



How to Maximize Promotions Revenue in the Back Half of the Year

Webinar starting shortly...





How to Maximize Promotions Revenue in the Back Half of the Year



Welcome!



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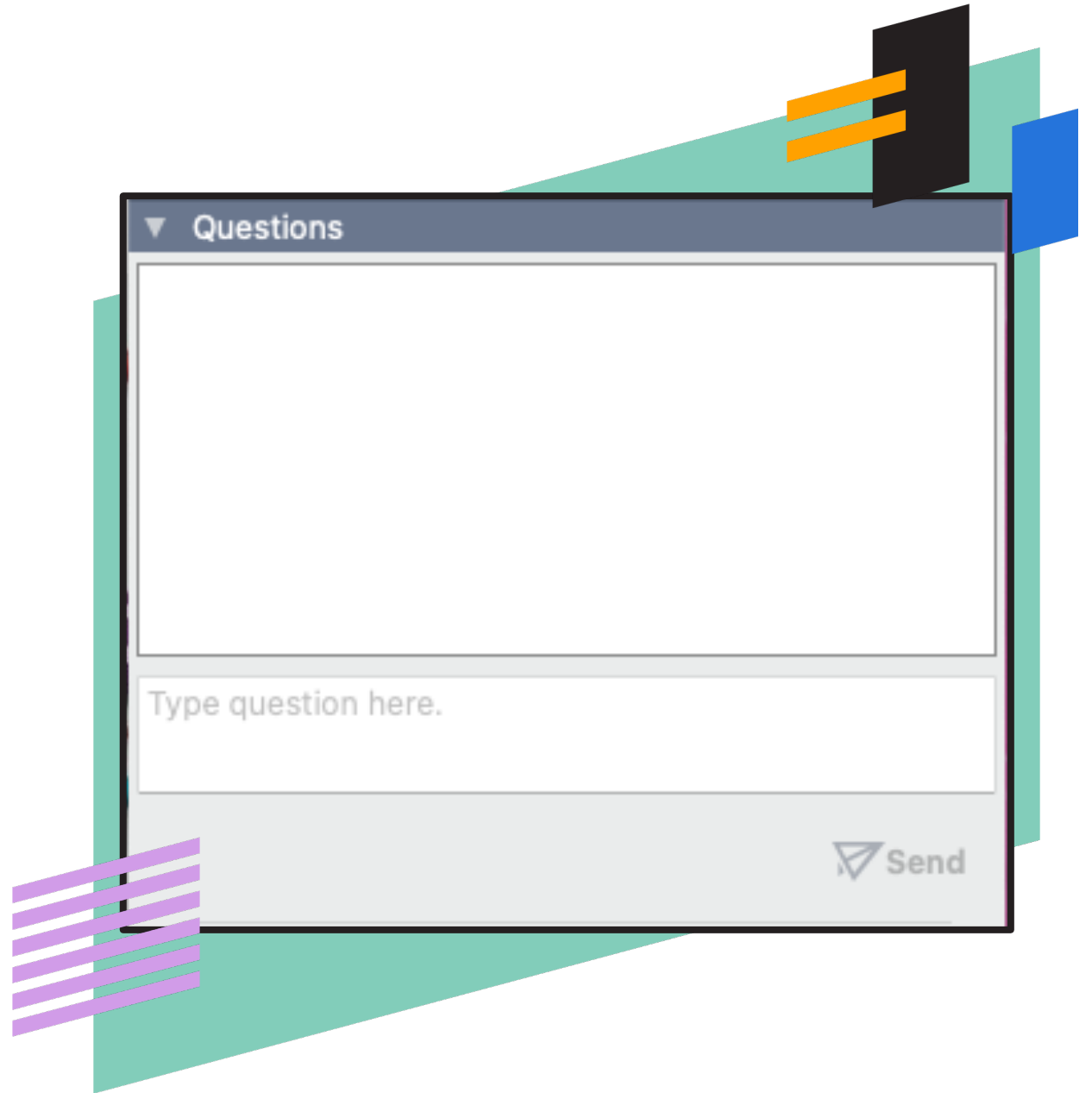


Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com

Do you have questions?

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





Agenda

- 
- Trends & Media Spend
 - What to Sell
 - Your Plan



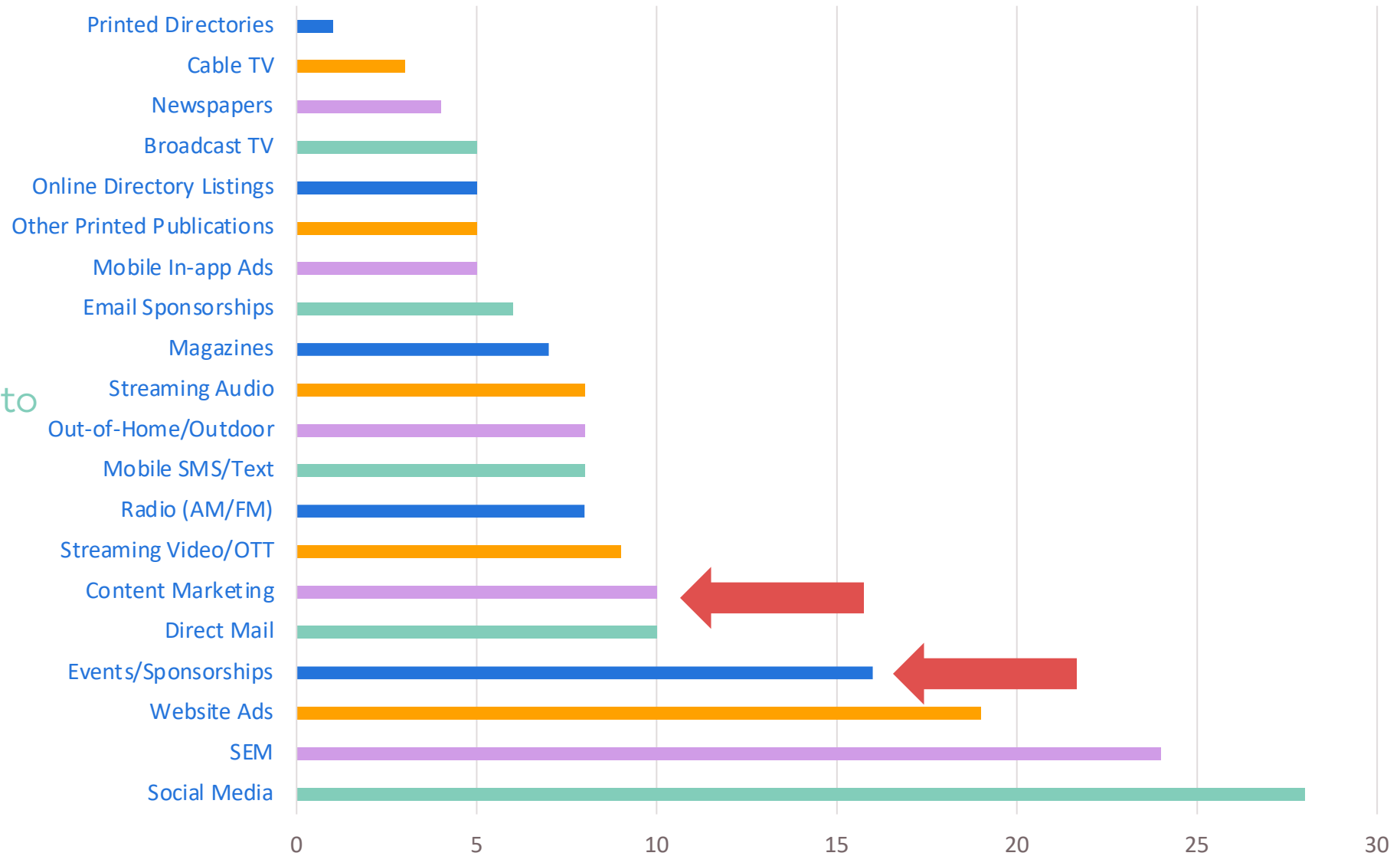
Trends & Media Spend

What is budgeted for increases in 2024

% of advertisers planning to start buying or increasing spending on...

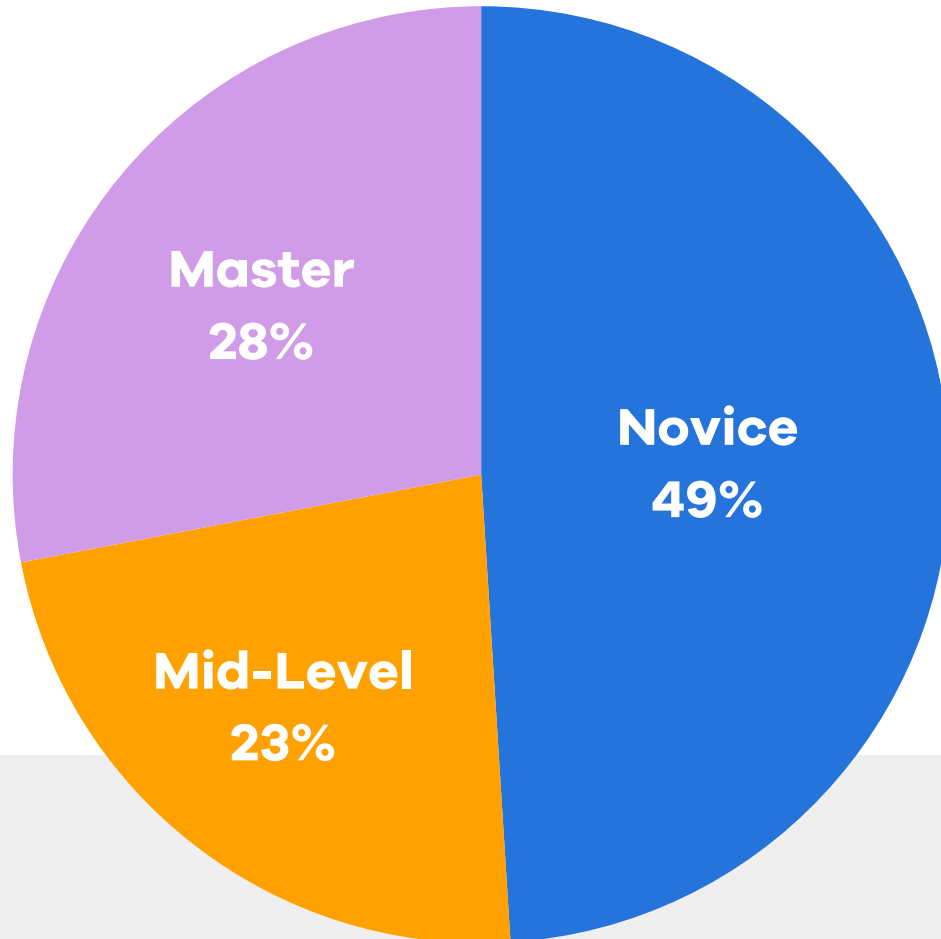
58%

said they plan to add or increase spending on something in 2024

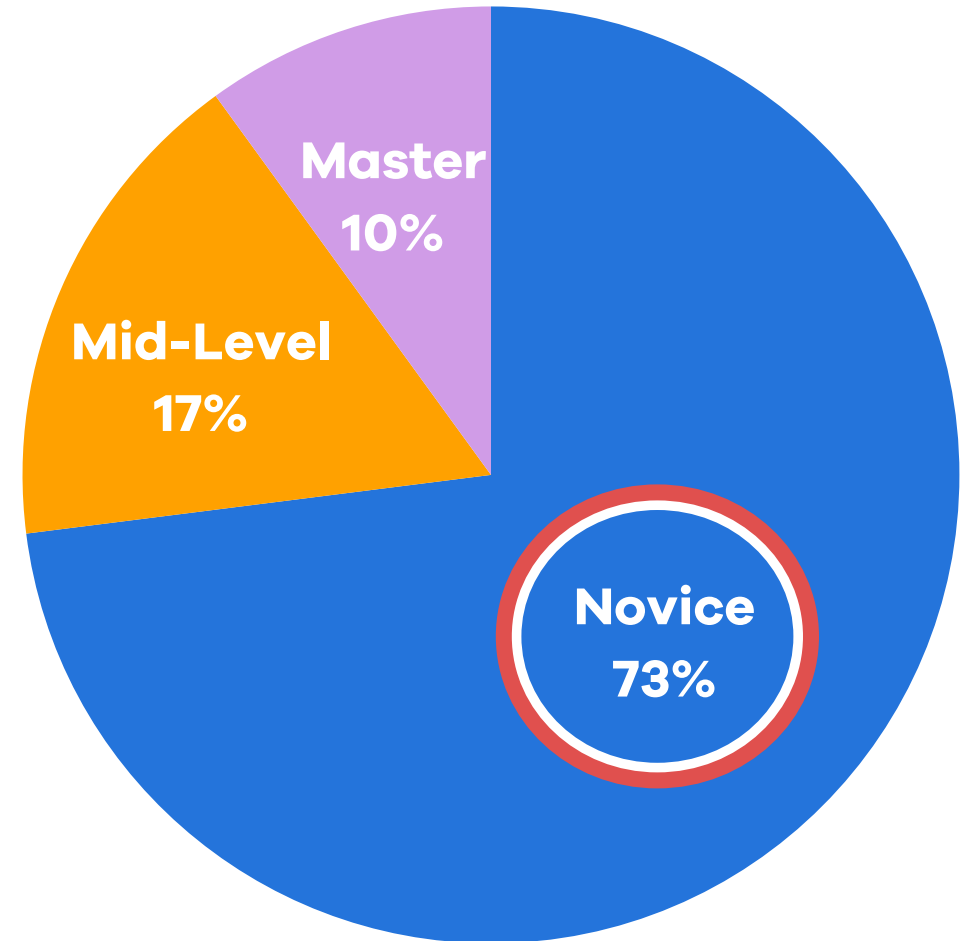


Younger Businesses Have Far Less Marketing Expertise

Older Businesses



Newly Established Businesses



Local Advertisers Wish List for Media Partners

Top 10 List

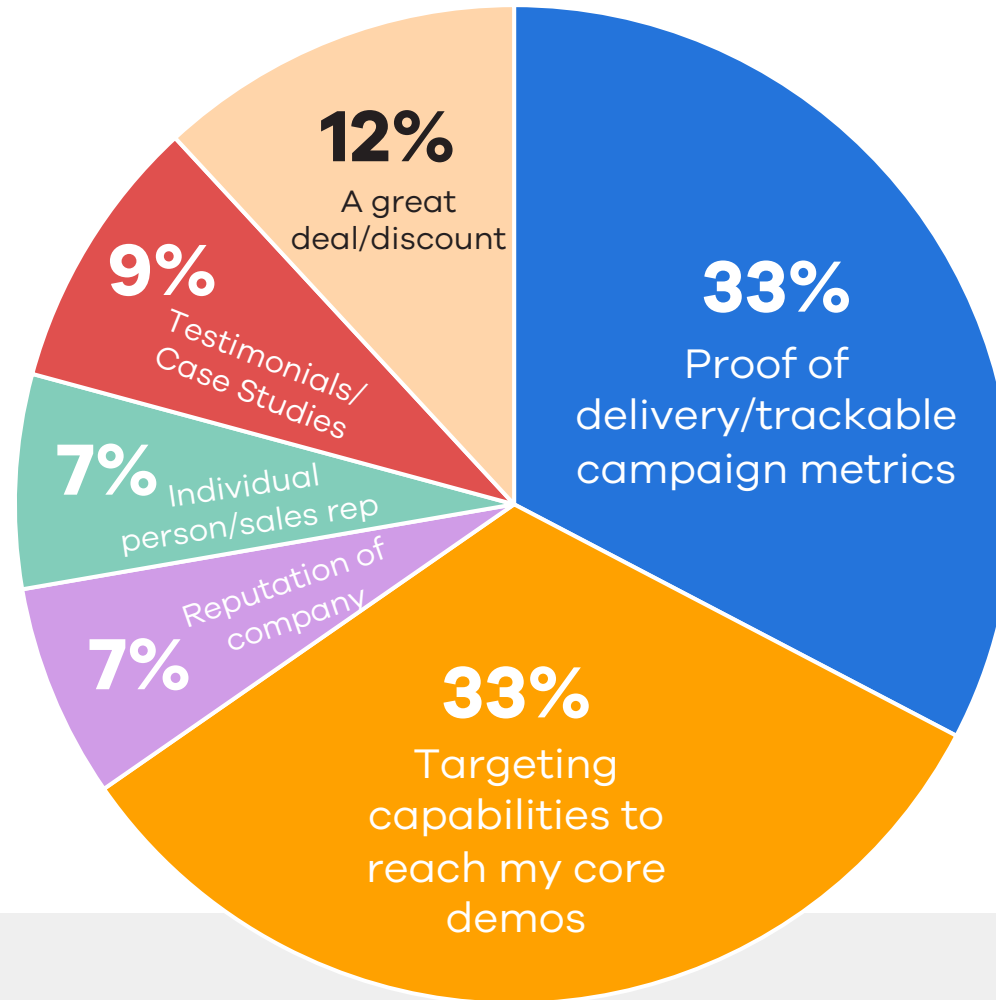
1. More Affordable Products
2. Measurement/Tracking
3. Customized Solutions
4. Targeting Capabilities
5. Knowledge About My Industry
6. Build Relationship/Partnership
7. More Transparency in Pricing
8. More Results/Effectiveness
9. Help for Non-Profits
10. Avoid A.I./Be Personal

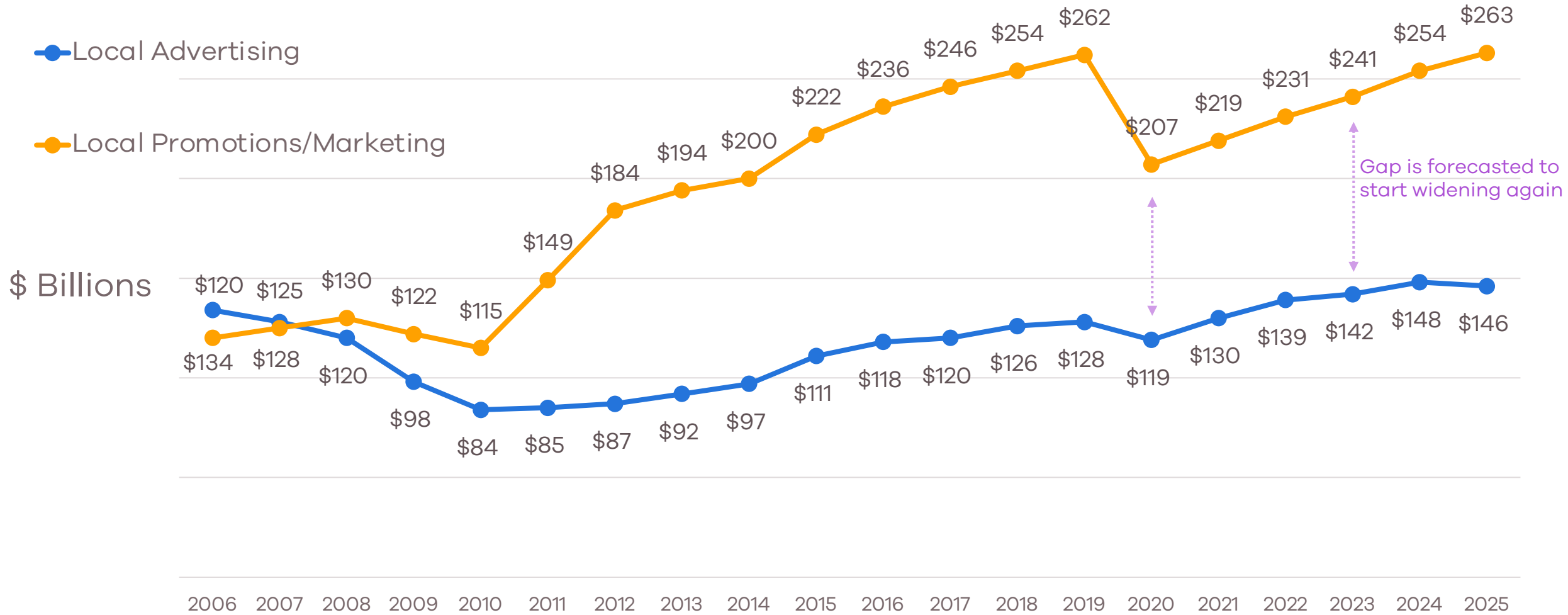
Compiled from open-ended suggestions from 593 respondents in Borrell's Fall 2023 Survey of Local Ad Buyers; top category ("More affordable products") accounted for 16% of the total respondents.



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?"







**Who wants to make \$200K
in the back half of the
year?**



NOW is the time to pay
attention!



What to Sell



National Sweepstakes

Why National Sweepstakes

- They are included in your Second Street license
- There are still 2 more this year
- Big money prize provided for you
- You can sell BOTH to the same advertiser
- Fully customizable



Get
the kit!

Q3

\$5,000 Sweepstakes

**July 29, 2024 –
August 27, 2024**

Q4

\$15,000 Sweepstakes

**November 4, 2024 –
December 10, 2024**

Advertisers to Target

Real Estate

Financial

Healthcare

Home Services

Grocery

Insurance

Education

The Value Proposition

- Alignment with your company
- Annual engagement and ownership of 'big campaigns' all year
- Gather data with lead-gen questions
- Opt-ins to grow advertiser's database – with notify and share opportunity
 - Notification email includes a link allowing advertisers to sign into their own portal
 - View the opt-ins and collected data in real time
 - Advertisers can customize notification frequency
- Robust package to drive entries and keep brand front and center
- Include local prizes to promote products/services
- Coupons in thank you message and/or email



Are you actively looking to purchase or sell a home? Required

-- Select One --

Can we contact you to help you with your home search? Required

-- Select One --

GoSolar
SOLAR PANEL GIVEAWAY
ENTER TO WIN FREE ELECTRICITY FOR LIFE

First Name Required

Postal Code Required

Please email me special offers on solar panel systems
I agree to share my information with sponsors.

What is your average household income?
 Less than \$10,000
 \$10,000 - \$50,000
 Greater than \$50,000

Please email me special offers on solar panel systems

[CONTINUE >](#)

You've been invited to receive opt-in notifications!

GoSolar
to me Thu, Feb 21, 3:08 PM

Hello,

You've been invited to view and receive notifications when new people opt in to 'Please email me special offers on solar panel systems' on your **Win Free Solar Panels** promotion.

Use the personal link below to log in. Please don't share it as it may allow others to pretend to be you.

[Personal sign-in for advertiser@example.com](#)

You can keep this email and use the personal link as a quick way to view your opt-in notifications. Or, if you become logged out, the link will direct you to the login page address for a new login link.

Please reach out to us directly

Second Street Team

Sun Solar Sweepstakes 2020

810 Members

Email	Date Added
[REDACTED]	5/29/2020 at 9:43pm
[REDACTED]	5/29/2020 at 7:49pm
[REDACTED]	5/29/2020 at 6:51pm
[REDACTED]	5/29/2020 at 4:31pm
[REDACTED]	5/29/2020 at 3:36pm
[REDACTED]	5/29/2020 at 3:28pm
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

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

Email Frequency

You will receive notifications at the top of every hour.

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

The Package

- Sweepstakes Bundle
 - 1 sponsor for Q3 & Q4 sweeps
- Multi-media package

Core
Online
Social
Email

ENTER TO WIN!
\$5000
BACK TO SCHOOL
bonanza

SHIELD EXTERIORS
The Roofing Experts

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

Back to School Bonanza
WBVR-FM | Fort Wayne, IN

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

Christmas of a Lifetime
WBVR-FM | Fort Wayne, IN

The Package

Q3 \$5,000 Sweepstakes

Contest Run Dates: July 29, 2024 – August 27, 2024

Generate leads with this 4-week multimedia campaign including print and digital ads, a lead-generating sweepstakes, and an email campaign designed to drive the best results for your business! Entrants can win \$5,000.

Local prizes can be added 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 \$5,000 sweepstakes
- Sponsor logo on promotional elements (print, digital, social, and email) during the 4-week campaign
- Digital
 - 50K run-of-site impressions (for your business) on newspaper.com during 4-week campaign
 - 25K run-of-site impressions to promote contest on newspaper.com during 4-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
 - Visiting a web link (your website)
 - Downloading a mobile app
 - Downloading an Alexa skill
- Print
 - Quarter-page print ad (for your business) to run two times per week for 4 weeks (8 times)
 - Quarter-page print contest promotional ad to run one time per week for 4 weeks (8 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

GRAND PRIZE: \$5,000

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

RUN DATES: July 29, 2024 – August 27, 2024

VALUE: \$XXXX

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

Q4 \$15,000 Sweepstakes

Contest Run Dates: November 4, 2024 - December 10, 2024

Generate leads with this 5-week multimedia campaign including print and digital ads, a lead-generating sweepstakes, and an email campaign designed to drive the best results for your business! Entrants can win \$15,000.

Local prize provided by local sponsor.

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 \$15,000 sweepstakes
- Sponsor logo on promotional elements (print, digital, social, and email) during the 5-week campaign
- Digital
 - 50K run-of-site impressions (for your business) on newspaper.com during 5-week campaign
 - 25K run-of-site impressions to promote contest on newspaper.com during 5-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
 - Visiting a web link (your website)
 - Downloading a mobile app
 - Downloading an Alexa skill
- Print
 - Quarter-page print ad (for your business) to run two times per week for 5 weeks (10 times)
 - Quarter-page print contest promotional ad to run one time per week for 5 weeks (5 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

GRAND PRIZE: \$15,000

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

RUN DATES: November 4, 2024 - December 10, 2024

VALUE: \$XXXX

INVESTMENT: \$10,000 (small market) \$20,000 (mid-size market), \$30,000 (large market)



The National Sweepstakes Calendar

\$30K in 6 Months

Campaign Idea	July	August	September	October	November	December
Q3 National Sweepstakes	\$5,000	\$5,000				
Q4 National Sweepstakes					\$10,000	\$10,000
MONTHLY TOTAL	\$5,000	\$5,000	\$0	\$0	\$10,000	\$10,000

Case Study

2023 Q4 \$15,000 Sweepstakes

Citrus County Chronicle

- Client added consistent contesting to their plan due to success of previous promotion
- Wanted to increase enrollment and brand awareness
- Part of a larger promotional package
 - Contesting, print, email, digital
- 550+ sponsor opt-ins
- Promotions has directly attributed to several campus tours
- **Revenue:** \$27,000

RENT OR MORTGAGE

\$15,000 SWEEPSTAKES

FOR A YEAR

Win Big!

Email Required

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

CONTINUE >

Complete the form below for your chance to win a \$15,000 prize!

Entries accepted
Monday, November 6, 2023 through Tuesday, December 12, 2023

Locally sponsored by:

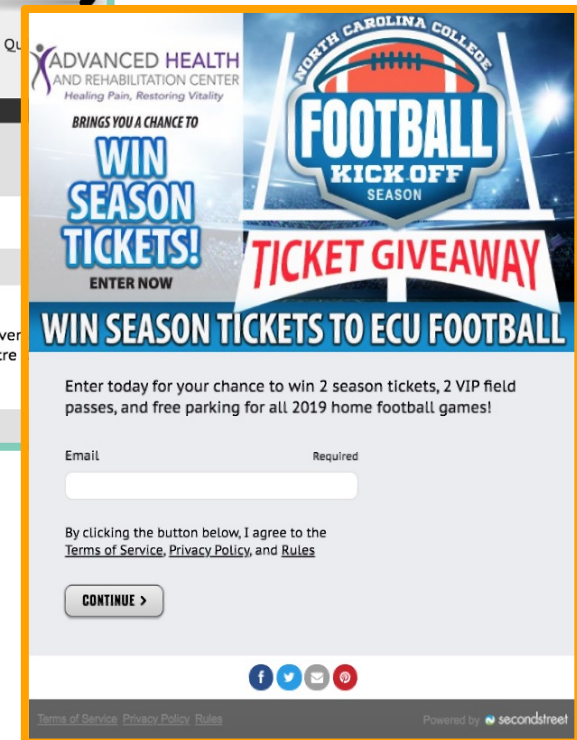
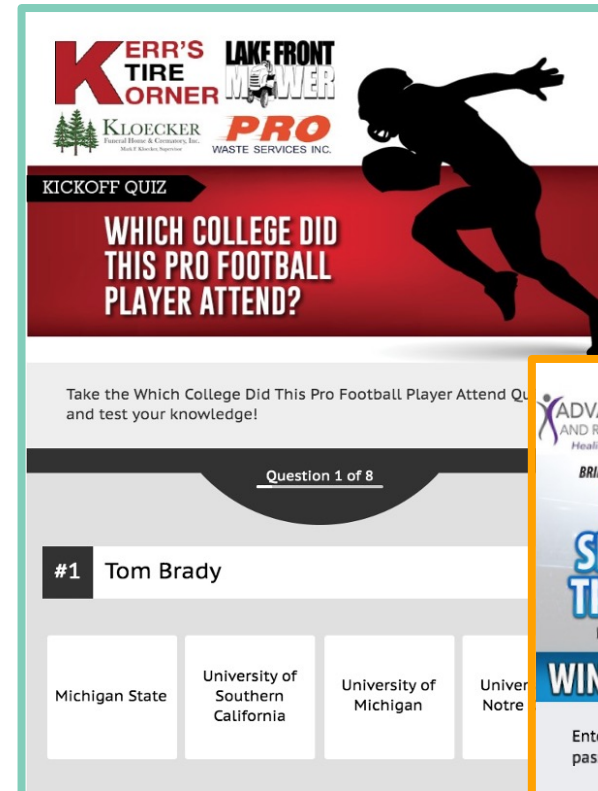
Withlacoochee Technical College
WTC
Inverness, FL



Football Promotions

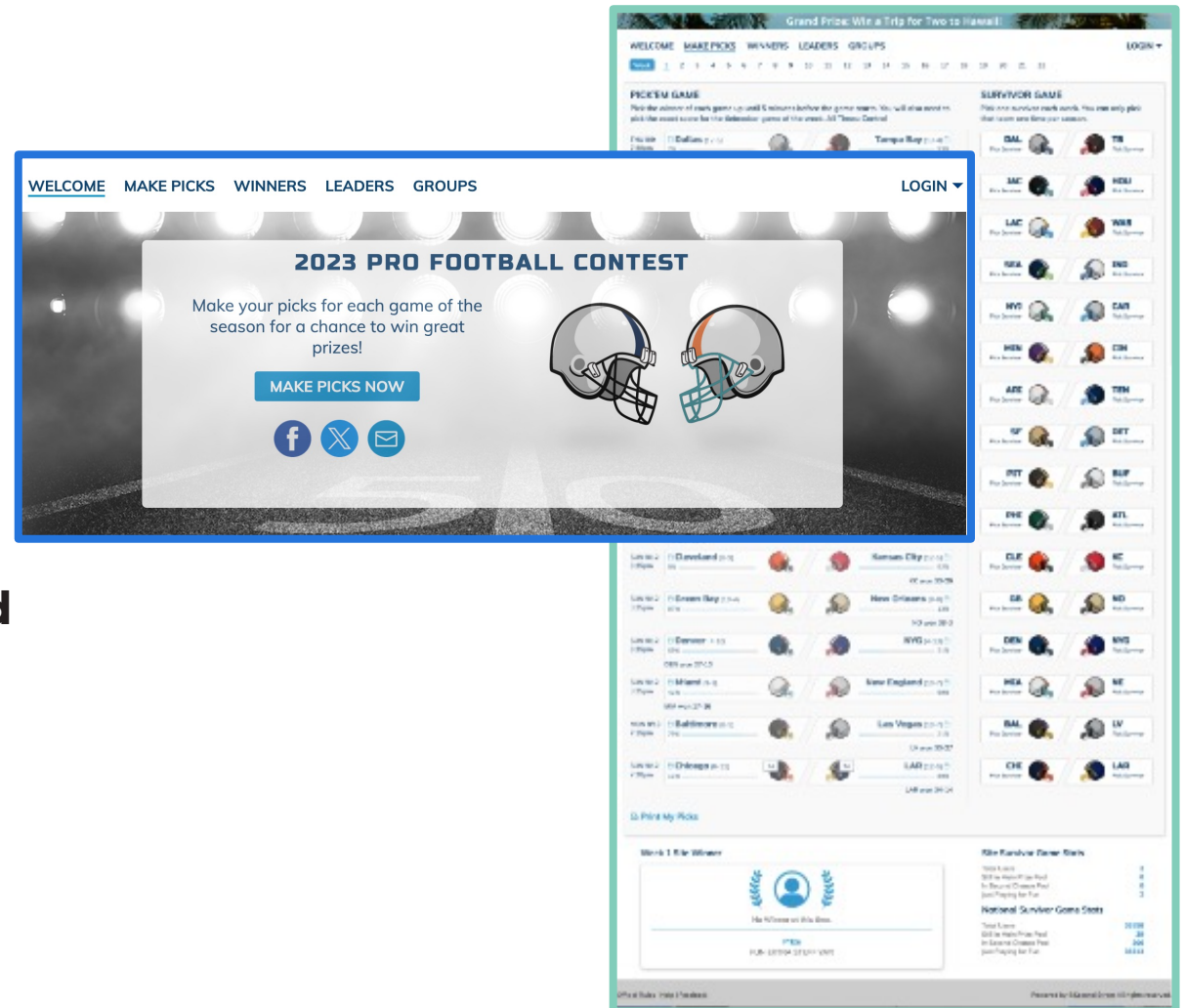
Why Football Promotions

- 6 MONTH LONG opportunity
- Great for multiple advertisers
- Targets multiple audiences and demographics



ProFootball Pick'em

- National Contest
 - Weekly Pick'em & Survivor Pool
- National Prizes
 - Overall Cash Prize - **\$5K**
 - Weekly Prizes (23 weeks) - **\$75 Visa Gift Card**
 - Survivor Pool
 - Overall - **\$500 Amazon Gift Card**
 - 2nd Chance Pool - **\$250 Amazon Gift Card**
 - Random Winner - **\$100 Amazon Gift Card**



The 2024-25 Pro Football Season



Get the
playbook!

September

October

November

December

Starts September 5th

January

February

March

April

Ends February 9th

May

June

July

August

Advertisers to Target

Automotive

Financial

Legal

Grocery/Package Stores

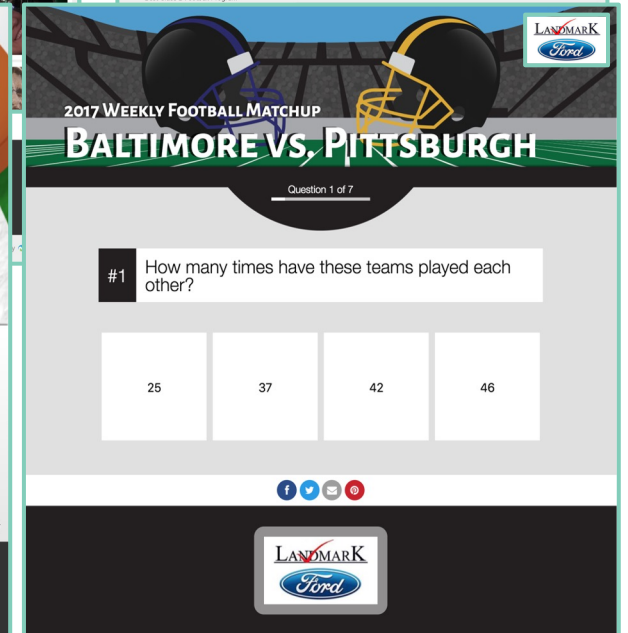
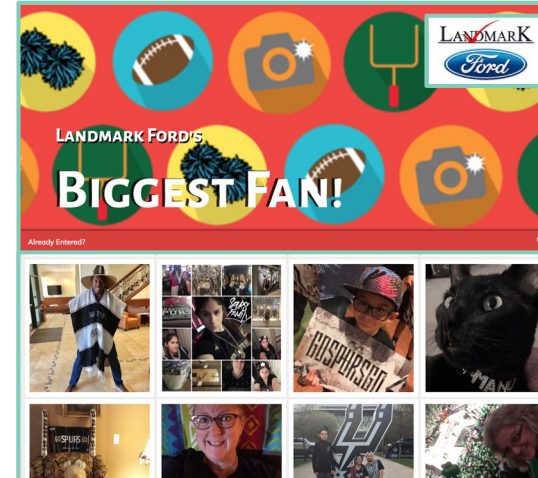
Food & Drink

Home Services

Home Retail

The Value Proposition

- Tie in with Existing initiatives
 - High School Sports Coverage
 - Sports Newsletter
 - Broadcast NFL/College/High School Football
 - Football Kickoff Special Section/Issue
- Bundle for 6 months of revenue
- Reach multiple audiences



The Package

Online

Email

THERE'S STILL TIME TO VOTE!

ONE RANDOM ENTRANT WINS \$500 FROM GRAND STRAND NISSAN JUST FOR VOTING!

HORRY COUNTY FOOTBALL FANS CHOICE GRAND STRAND & NORTH STRAND NISSAN

VOTE IN 20 CATEGORIES! WHO WILL BE VOTED THE BEST?!

ENTER HERE

BEDFORD GAZETTE'S WEEKLY FOOTBALL CONTEST

Simply go to www.bedfordgazette.com/football and pick the winners of each weekly game 5 minutes before game time.

If your picks beat the weekly Celebrity VIP Picker, you will be placed in a random computerized drawing with one winner selected.

1 Local winner each week will receive a **25 GIFT CERTIFICATE**

2023-2024 VIP PICKERS

Howard Hanna, Bardell Realty, Horry County Medical Center, Horry County Sheriff's Office, RWR Insurance, Downtown Bedford Incorporated, Horry County Pizza, and Super Service.

ONE NATIONAL WINNER WILL BE NAMED AT THE END OF THE SEASON AND WILL **WIN \$5000 CHARGE CARD**

Core

My Horry News
September 29, 2023

The 2023 Horry County Football Fans Choice Awards are HERE! Now is the time to nominate & vote for football players, coaches, cheer squads, athletic directors and more across all of Horry County! One random participant will win \$500 from Grand Strand Nissan just for voting! Don't forget to vote everyday! Enter here: <https://bit.ly/3KLEdch>

Image: Football game action with a player in a blue jersey running with the ball, and cheerleaders in green and white uniforms in the foreground.

MYHORRYNEWS.SECONDSTREETAPP.COM
2023 Football Fans' Choice Contest
Check it out now!

Learn more

ULTIMATE PIGSKIN PICKS

cricket wireless

Aladdin ONTO 2 BALTIMORE 12 (9) OAKLAND 7 TEXAS 3 (4) NEW YORK YANKEES 8

Windows, Sunbelt, Horry County Football Fans Choice, Hyundai, Smokey's, Mulch, Gray Dolphin, Grand Strand & North Strand Nissan, Massage Spas, GreenQuest, Hard Rock, SunMed, Down East, Bogey's, Bell & Bell, CMC

f X Instagram

Social

Football Bundle (Sample Package)

Campaign runs 23 weeks



Exclusive Title Sponsor: Logo inclusion on all promotional elements for the contest

- 23-week Pro Football Pick'em - VIP Picker– pick alongside Sports staff & a local sports celebrity each round
- 16 Sunday Night Match-up Quizzes
- Ticket Giveaway Sweepstakes (September)
- Football Photo Contest (October)

Core:

- Full-page, full-color ad in football special section
- 22 ½ page full-color ads (one per week)

Digital:

- Email opt-in on the registration forms of all promotions
- 3 lead-gen questions on registration forms of all promotions
- Logo inclusion in promotion header graphic
- Promotion page 728x90 & 300x250 served together
- Pencil Pushdown: 10,000 impressions total (served first week campaign launches)
- 300x250: 10,000 ROS impressions/week

Email:

- “Enter to Play” promotional Ad in Daily Newsletter at launch of each promotion (up to 4 throughout the season)
- Logo and Title sponsor mention on Invitation email to promotional database with coupon/offer from your business
- Thank you email to all registered entrants of every promotion with coupon/offer from your business
- 23 weekly emails to contest players reminding them to make picks (Pro Pick'em only) with coupon/offer from your business

Social:

- Logo inclusion and mention on promotional Facebook, Instagram feed and story post (6 times/once per month)

The Football Calendar

\$50K in One Season

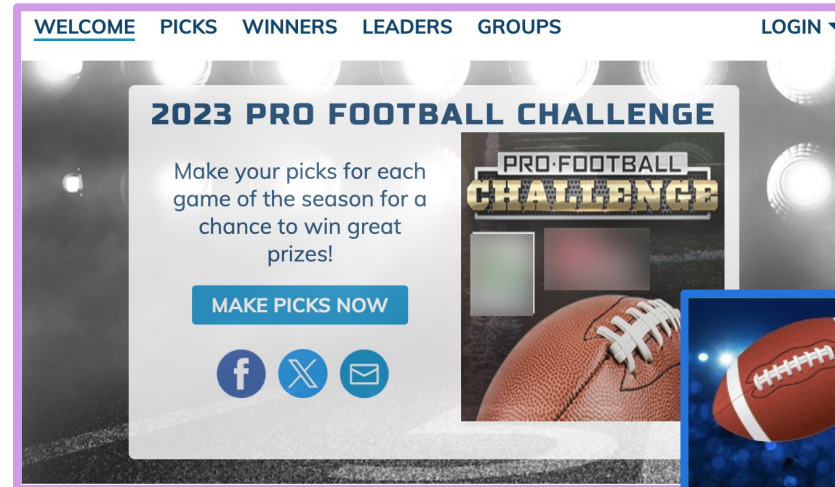
Campaign Idea	September	October	November	December	January	February
ProFootball National Contest	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Ticket Giveaway Sweepstakes	\$5,000					
Fan Photo Contest		\$5,000				
Sunday Night Match-Up Quiz	\$2,000	\$2,000	\$2,000	\$2,000		
Big Game Trivia Quiz						\$3,000
MONTHLY TOTAL	\$12,000	\$12,000	\$7,000	\$7,000	\$5,000	\$8,000

Case Study

Football Bundle

WKRN-TV

- 6-month annual package
 - Pro Football National Contest
 - Weekly Photo Contest
- One presenting sponsor
- Lead-Gen question
 - What is most important to you when you go out to eat?
- Coupon in Thank You Email
- **Revenue: \$26,000**





Recurring Revenue

Why Recurring Revenue


- More money, less lift
- Constant leads for your advertisers
- Advertiser gets recurring exposure/consistent branding
- Alignment with profit centers



Show Your Educator Appreciation



TEACHER OF THE MONTH



POWERED BY **COIT**
CLEANING & RESTORATION

Winning Teachers Receive
\$250 COIT, \$150 Tiff's Treats & \$150 Amazon Gift Cards
& you'll get **\$50 Amazon & \$50 Tiff's Treats Gift Cards** for nominating them!

Use The Form Below to
Make Your Nomination Now!



Deadline for entries: 11:59pm on the last Wednesday of each month until December 31, 2023.
Eligibility: Must be 13+ & resident of NC or SC to enter. Must be 18+ to claim prize. Additional rules apply.
Official rules: wccbcharlotte.com/teacher

Advertisers to Target

Financial

Education

Home Services

Healthcare

Retail

Automotive

Grocery

Legal

Types of Recurring Revenue

'Of the Month'

ATHLETE OF THE WEEK

Presented by **Hines** furniture and bedding

Each week, four outstanding athletes will be selected as finalists by the Sumter Item's sports editors, and up to the public to decide the winner!

Vote once per day Monday through Wednesday for your selection as the Hines Furniture Athlete of the Week. The Athlete of the Week will be revealed on Thursday.

Check out the athlete's stats and achievements and vote for who you think deserves your vote!

WCBI **TEACHER OF THE MONTH** SPONSORED BY: **Food Giant**

Nominate your favorite teachers every month! Winners will be chosen every month!

No purchase necessary to participate

Teacher of the Month Contest

Submit a photo of a rockstar teacher and tell us why they deserve a prize from our sponsor! A new teacher will be selected each month!

Already Entered? Search



Advertiser Lead-Gen

kits COSIconnects

Space activity book

ENTER NOW!

Enter for your chance to win 4 COSI Connects STEM L

COSI Center of Science and Industry

Cool Off this Summer!

Enjoy an Incredible Summer Of Fun and Learning!
Family membership plus a Swag Bag! A \$250 value!

'Tis the season for **Science**

Gift a COSI Membership!

Bonus Gift!
Order by Jan. 24, receive a Free Disney On Ice ticket voucher.

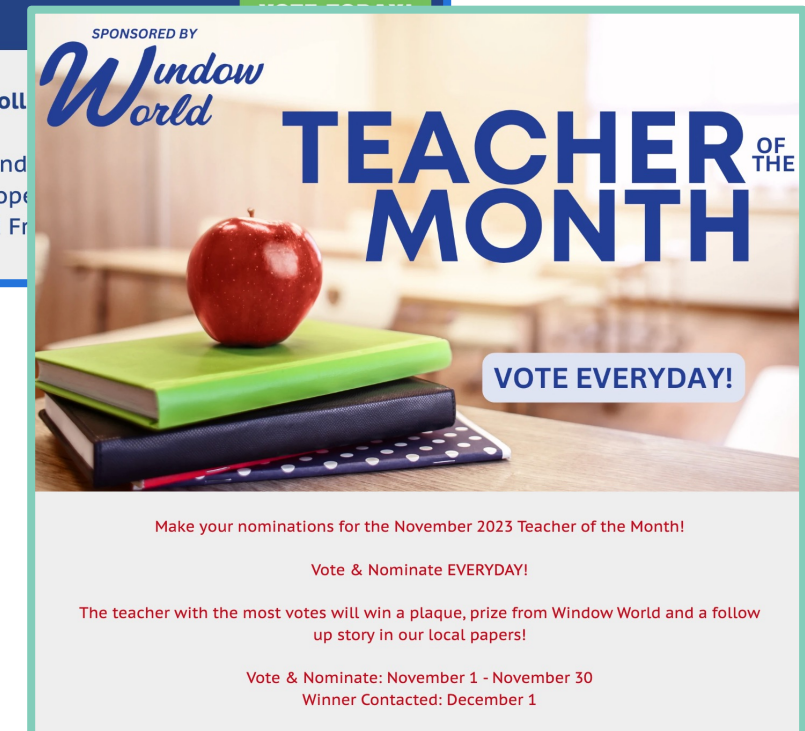
Disney ON ICE INTO THE MAGIC

ENTER NOW!

Enter for your chance to win a COSI Ultimate Family Membership, four tickets to Titanic: The Artifact Exhibit, a COSI Connects Space Kit, two COSI After Dark tickets, and two free parking vouchers!

'Of the Month'

- High School Athlete of the Month
 - Compliments football and fall sports
 - Appeals to broad audience
 - Runs almost all year
- Teacher of the Month
 - Feel-good promotion
 - Allows advertiser to align with educators and the community
- Kid/Pet of the Month
 - Plenty of holidays and seasonal themes to incorporate
 - Patriotic
 - Back to School
 - Pumpkin Patch
 - Halloween
 - Thanksgiving
 - Christmas



The Recurring Revenue “Of the Month” Calendar

\$85K in 6 Months

Campaign Idea	July	August	September	October	November	December
High School Athletes		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Teacher of the Month		\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Kid of the Month Photo Contest	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
MONTHLY TOTAL	\$5,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000

'Of the Month' Case Study

Athlete of the Week

The Latrobe Bulletin

- New campaign helped drive more content
- Used to win back a critical, dormant advertiser
- 580 sponsor opt-ins
- Lead-gen questions
 - Do you have a primary care physician?
- Huge in the community
 - Thanked by the Rotary
- **Revenue: \$25,000**

The Latrobe Bulletin and The Ligonier Echo
The Daily Courier and Independence HEALTH SYSTEM
WESTMORELAND AREA
present...

2023 STUDENT ATHLETE OF THE WEEK 2024

Vote each Monday and Tuesday for the previous week's top high school athlete!

Athlete of the Week

We celebrate all of our athletes and their great work. Cast your vote today for the top male and female athletes of the week.

Do you have a primary care physician?

-- Select One --


Would you like to receive information from Independence Health System Westmoreland Area?

Yes

No

Advertiser Lead-Gen

- Stop selling one-off campaigns
 - Create custom advertiser campaigns based on specific profit centers/sales cycles
- Services or retail
 - 3 promotions : Sweeps, Quiz, Sweeps
 - Q3 – Energy Efficiency / Fall products
 - Q4 – Furnace Service & Prep / Winter products
- Grocery
 - Monthly sweeps
 - Summer
 - Back to school
 - Holidays
 - Opt-in for recipes
 - Holiday/spirits newsletter
 - Co-op



Toro, America's #1 brand in snow, wants winter hassle-free with Toro's February Month Giveaway!

Enter to win a **Toro 60V Max 12" Power Shovel**!


Powered by Toro's Interchangeable 60V Max Flex-Force Power System, the Toro 60V Max 12" Power Shovel makes clearing snow a breeze. Its Power Curve Technology allows you to get up to 25 feet and with two speeds to clear snow, you get the ultimate in power and control.

Learn more about the Toro 60V Max 12" Power Shovel on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email Required

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CONTINUE >



Whip it good...real good with the **Toro 60V Max Brushless String Trimmer**, the **Toro June Product of the Month** (valued at \$219.99)!

The Toro 60V Brushless String Trimmer lets you whip up either 14" of whippin' or 16" of whoopin' plus variable speed and comfort grip handle for ultimate control on the job. Unlike the other guys, the Toro 60V Max Brushless String Trimmer comes standard with a pro-grade cutting head that can handle the thickest grass and toughest weeds.


And it's all part of the Toro 60V Flex-Force Interchangeable 75+ Tool Power System for all your outdoor power needs.

Learn more about the **Toro 60V Max 14"/16" Brushless String Trimmer** on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email Required

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CONTINUE >



Toro shows autumn no mercy.

Enter to win the **Toro September Product of the Month** featuring the **Toro 60V Max 157 MPH Brushless Leaf Blower**!

The Toro 60V Max Brushless Leaf Blower makes small work of huge leaf piles. The PowerJet technology goes from 0 to 157 MPH in 1.3 seconds flat with the push of a button, so even heavy, wet leaves are no match. A variable speed trigger, cruise control and turbo boost aids in getting the job done. The brushless motor gives you more power, more run time and a longer life on an interchangeable battery compatible with the 75+ tools in the Toro 60V Flex-Force Power System.

Learn more about the **Toro 60V Max 157 MPH Brushless Leaf Blower** on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email Required

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CONTINUE >

Advertiser Lead-Gen Case Study

Toro Product of the Month

WGN Radio

- Monthly sweepstakes featuring one Toro product
- Nearly 800 sponsor opt-ins
- Helped WGN grow the Toro account by over 75%
- Using this same model to replicate with other advertisers and markets
- **Revenue: \$131,000**



Toro, America's #1 brand in snow, winter hassle-free with Toro's Jan Month Giveaway!

Enter to win a **Toro Power Clear e Blower!**

Powered by Toro's interchangeable blades, this Toro Snow Blower delivers snow through heavy, wet snow, throws it to the curb with the Power Edge auger.

Learn more about it on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email

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Take your lawn from ordinary...to extraordinary with Toro and a mower that cuts a mean streak!

Enter the **Toro April Product of the Month Giveaway** featuring the **Toro 60V Max 21" Stripe Mower!**

The Toro 60V Max 21" Stripe Mower delivers pro-level striping, dual blade mulching and up to 65 minutes of runtime on a single charge. The Toro Stripe is 25% lighter than other battery-powered mowers and when the mowing is done, it folds up for compact storage.

Learn more about the **Toro 60V Max 21" Stripe Mower** on HouseSmarts Radio with Lou Manfredini, 7am to 10am Saturdays.

Email

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

Which, if any, of the following types of outdoor power equipment do you personally own and/or operate? Select all that apply.

- Walk-behind power lawn mower
- Riding lawn mower or tractor
- Zero turn mower
- String trimmer
- Chainsaw
- Snow blower
- Hedge trimmer
- Leaf blower
- String trimmer
- I don't own or operate outdoor power equipment.

If you do own and/or operate outdoor power equipment, is any of it battery-powered?

-- Select One --

If you do own and/or operate outdoor power equipment, what brand(s) do you own? Check all that apply.

- Ariens/Gravely
- Bad Boy
- Black & Decker
- Craftsman
- Cub Cadet
- DeWalt
- EGO
- eXmark
- Greenworks
- Honda
- Husqvarna
- John Deere
- Ryobi
- Snapper
- Snow Joe/Sun Joe
- Stihl
- Toro
- Troy-Bilt
- Another brand not listed
- I don't own or operate outdoor power equipment.



Your 6 Month Plan

The Calendar

\$200K in 6 Months



Campaign Idea	July	August	September	October	November	December
National Sweeps	\$5,000	\$5,000			\$10,000	\$10,000
Football			\$12,000	\$12,000	\$7,000	\$7,000
Recurring Revenue	\$13,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
MONTHLY TOTAL	\$18,000	\$29,000	\$36,000	\$36,000	\$41,000	\$41,000



Resources



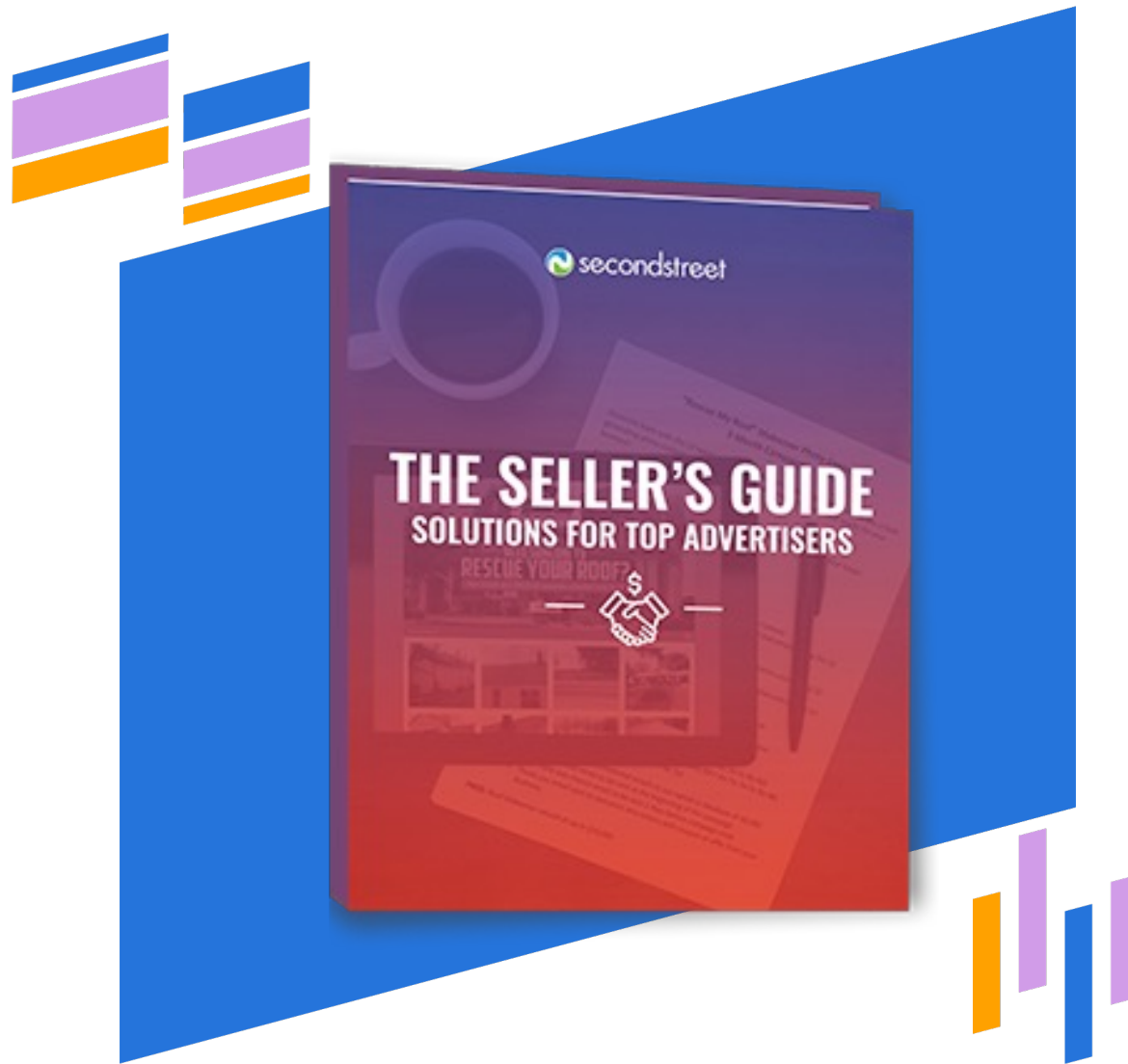
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Upcoming Office Hours!

Thursday, July 25th
12:00 PM CT/1:00 PM CT

Best Of Ballot Best Practices

Whether you're just starting your Best Of ballot strategy or looking to take your Best Of to the next level, this office hours is for you! We'll go over our Best Of best practices and will leave plenty of time for you to **ask questions** about elevating your own 'Best Of'.

[Sign up now!](#)



Thank You!



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