



Second Street

Webinar starting shortly

Office Hours: Selling Promotions





Office Hours: Selling Promotions



Welcome!



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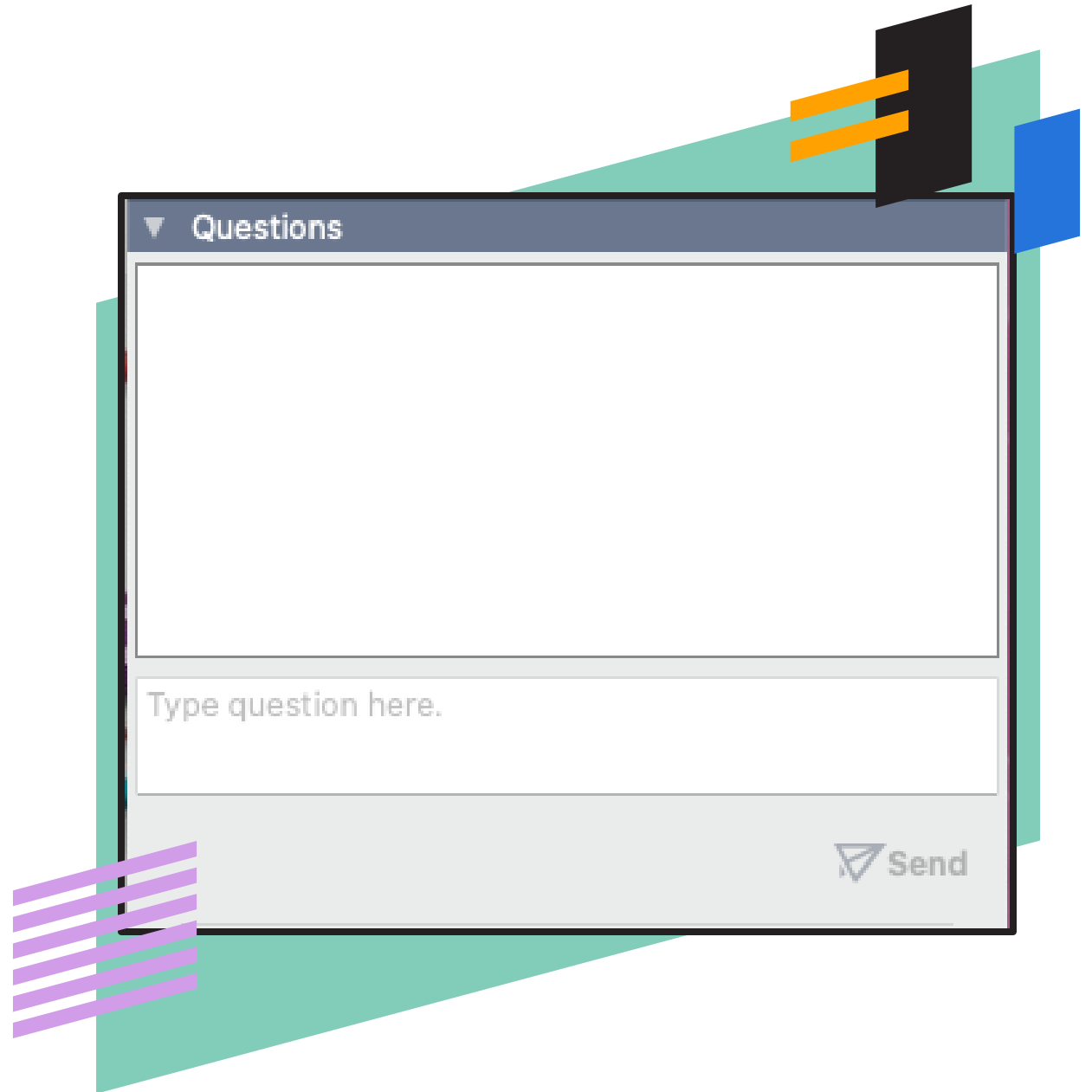


Liz Huff

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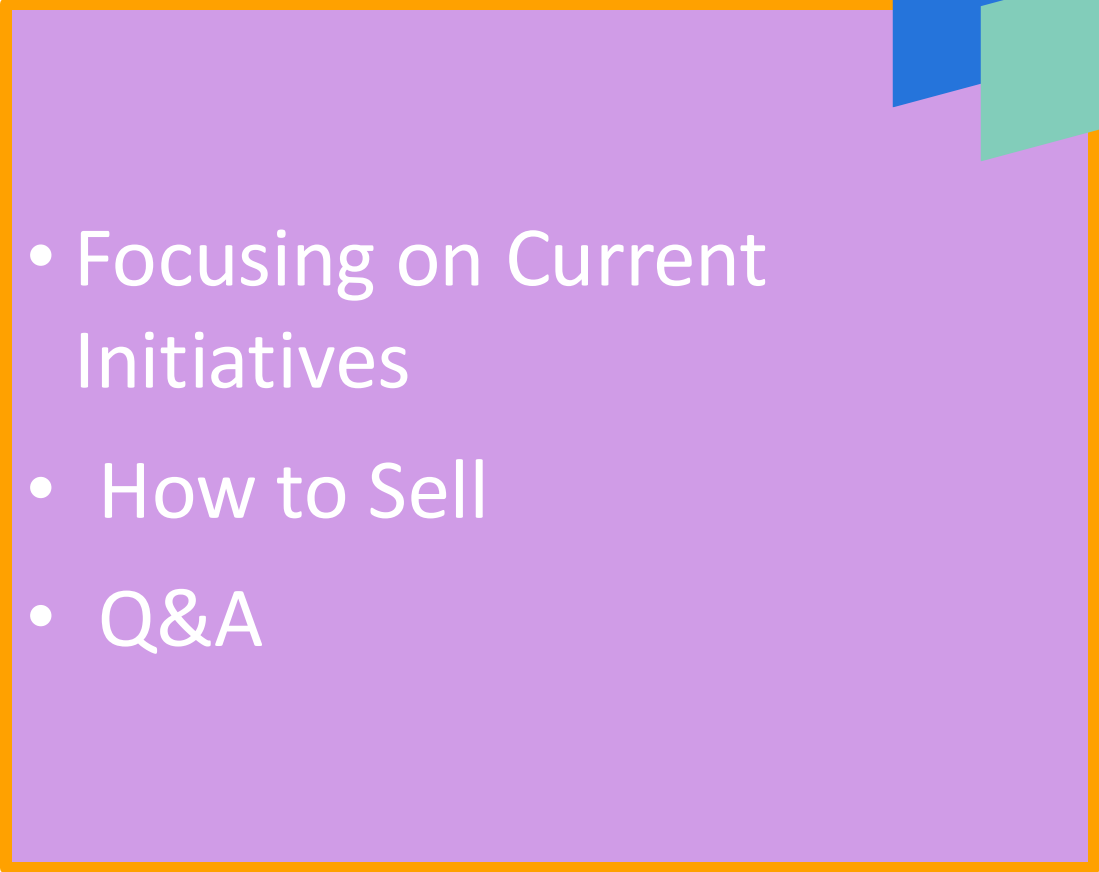
Send in your questions!

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





Agenda

- 
- Focusing on Current Initiatives
 - How to Sell
 - Q&A

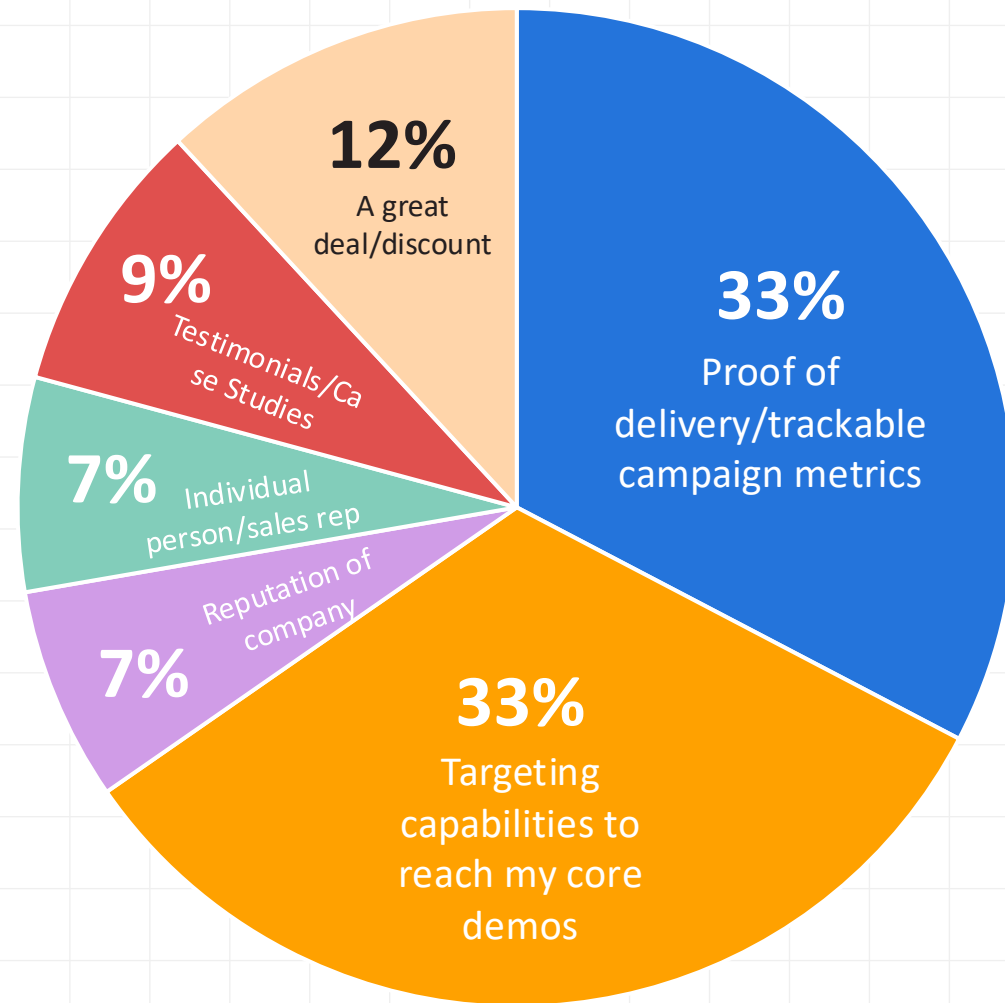


Focusing on Current Initiatives

Don't just sell advertising, sell
RESULTS!

Q: What Persuades Advertisers to Try Something New?

A: Trackable, Targeted Results!



Credit: Borrell Associates

84%

Of ad buyers say they might/would use a single company for all their advertising needs

YOU are that one-stop-shop that can deliver results!

Credit: Borrell Associates

How do you sell results with
all the other products and
initiatives you have on your
plate?

Package promotions to **boost** your
core/current initiatives and create a
digital experience!

Holiday

Programming & Special Sections



SIDE DISH SHOWDOWN: THANKSGIVING EDITION

WHAT'S YOUR FAV THANKSGIVING SIDE DISH

Already Voted?

Voting has ended



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

Entries accepted

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

Email Required

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

CONTINUE >



Win Big This Holiday Season!

\$15K GIVEAWAY!
FOX 2 KPLR-TV
home FOR THE HOLIDAYS
SPONSORED BY:
CWR Private Client Group | RIVERSIDE RESTORATION | Longfellow MPA

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

CONTINUE >

Complete the form to the right for your chance to win a \$15,000 prize in the Home For The Holidays Sweepstakes! PLUS... You will automatically be entered for a chance to win a combined prize package from our local partner sponsors valued at \$300!

CWR Private Client Group
Creating and Protecting Wealth

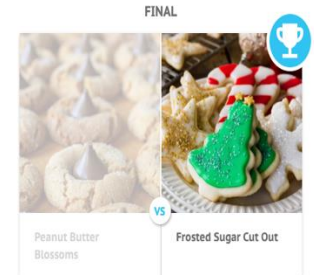
RIVERSIDE RESTORATION



Vote for your favorite holiday cookie now!

Already Voted?

Voting has ended



Increases Investment

Sports

Programming & Special Sections

NOMINATE Today!

Horry County Football Fans Choice Awards

GRAND STRAND & NORTH STRAND NISSAN

QUARTERBACK	OFFENSIVE LINEMAN	CHEER SQUAD	EQUIPMENT MANAGER
RUNNING BACK	KICKER	MASCOT	ATHLETIC TRAINER
WIDE RECEIVER	TIGHT END	SCHOOL SPIRIT	DANCE TEAM
DEFENSIVE LINEMAN	HEAD COACH	ASSISTANT COACH	OFFENSIVE LINE COACH
LINEBACKER	BAND	DEFENSIVE LINE COACH	ATHLETIC DIRECTOR

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!

Voting & Nominating: August 9 - November 12

Winners Contacted: November 13

Awards Ceremony for Winners: Early December (invitation to follow)

Don't forget to vote EVERYDAY!

Already Voted?

Categories

- Best Quarterback
- Best Running Back
- Best Wide Receiver
- Best Defensive Lineman
- Best Linebacker
- Best Offensive Lineman
- Best Kicker
- Best Tight End
- Best Head Coach
- Best Assistant Coach
- Best Defensive Line Coach
- Best Offensive Line Coach
- Best Band
- Best Mascot
- Best Cheer Squad
- Best School Spirit
- Best Dance Team
- Best Equipment Manager
- Best Athletic Trainer

The Promotion has Ended

Best Quarterback

ROOF TOP BAR & DINING • GREAT OCEAN VIEWS • LIVE MUSIC
LUNCH • DINNER • RAW BAR

SMOKEY'S OCEANVIEW

CLICK HERE FOR OUR MENU

Featured Entrants

SHOW US HOW YOU TAILGATE

UPLOAD A PHOTO AND YOU'RE IN FOR A CHANCE TO WIN A PENN STATION PARTY TRAY FOR 20!

One Lucky Winner Each Week Will Receive:

- 2 Party Trays of 20 3" Sandwiches Each
- 1 Cookie Tray of 48 Cookie Bites
- 20 Bags of assorted chips
- Value Approx. \$150

PREGAME OF FAME

PRESENTED BY: VENDOR SPONSOR

Vote for the BEST GAME DAY BAR IN SAN DIEGO.

What's your tailgate personality?

Take the quiz for a chance to WIN a \$50 gift card to Campustown Spirit!

Take the quiz and register for a chance to win a \$50 gift card to Campustown Spirit!

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



FOOD. FACE PAINT. AND A FRONT-ROW SEAT.

SUPPORTED BY BUILT Ford TOUGH

ROAD TO THE BIG GAME

WHO WILL WIN? MAKE YOUR PICKS NOW

White Ford SINCE 1907

MAKE YOUR PICKS NOW!

Already Voted? Voting has ended

FINAL

VS

Trackable + Measurable Digital Experience

Key Advertisers

Grocery

\$5,000 SWEEPSTAKES

Complete the form below for your chance to win Groceries for a Year!

Additional Prizes:
Local winner Guaranteed to win \$250 towards groceries courtesy of Foodland!!

FOODLAND

Q107
102.7 FM

KIX 96
96.1 WXFL-FM COUNTRY!

FOOD CITY

Thanksgiving DINNER GIVEAWAY

WIN A TURKEY DINNER FOR A FAMILY OF EIGHT

11

11 lucky winners will win a Thanksgiving Dinner. The deadline to enter is November 16th.

Winners will be announced on Daytime Tri-Cities on November 17th.

Email Required

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CONTINUE >

TAILGATE PARTY GIVEAWAY!

ROUSES MARKETS

OFFICIAL SUPERMARKET OF THE NEW ORLEANS SAINTS

4WWL

Quality FOODS

WIN A \$250 Grocery Gift Card

Powered by **Black Press Media**

WIN A \$250 GIFT CARD TO HELP WITH YOUR GROCERIES!

Just enter below . . .

Quality Foods is giving away a \$250.00 Grocery Gift Card to one lucky resident living on Vancouver Island. Simply enter your email address and you will automatically be entered to win!

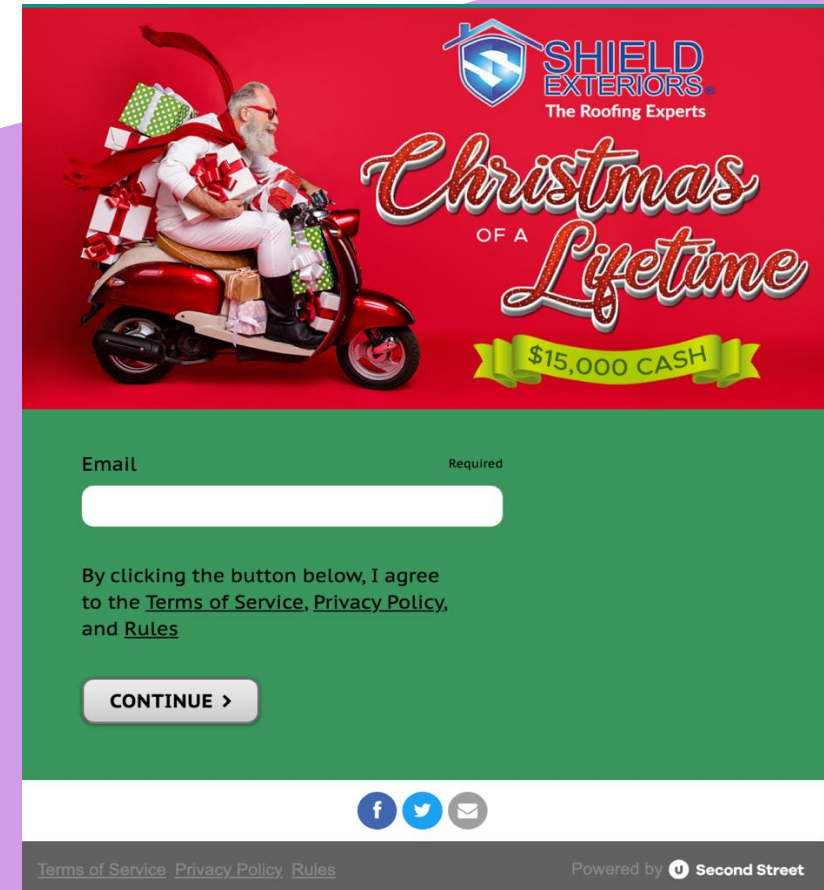
Grow Email List + Drive App Downloads



How to Sell

National Sweepstakes

- New to selling Promotions? Start here!
- Next up: November 4th
 - \$15,000 cash prize
- Great fit for many Q4 advertisers
- Include withing current initiatives
 - Programming/Special Sections
 - Holiday
 - Sports



The image shows a promotional landing page for a sweepstakes. At the top, a Santa Claus figure is riding a red scooter, carrying several wrapped gifts. To the right, the logo for 'SHIELD EXTERIORS The Roofing Experts' is displayed. Below the logo, the text 'Christmas OF A Lifetime' is written in a stylized font, with a yellow banner underneath that says '\$15,000 CASH'. The main body of the page is green and contains an email input field with the label 'Email' and 'Required' to its right. Below the input field, there is a line of text: 'By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)'. A 'CONTINUE >' button is positioned below this text. At the bottom of the page, there are social media icons for Facebook, Twitter, and Email. The footer includes links for 'Terms of Service', 'Privacy Policy', and 'Rules', and a note 'Powered by Second Street'.

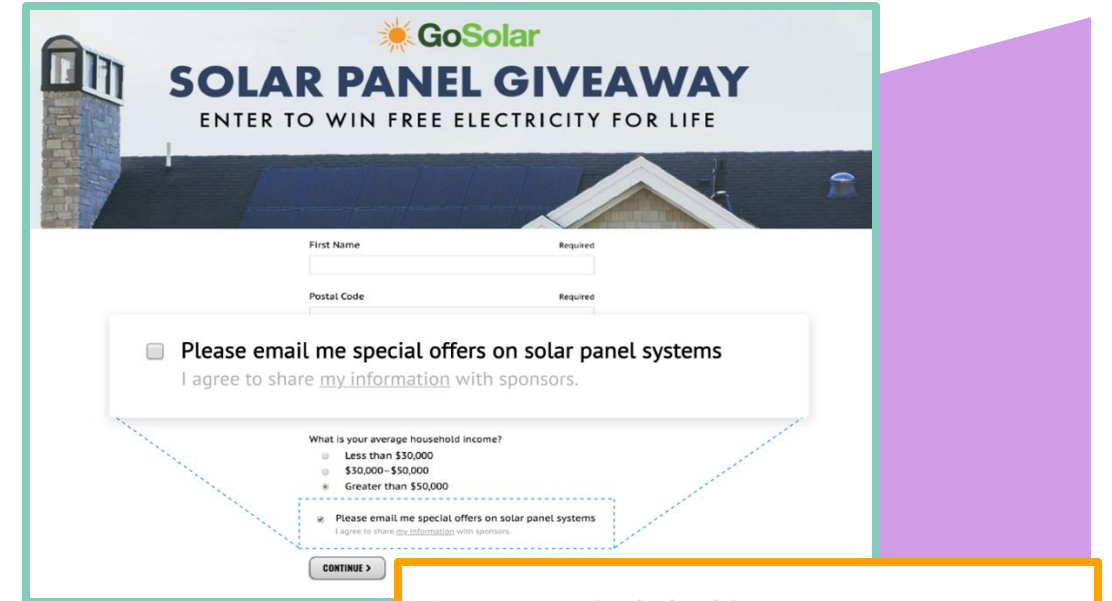


Get the
kit!

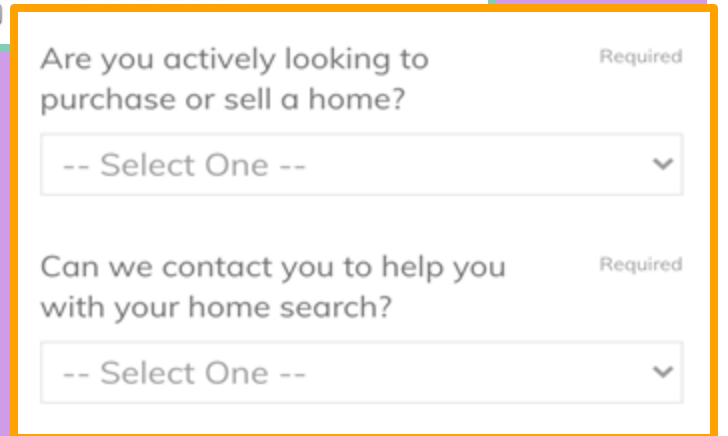
National Sweepstakes

Value Proposition

- Robust package to drive entries and keep brand front and center
 - Packaged with programming/special section
- Large audience/engagement
- Gather data with lead-gen questions
- Opt-ins to grow advertiser's database
- View the opt-ins and collected data in real time
- Include local prizes to promote products/services
- Coupons in thank you message and/or email



The screenshot shows the top portion of a registration form for a "GoSolar SOLAR PANEL GIVEAWAY". The header includes the GoSolar logo and the text "ENTER TO WIN FREE ELECTRICITY FOR LIFE". Below the header, there are input fields for "First Name" and "Postal Code", both marked as "Required". A prominent call-to-action box contains a checkbox for "Please email me special offers on solar panel systems" and the text "I agree to share my information with sponsors." Below this, a question asks "What is your average household income?" with three radio button options: "Less than \$30,000", "\$30,000-\$50,000", and "Greater than \$50,000". A second, smaller call-to-action box is visible below the income question, also containing a checkbox for "Please email me special offers on solar panel systems" and the same text. A "CONTINUE >" button is located at the bottom of the form.



This close-up shows two required questions from the registration form, each with a dropdown menu. The first question is "Are you actively looking to purchase or sell a home?" with a dropdown menu currently showing "-- Select One --". The second question is "Can we contact you to help you with your home search?" also with a dropdown menu showing "-- Select One --". Both questions are marked as "Required".



Get the
kit!

National Sweepstakes

The Package

- Multi-media digital experience
- Sell with your coordinating programming/special section
- Leads and Opt-ins
- Show Value vs investment
- Follow up with trackable results



Get the
kit!

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)

Now that you've mastered
National Sweepstakes, let's keep
going!

Recurring Revenue

Value Proposition

- Bigger revenue/ROI opportunity
- Constant lead acquisition
- Recurring exposure and consistent branding
- Alignment with sales cycles



'Tis the season for **Science**
Gift a COSI Membership!

Bonus Gift!
Order by Jan. 2 & receive a Free Disney On Ice ticket voucher.

ENTER NOW!

Enter for your chance to win a COSI Ultimate Family Membership, four tickets to Tita Exhibit, a COSI Connects Space Kit, two COSI After Dark tickets, and two free park



COSI
Center of Science and Industry

Cool Off this Summer!

Enter to win a COSI family membership!

Enter Today For An Incredible Summer Of Fun And Learning!

You could win a COSI family membership plus a Swag Bag! A \$250 value!



kits
COSIconnects

Enter to win a COSI Connects Kit!

CLICK HERE to enter

ENTER NOW!

Enter for your chance to win 4 COSI Connects STEM Learning Kits!



Get the guide

Of the Month

Athlete of the Week/Month

- Compliments football and fall sports
- Appeals to broad audience

Teacher of the Month

- Allows advertiser to align with educators and the community

Kid/Pet of the Month

- Holidays and seasonal themes to incorporate (Pumpkin patch, Halloween, Thanksgiving, Christmas)



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

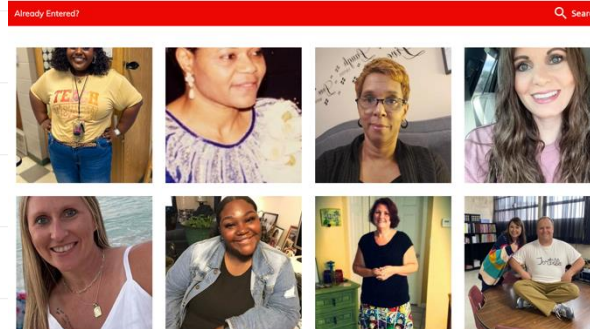
Vote once per day Monday through Wednesday for your selection as the Hines Furniture Athlete of the Week. The Athlete of the Week will be revealed on Thursday.

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



Teacher of the Month Contest

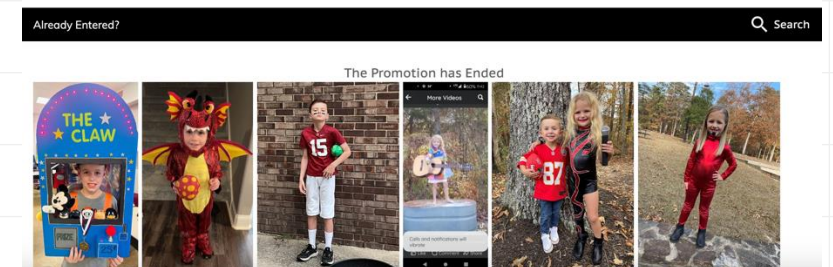
Submit a photo of a rockstar teacher and tell us why they deserve a prize from our sponsor! A new teacher will be selected each month!



2023 Halloween Costume Photo Contest!

Your chance to WIN a Halloween Prize Pack that is worth hundreds of dollars from our sponsors!!

Details at wqsb.com No voting will take place.



Advertiser Lead-Gen

Create custom advertiser campaigns based their sales cycles and YOUR current initiatives



Toro, America's #1 brand in snow, wants to make your winter hassle-free with Toro's February Product of the Month Giveaway!

Enter to win a [Toro 60V Max 12" Power Shovel](#).

Powered by Toro's interchangeable 60 volt max battery, the Toro 60V Max 12" Power Shovel makes easy work of blasting snow. It's Power Curve Technology throws snow up to 25 feet and with two speeds to choose from, you get the ultimate in power and control at your fingertips.

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

Email Required

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

CONTINUE >



Whip it good...real good with the [Toro 60V Max 14"/16" Brushless String Trimmer](#), the Toro June Product of the Month (valued at \$219.99)!

The Toro 60V Brushless String Trimmer lets you choose 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 .095" line 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-seasons power.

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 >

Recurring Revenue

The Package

- Include benefits
- Multi-media digital experience
- Sell with your coordinating programming/special section
- Show Value vs investment
- Follow up with trackable results



Get the guide!

Recurring Revenue Athlete of the Month 9 Month Campaign

Be the exclusive sponsor of this 9-Month Athlete of the Month campaign. Each month we will take nominations and then vote on top male and female athletes. Every month can feature different products and lead-gen questions from the 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:

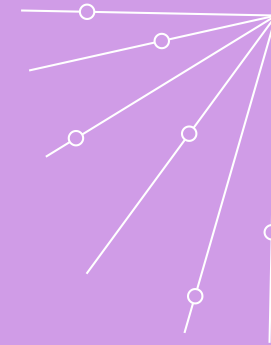
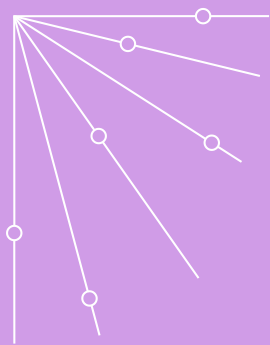
- Exclusive sponsorship of Athlete of the Month campaign.
- Sponsor logo on promotional elements (print, digital, social, and email) during the 9-Month campaign
- Digital
 - 25K run-of-site impressions each month to promote contest on magazine.com
 - Exclusive 728x90 digital ad unit on contest page
 - One unique lead-generation question on the contest registration form each month
 - Digital offer/coupon on the sweepstakes thank-you page
 - Opt-in for your email database on the sweepstakes registration form each month
 - Optional Facebook Like box on the sweepstakes registration form each month
- Print
 - Full page Print Ad to run to run every other week for 9 months (18 times)
 - Half-page print contest promotional ad to run every other week for 9 months (18 times)
- Email
 - Recognition on 9 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 each month of the campaign
 - Thank you email sent to everyone who enters with coupon or offer from your business

PRIZE: Monthly Gift Card for Athletes Valued at \$XXX Per Month for 9 Months (optional)

RUN DATES: August - May

EXCLUSIVE SPONSOR VALUE: \$X,XXX a month (9-month sponsorship package)

INVESTMENT: \$1,500/month (small market) \$3,000/month (mid-size market), \$7,500/month (large market)



Challenge!

Stump the Experts



Resources

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

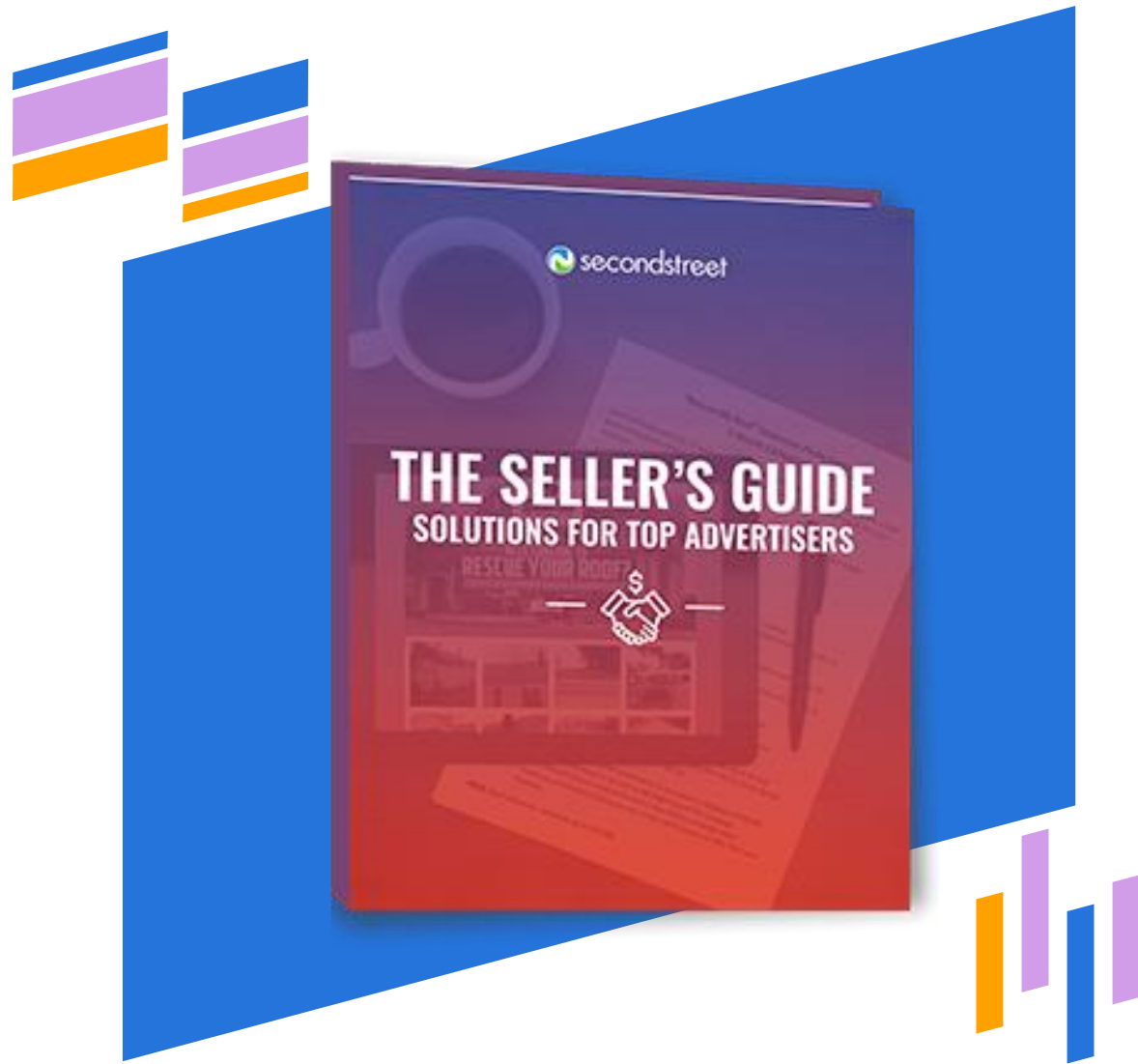
LEARN MORE





lab.secondstreet.com/playbooks/





lab.secondstreet.com/playbooks/



Welcome!



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