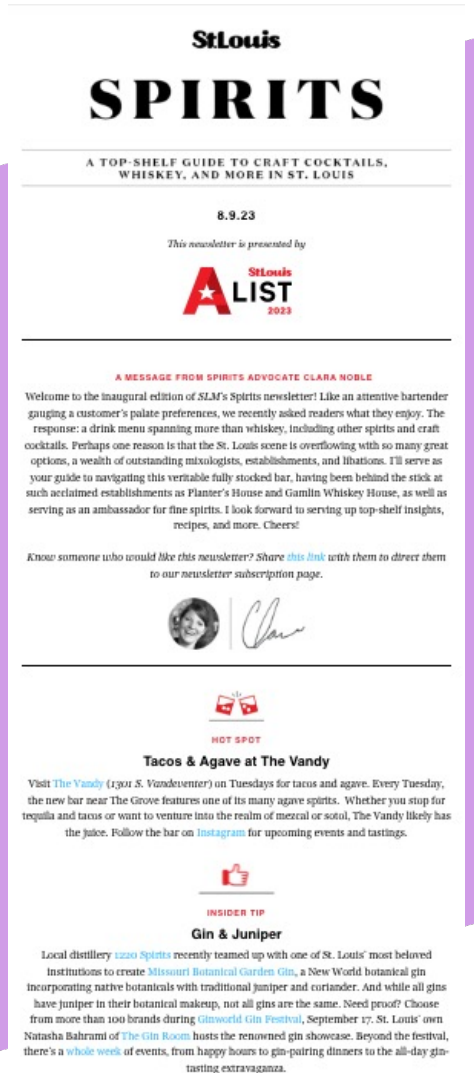
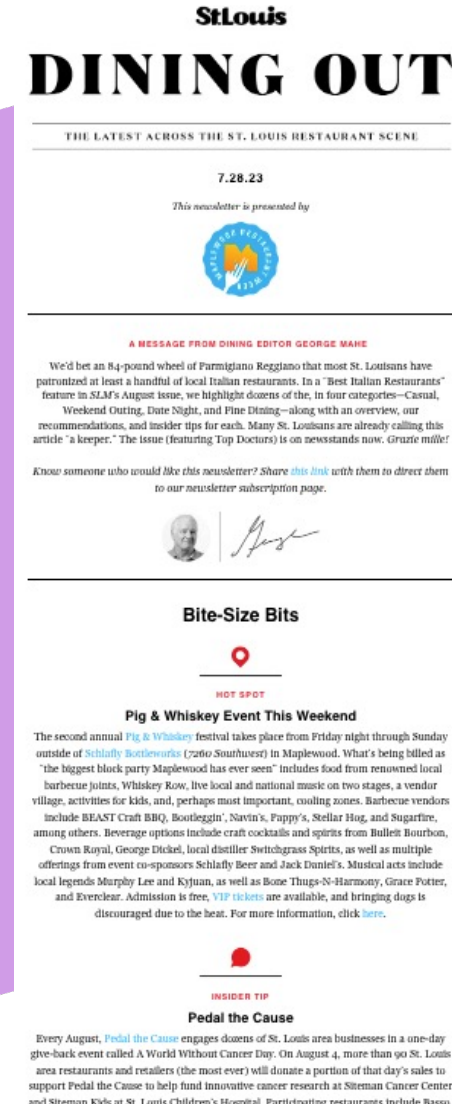
- ☐ Local farmers' markets
- ☐ Local purveyors (e.g., butcher shops, spice stores, specialty stores, etc.)
- ☐ Local grocery stores
- ☐ Grocery offers
- ☐ Recipes
- ☐ Seasonal ingredients
- ☐ Culinary insights
- ☐ Owner/chef profiles
- ☐ Trends and tips
- ☐ Prepared meals
- ☐ I'm not interested in home cooking/food shopping content.

What alcohol-related coverage would you like to see more of from SLM? Select all that apply. \*

- ☐ Beer
- ☐ Wine
- ☐ Whiskey / Bourbon
- ☐ Gin

# Surveying Readers

- Based on survey results, they saw an opportunity for more targeted newsletters in the dining category
  - Dining In
  - Dining Out
  - Spirits





# Whiskey in the Winter 2023

- Expansion of the 'Dining' category
- Sweepstakes promoting local whiskey festival
- 300+ sponsor opt-ins
- Lead-gen:
  - What part of the event are you most excited about?
  - How did you hear about this year's event?
- 483 opt-ins for **Spirits Newsletter**
  - Used extra chances!



GIVEAWAY: ENTER TO WIN TWO V.I.P. TICKETS



# Hamilton Hospitality: Winnie's Wine Bar Happy Hour Giveaway

- Using promotions to grow multiple lists in the same category
- Sweepstakes promoting Microfest and local restaurant
- 650 sponsor opt-ins
- Lead-gen:
  - How do you typically hear about new restaurants?
- 400+ opt-ins for Spirits Newsletter
- Nearly 400 opt-ins for **Dining In and Dining Out Newsletters**





# Other Categories

# Saint Louis Symphony Quiz + Giveaway

- Used to grow Culture Newsletter Audience
- Quiz promoting the SLSO collaboration with Natalie Merchant
- 302 **Culture Newsletter** opt-ins
- 281 sponsor opt-ins
- 25% of entrants followed sponsor on Instagram (extra chance)
- Lead-gen:
  - Which type of concerts are you most interested in attending?
  - What motivates you when deciding on seeing a show?
- Revenue: \$3,000





# The Muny Sweepstakes 2023



- Used to grow Culture Newsletter Audience
- Sweepstakes to win tickets to The Muny
- 940 **Culture Newsletter** opt-ins
- 1,366 sponsor opt-ins
- 26% of entrants followed sponsor on Instagram (extra chance)
- Lead-gen:
  - Which musical show are you most excited about?
  - What motivates you when deciding on seeing a show?
- Revenue: \$3,000



# Gateway Arch Park Foundation | Winterfest 2023

- Used to grow Family Newsletter Audience
- Sweepstakes to win tickets to the Gateway Arch Park Foundation Winterfest
- 396 **Family Newsletter** opt-ins
- 431 sponsor opt-ins
- Lead-gen:
  - Did you know that you can enjoy free holiday-themed karaoke each Friday in December at Winterfest?
  - Did you know that Winterfest ends with a free, family-friendly New Year's Eve celebration that features a DJ, fire dancers, a deluxe photo experience, and spectacular fireworks?
  - Gateway Arch Park Foundation offers exclusive benefits for its members who help support their mission. Which membership benefits are you most interested in? (Check all that apply)



# \$5,000 Sweepstakes Win Groceries for a Year

- Not sponsored
- Use to grow multiple newsletter lists
- Opt-ins
  - 292 Travel Newsletter
  - 283 Dining Newsletter
  - 253 Family Newsletter





**What promotion can grow  
virtually ANY audience?**



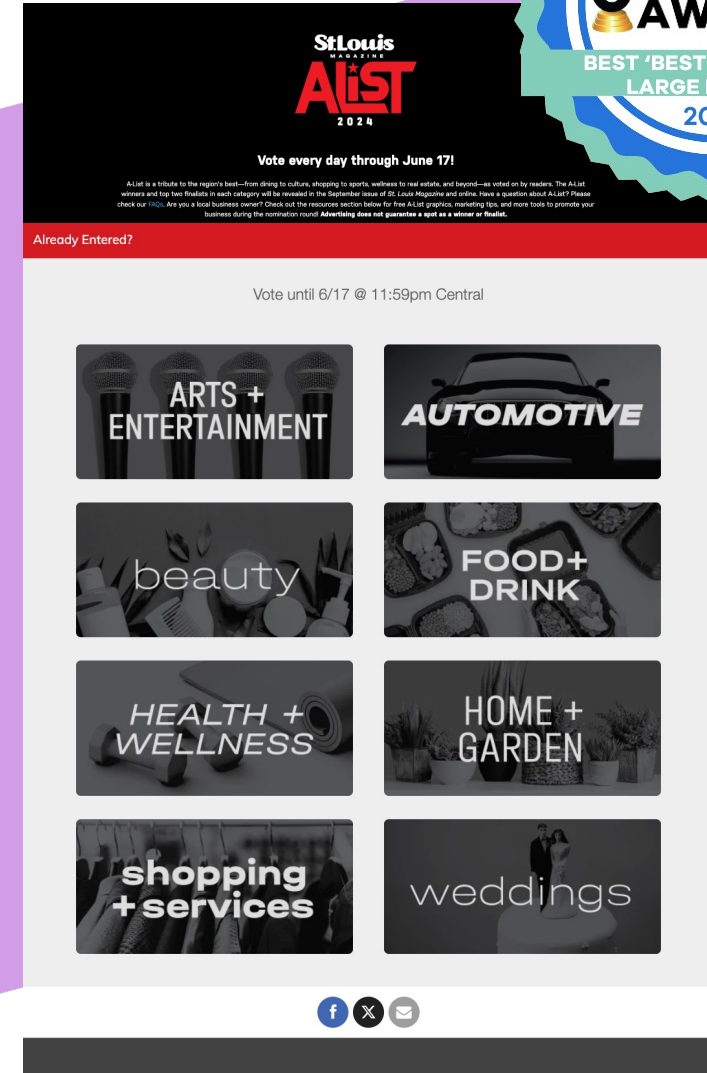


# 'BEST OF' BALLOTS

# A-List 2023

## Results

- Rotating Opt-ins:
  - 2,621 for Family Newsletter
  - 2,525 for Travel Newsletter
  - 2,057 for Spirits Newsletter
- Revenue: \$288,000
  - 27% increase YOY



# A-List 2023

- Inbound leads
  - Grow prospect list passively as your ballot runs
- Graphics package
- 'Best of' email list
- Each list uses a form to collect opt-ins and any other needed info



## RESOURCES FOR BUSINESSES



### Download A-List Graphics

Promote your business during the voting round with these free social media graphics and printable poster.



### A-List Marketing Tips

Utilize these social media, email, and in-person marketing tips to promote your business during the voting round.



### Subscribe to A-List Emails

Sign up to receive occasional emails with important A-List info for local business owners.



Sign up to receive occasional emails with important A-List information pertaining to local business owners.

Email \*

jfoley@uplandsoftware.com

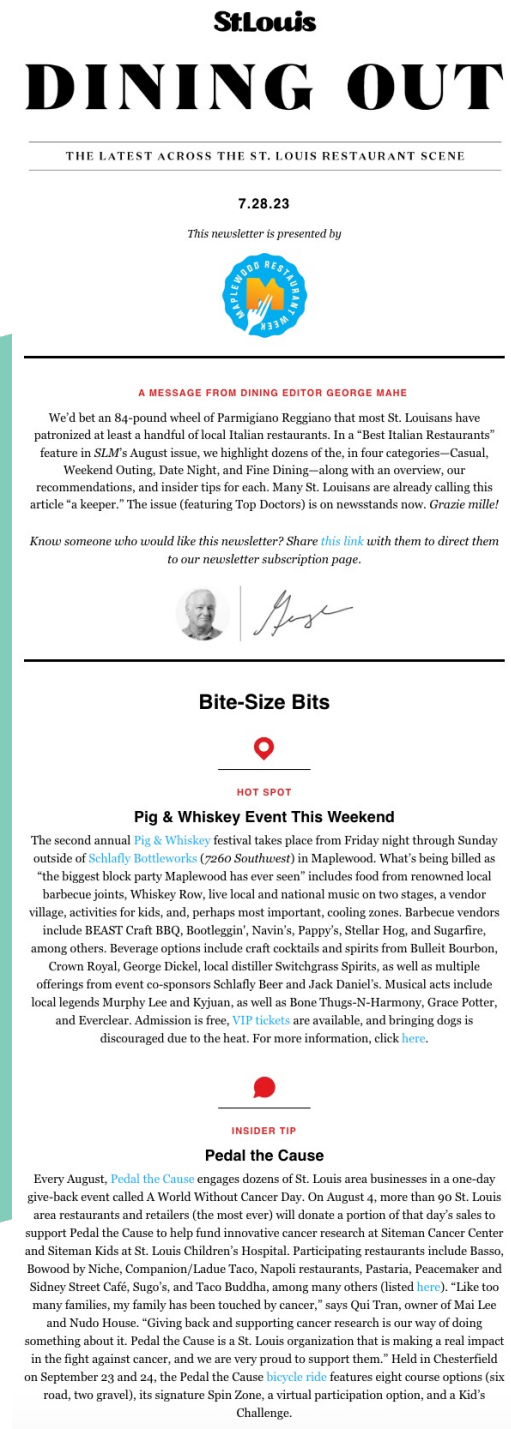
Sign me up for A-List info



# Replicating the Strategy

# SLM Strategy Today

- All have sponsorship opportunities
- All come from a 'real person' on their team
- All use promotions for growth





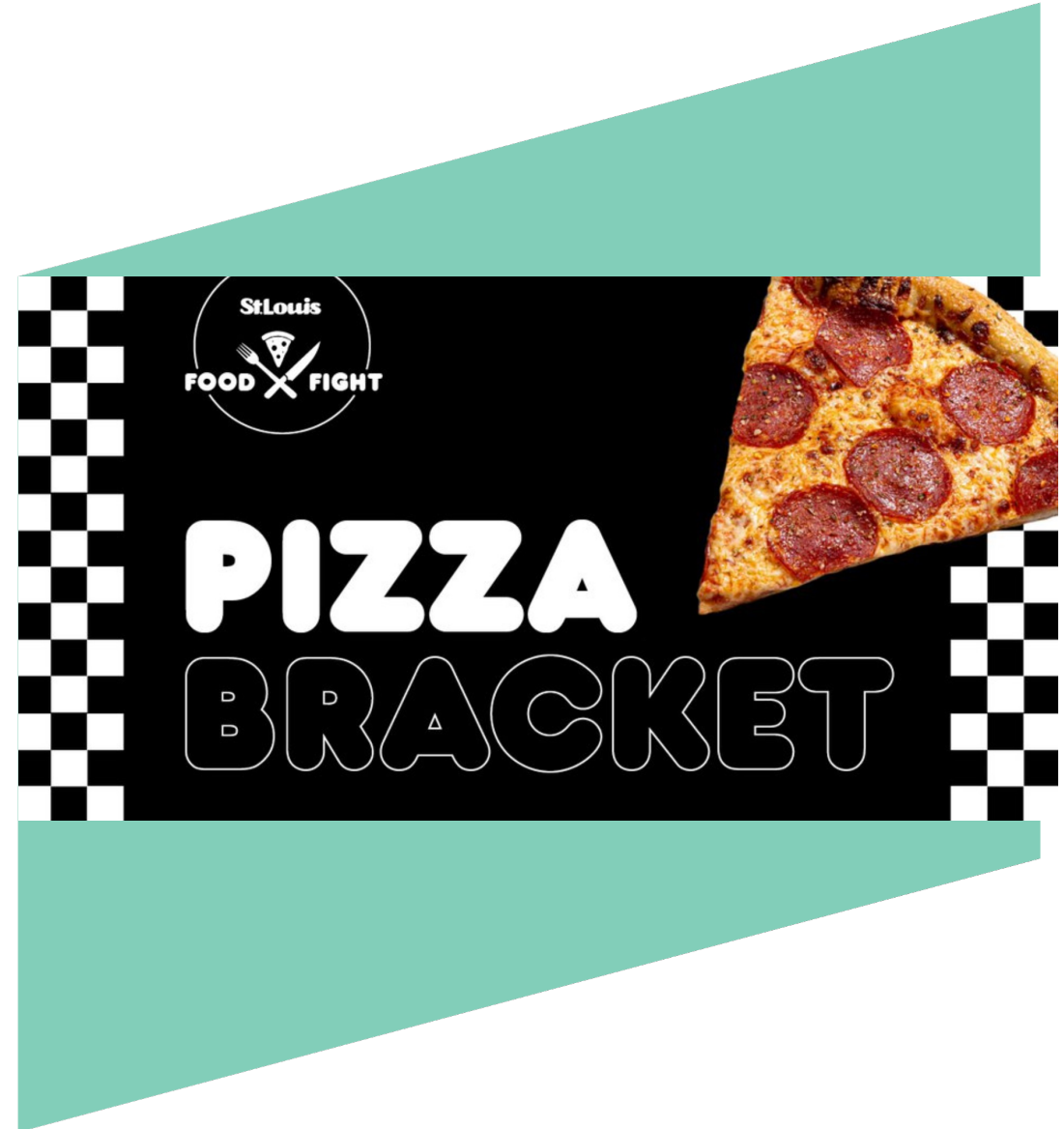
**52%** of subscribers who sign up through **promotions** stay on the list for at least **1 year**



**How can you see the same  
success?**

# Run Promotions

- Once you've determined the lists you want to grow, focus on running promotions that serve that audience!
  - Dining
  - Sports
  - Travel
  - Arts and Culture
  - Family/Parenting





# List Hygiene

- No pre-checking
- Filter out unengaged email address regularly
- Continuously grow and gain more value with promotions



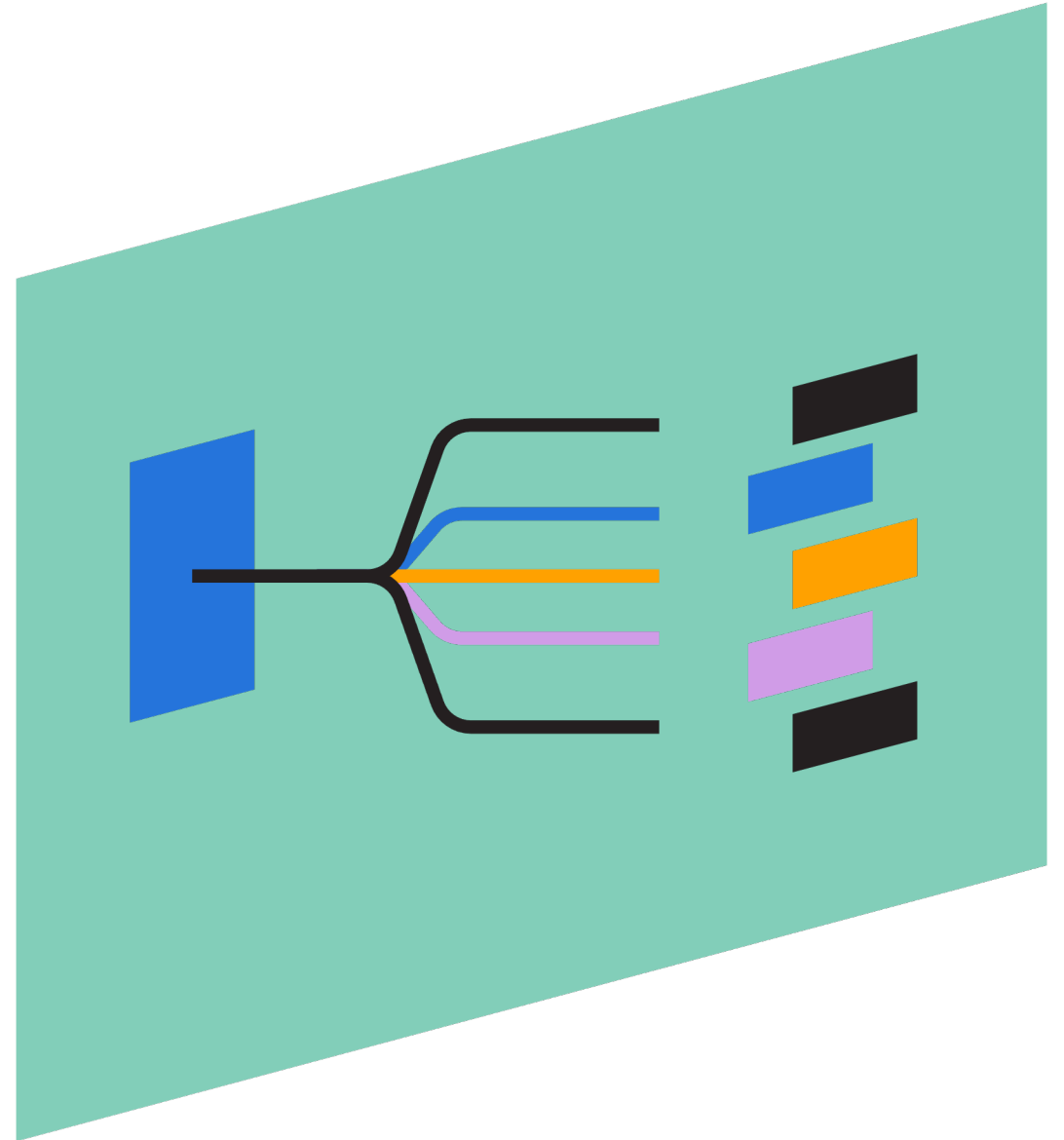
# Sales Training

- Train the team to be able to communicate value of opens/clicks vs. list size
  - Don't apologize about the size of your list
  - Own and understand the value
- Provide training resources



# Sales Training

- Create a confident sales team
  - Less is more!
  - Follow-up
  - Train advertisers on the value proposition
- The goal is to sell out of inventory!
  - Look for more inventory opportunities
  - Train on selling in complementary categories



# Re-Engagement Campaigns

- Create a campaign
  - Target users who haven't clicked or opened for a defined amount of time
- Use PROMOTIONS as a vehicle for re-engagement

St.Louis  
MAGAZINE



**Enter to win two VIP tickets to the sold-out Whiskey In The Winter festival!**

[Whiskey In The Winter](#)—one of the biggest whiskey festivals in the nation—returns to the Hyatt Regency St. Louis at the Arch on December 9! Enter to win two VIP tickets to the sold-out event courtesy of [Synergy Productions](#). VIP ticket holders will receive special perks including a commemorative Glencairn glass, unlimited whiskey tastings, food and dessert, access to seminars and interactive elements, and a Golden Ticket to sample from a mark at the Golden Ticket bar. Prize valued at \$195/ticket.

ENTER TO WIN VIP TICKETS





# Takeaways

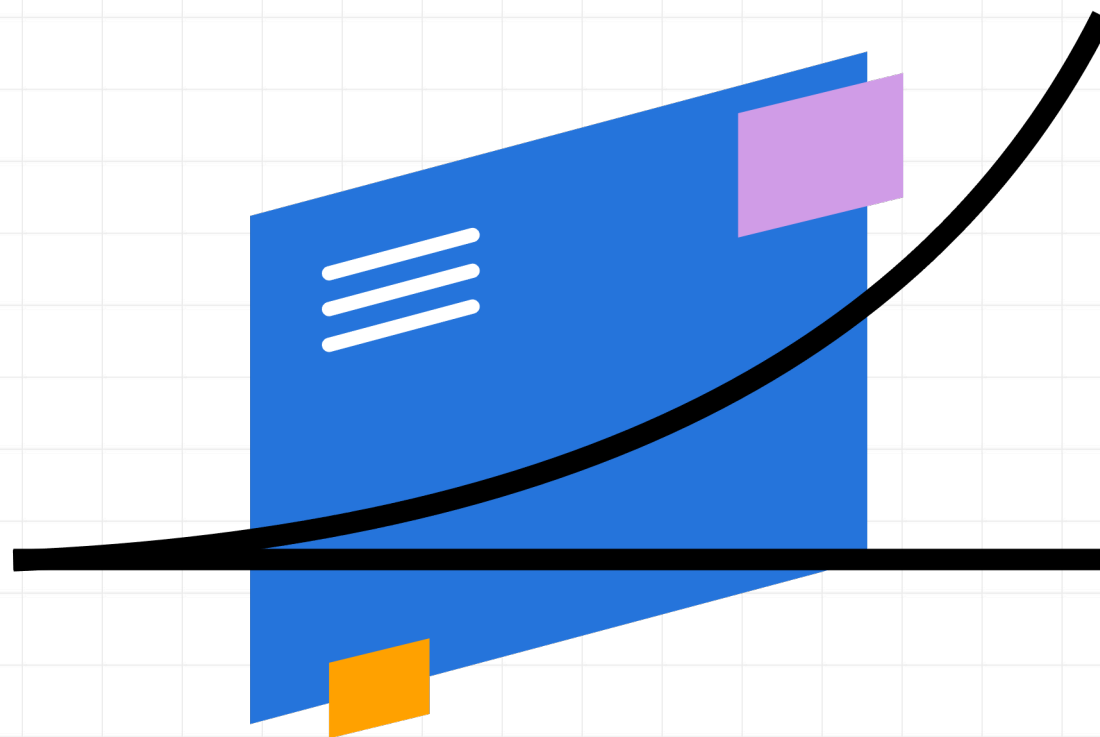
**Identify Areas of Strength**

**Use Promotions to Grow**

Amongst current partners:

94%

Of email database growth  
comes from contests &  
interactive content  
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# Survey Readers

**Train the Sales Team**

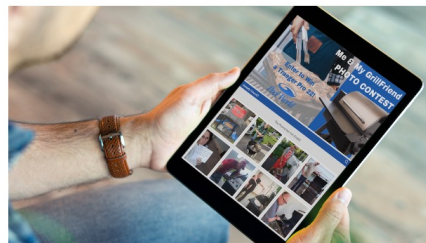
# List Hygiene



# Resources

# Hear From the Experts: Successful promotions that you can easily replicate in your market

LEARN MORE



## 10 Father's Day Promotions to Engage Your Audience and Advertisers

by [Julie Foley](#) | Second Street



## 11 Advertisers to Target for Father's Day

by [Julie Foley](#) | Second Street



## 4 Father's Day Ideas (& Why They'll Work for You)

by [Julie Foley](#) | Second Street



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Strategy	Goal	KPI	Target	Tactics
Audience				
	List Hygiene	3-month Active Emails	60%	Engagement Filtering, Re-engagement campaigns, A/B Testing of subject lines
	Increase Size of Email Database	Emails as a % of Local Adults	Emails as a % of Potential Audience	Promotions, Sign-Up Widgets, Owned Media, A/B Test Subject Lines
	Improve Engagement	Average Open Rate	25%	Audience Segmentation
	Improve Engagement	Click-to-open rate	15%	A/B Test CTA Content Review
Revenue				
	Increase subscription revenue	New Sign-Ups	20%	Target engaged non-subscribers through segmenting through segmenting Winback campaigns
	Increase sponsorship and ad revenue sales	YoY Gross Revenue	10%	Bundle with all sales, Use Turnkeys as examples
	Increase sponsorship and ad revenue margins	YoY Net Profit	10%	
	Increase event ticket sales	Conversions	20%	A/B Test subject lines, content and offers
	Improve renewals and retention	Engaged Database Size	60%	Turn on engagement filtering, Turn on Welcome Emails
	Improve renewals and retention	Unsubscribe and Abuse Rates		Turn on engagement filtering
	Improve event attendance	Stronger Turnout		Audience Segmentation
Data Quality				
	Better Data Targeting	ZAG Completeness	75%	Progressive profiling strategy Require ZAG info on certain registrations
	Better Data Targeting	Tags and Survey Questions	50%	Promotions set-up, asking survey questions



Step One	Step Two		Step Three <small>(Optional)</small>		Step Four
Content Topics	Content Volume	Audience Volume	Audience Interest	Advertiser Interest	Net Rank <small>(lower is better)</small>
Your Content Topic	0	0	0	0	0
Your Content Topic	0	0	0	0	0
Your Content Topic	0	0	0	0	0
Your Content Topic	0	0	0	0	0
Your Content Topic	0	0	0	0	0
Your Content Topic	0	0	0	0	0
Your Content Topic	0	0	0	0	0

Revenue and Lifetime Value Worksheet	
How to Use This Sheet: Fill in values and revenue for your organization below in the right column. Shaded cells are calculated values and will update automatically.	
Email Metrics	Values
Average Email Lifespan <small>The average length of time your customer's email address lasts before opting out or going inactive. If you do not know this number, use the general average of 3 years.</small>	0 <small>in years</small>
Annual Website Sessions From Email <small>The number of website visits or sessions that were initiated from email. Your website analytics platform should be able to provide this. In Google analytics, this is a channel report.</small>	0 <small>in sessions</small>
Pages per Session (email) <small>The average number of pageviews generated by a session or visit that what initiated via email. This will be accessible in your website statistics platform. In Google Analytics, this is viewable in Channel reports.</small>	0 <small>in pageviews</small>
eRPM <small>The effective revenue per thousand pageviews on your website. This would be (total digital revenue/total pageviews) x 1000.</small>	\$0 <small>in revenue</small>
6-Month Active emails <small>The total number of unique emails in your database that have registered for, opened or clicked on an email in the past six months.</small>	0 <small>in unique emails</small>
Category	Revenue
Annual Sponsorship Revenue from Email	\$0
Annual Birthday Campaigns Revenue	\$0
Annual Promotions Revenue	\$0
Annual Dedicated Advertiser Email Revenue	\$0
Annual Product/Subscription Sales Revenue from Email	\$0
Annual Ad Network Revenue from Email	\$0
Other email revenue (agency services, etc)	\$0
Annual Website Traffic Revenue from Email	\$0
Total Annual Email Revenue	\$0
Annual ARPU <small>(Average Revenue per User)</small>	#DIV/0!
LTV <small>(Lifetime Value)</small>	#DIV/0!

### Preflight Checklist

- Overall**
- ☐ **Content Goals and Materials Ready**  
*Questions to ask: Call-to-Action and goals set. Questions to ask: What's the goal of the email? Do the images and copy clearly reflect the goal?*
  - ☐ **Testing and Metrics Defined**  
*Questions to ask: How have previous campaigns done? Do you have a way to track after clicks (Google Analytics, etc)? Are you going to set up an A/B Test? Are you unsure about your subject line or content? Do you have time to test?*
  - ☐ **Time, Schedule and Conditions for Sending**  
*Questions to ask: One-time send, recurring, or triggered? When is it appropriate to send? Are there conflicts with other campaigns? If it's recurring, when is a good time to send? If it's triggered, is the trigger appropriate to the audience?*
- Inbox View Appearance**
- ☐ **Subject Line Written and Checked**  
*Questions to ask: Does it work with the From Label and Preheader? Look for typos. Is the Subject Line aligned with the main content of the email?*
  - ☐ **Preheader Written and Checked**  
*Questions to ask: Is it updated? Does it work with the subject line? Check for Typos.*
  - ☐ **From Label**  
*Questions to ask: Is it appropriate to the content? Does it work with the subject line (e.g. "News Herald Breaking News" allows you to keep your subject line shorter)?*

- Message View Appearance**
- ☐ **Mobile First Design**  
*Questions to ask: How does it look on a mobile phone? How does it look on desktop?*
  - ☐ **Body Copy**  
*Questions to ask: Is it concise? Is it clear and action-oriented? Is there a clear hierarchy? Any typos? Is the Body copy actual text and not just an image?*
  - ☐ **Images**  
*Questions to ask: Are you including ALT text that describes the image content? Does it link to a landing page?*
  - ☐ **Call-to-Action Buttons**  
*Questions to ask: Does it link to the right place? Is the language clear? Are there typos?*
  - ☐ **Footer**  
*Questions to ask: Does it include your physical address? Does it include Unsubscribe Links? Does it have the appropriate disclaimer or compliance language? Are there typos?*
  - ☐ **Spam Filters**  
*Questions to ask: any trigger phrases? Image to text ratio?*
  - ☐ **Test Message**  
*Questions to ask: Did you send a test message? Did it work / appear as expected? Can you check appearance in multiple email clients?*



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# Thank You!



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