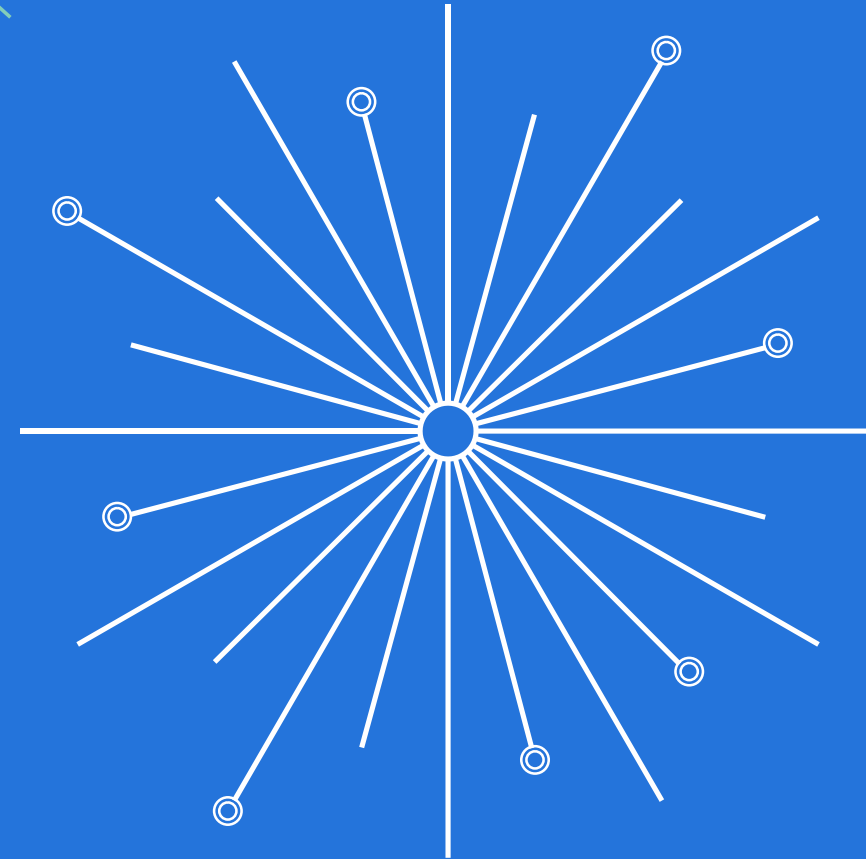
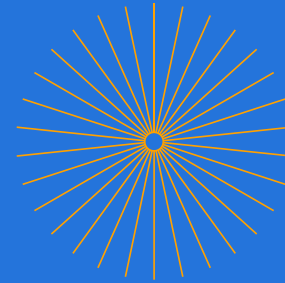
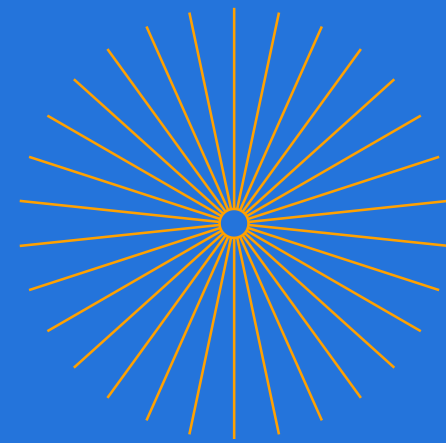
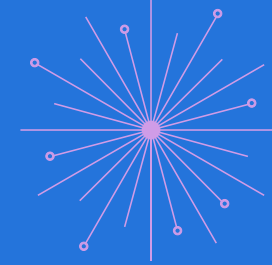
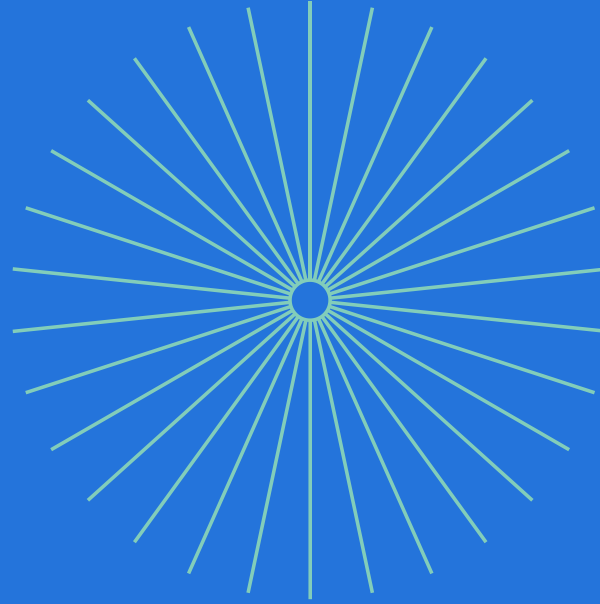


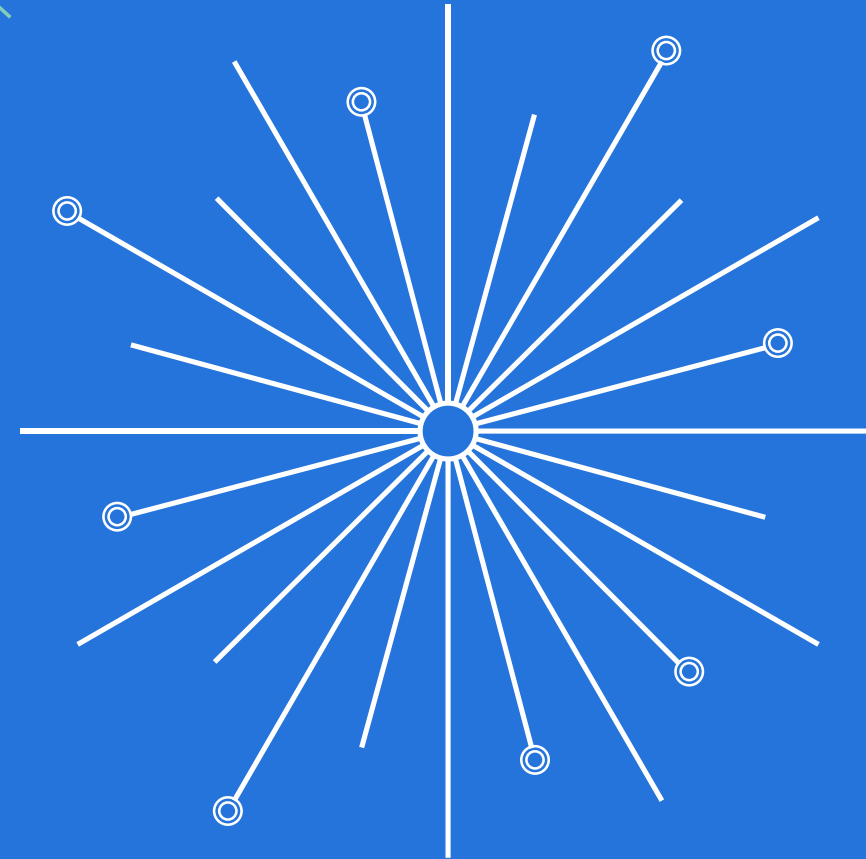
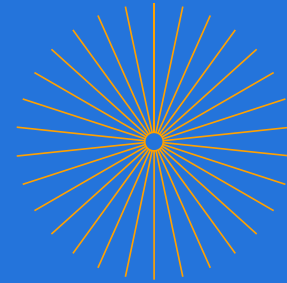
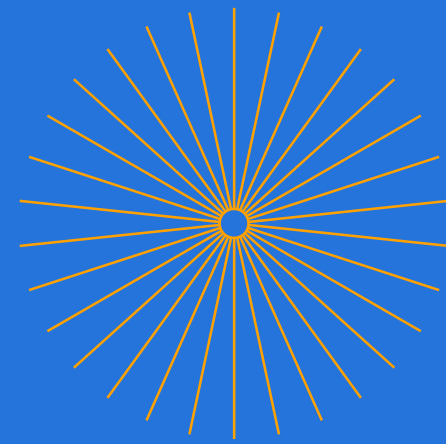
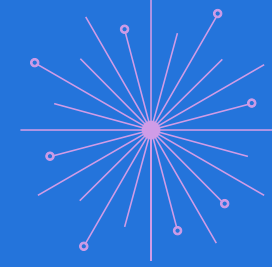
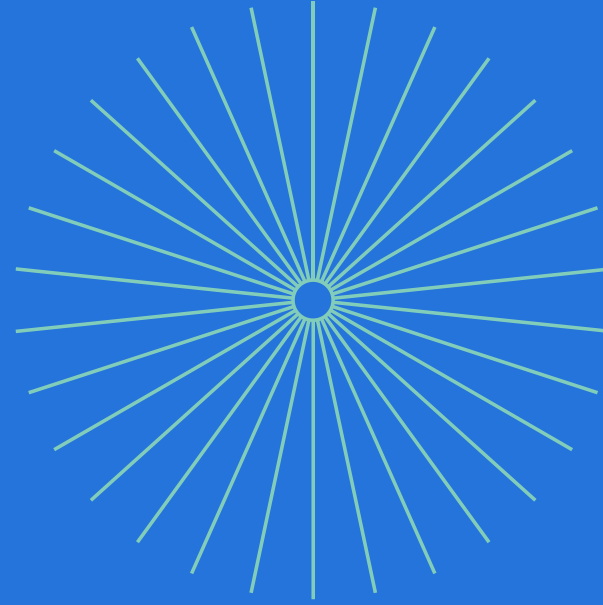


*Webinar starting shortly*

# Best Of Ballot Series

How to Grow Best Of Audience





# Best Of Ballot Series

How to Grow Best Of Audience

# Welcome!



**Liz Huff**

Sr. Director of Customer Success  
Upland Second Street  
lhuff@uplandsoftware.com

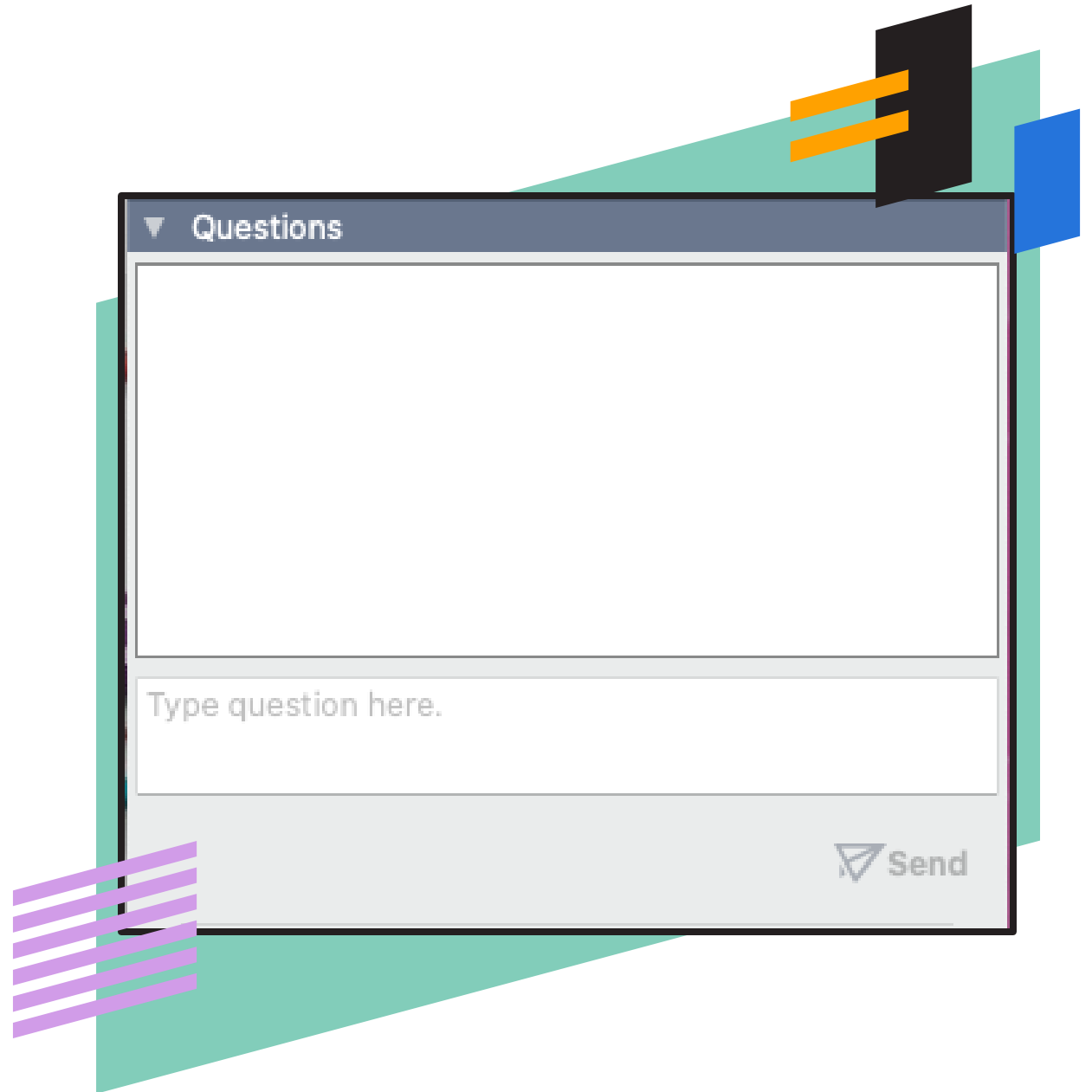


**Matt Hummert**

Customer Success Manager Upland  
Second Street  
mhummert@uplandsoftware.com

# Send in your questions!

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



# Agenda

## Day 2

- Growing your business audience
- Growing your consumer audience
- New opportunities that drive audience engagement

## Day 3

- Elevating your branding and program
- Growing your audience & revenue year-round



# Audiences to Grow

**B2B**

**Business to Business**

Local businesses who will buy advertising in your ballot

**B2C**

**Business to Consumer**

Listeners, viewers, subscribers, readers, etc.



# Growing Your B2B Audience

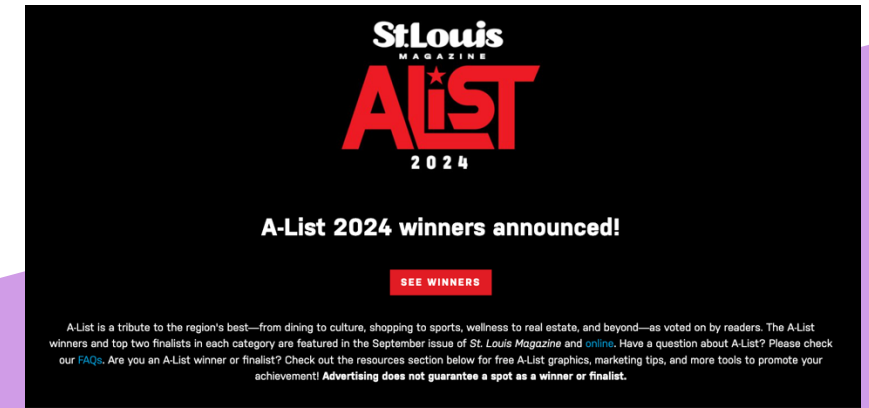


How do we capture business  
owner data?



# B2B Audience Growth

- **Create content** to attract local business owners to your Best of program
- Once you've attracted them, **CAPTURE** them!
- All content (resources) should be "gated" (behind a form)




**St. Louis**  
MAGAZINE  
**A-List**  
2024

**A-List 2024 winners announced!**

[SEE WINNERS](#)


A-List is a tribute to the region's best—from dining to culture, shopping to sports, wellness to real estate, and beyond—as voted on by readers. The A-List winners and top two finalists in each category are featured in the September issue of *St. Louis Magazine* and [online](#). Have a question about A-List? Please check our [FAQs](#). Are you an A-List winner or finalist? Check out the resources section below for free A-List graphics, marketing tips, and more tools to promote your achievement! **Advertising does not guarantee a spot as a winner or finalist.**

RESOURCES FOR BUSINESSES




**Download A-List Graphics**

Is your business an A-List 2024 winner or finalist? Download free social media graphics to promote your achievement.



**A-List Marketing Tips**

Is your business an A-List 2024 winner or finalist? Check out these tips to promote your achievement.



**Subscribe to A-List Emails**

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



Is your business an A-List 2024 winner or finalist? Fill out this form to download free social media graphics to promote your achievement.

Email \*

Company name \*

I would like more information on how to get my business in front of nominators/voters for A-List 2025.

# Business Resource Page

- Place your content on a landing page for business owners with resources to help them promote themselves

The screenshot shows a website page for 'Sauk Valley Favorites' with a focus on 'Media and Advertising'. The header includes the 'SHAW LOCAL' logo and the 'Sauk Valley Favorites' logo. The main title is 'Media and Advertising'. A navigation bar contains links for HOME, ABOUT THE CONTEST, MEDIA & ADVERTISING, SAUK VALLEY NEWS, and SAUK VALLEY EVENTS. The page is divided into several sections:

- Media Toolkit**: Local businesses can leverage our media kit to elevate their visibility and promote involvement in Sauk Valley Favorites. We encourage you to utilize these assets during the Nomination Round. Our media toolkit will be available for download beginning November 1st.
- Business Advertising Opportunities**: Throughout the contest, local businesses will have multiple opportunities to promote on all platforms - from print and digital advertisements with Shaw Local News Network, to spots on Shaw Local Radio!
- Advertising Packages for Nomination Phase**:
  - Premium Package**:
    - Print – 1/2 page "Nominate Us" ad in Sauk Valley print each week.
    - Radio – 50 total :30 radio spots on a Shaw Local Radio station of your choice.
    - Digital – Sponsor up to 5 categories on the nomination ballot; 300 x 250 ad on SaukValleyFavorites.com
  - Deluxe Package**:
    - Print – 1/4 page "Nominate Us" ad in Sauk Valley print each week.
    - Radio – 35 total :30 radio spots on a Shaw Local Radio station of your choice.
    - Digital – Sponsor up to 3 categories on the nomination ballot; 300 x 250 ad on SaukValleyFavorites.com
  - Basic Package**:
    - Print – 1/8 page "Nominate Us" ad in Sauk Valley print each week.
    - Radio – 25 total :30 radio spots on a Shaw Local Radio station of your choice.
    - Digital – Sponsor 1 category on the nomination ballot; 300 x 250 ad on SaukValleyFavorites.com
  - Entry Package**:
    - Print – 1/8 page "Nominate Us" ad in Sauk Valley print each week.
    - Radio – 25 total :30 radio spots on a Shaw Local Radio station of your choice.

Additional features on the right side of the page include:

- Promote your business!**: Take advantage of various advertising opportunities to promote your business as one of the best! (Learn more)
- Shaw Media Marketing**: LOCAL Marketing Solutions engaging Your Target Audience where they Read, Listen and Watch. (Learn more)
- Stay in the loop!**: Sauk Valley Favorites Newsletter
- Sauk Valley Favorites**: Sign up for notifications, updates and more right to your inbox. (Sign up)
- Shaw Media Marketing**: (Learn more)
- FRIDAY NIGHT**: (Image of a hand holding a football)

\*\*Participation deadline is October 28th, 2024\*\*

# Business Resource Page

- Include **audience drivers** like:
  - Email Sign-up Widget
  - Media Kit
  - Graphics
  - Marketing tips
- Also include:
  - Mission Statement
  - FAQs
  - Rules
  - Past Winners
  - Category List
  - Category Definitions

The screenshot shows the 'Media and Advertising' page on the Sauk Valley Favorites website. The page features a blue header with the 'SHAW LOCAL Sauk Valley Favorites' logo and the title 'Media and Advertising'. A navigation bar includes links for HOME, ABOUT THE CONTEST, MEDIA & ADVERTISING, SAUK VALLEY NEWS, and SAUK VALLEY EVENTS. The main content area is divided into several sections: 'Media Toolkit' (with a 'Learn more' button), 'Business Advertising Opportunities' (with a 'Sauk Valley Favorites Advertiser Contact' button), 'Advertising Packages for Nomination Phase' (listing Premium, Deluxe, Basic, and Entry packages with details on print, radio, and digital spots), and 'Promote your business!' (with a 'Learn more' button). On the right side, there is a 'Stay in the loop!' section for the newsletter sign-up, featuring the 'Sauk Valley Favorites' logo and a sign-up form with an email field and a 'SIGN UP' button. Below the newsletter sign-up are two 'Shaw Media Marketing' promotional cards and a 'FRIDAY NIGHT' graphic.

**Sauk Valley Favorites**

## Media and Advertising

HOME ABOUT THE CONTEST MEDIA & ADVERTISING SAUK VALLEY NEWS SAUK VALLEY EVENTS

### Media Toolkit

Local businesses can leverage our media kit to elevate their visibility and promote involvement in Sauk Valley Favorites. We encourage you to utilize these assets during the Nomination Round.

Our media toolkit will be available for download beginning November 1st.

### Business Advertising Opportunities

Throughout the contest, local businesses will have multiple opportunities to promote on all platforms - from print and digital advertisements with Shaw Local News Network, to spots on Shaw Local Radio!

[Sauk Valley Favorites Advertiser Contact](#)

### Advertising Packages for Nomination Phase

#### Premium Package

**Print** – 1/2 page "Nominate Us" ad in Sauk Valley print each week.  
**Radio** – 50 total :30 radio spots on a Shaw Local Radio station of your choice.  
**Digital** – Sponsor up to 5 categories on the nomination ballot; 300 x 250 ad on SaukValleyFavorites.com

#### Deluxe Package

**Print** – 1/4 page "Nominate Us" ad in Sauk Valley print each week.  
**Radio** – 35 total :30 radio spots on a Shaw Local Radio station of your choice.  
**Digital** – Sponsor up to 3 categories on the nomination ballot; 300 x 250 ad on SaukValleyFavorites.com

#### Basic Package

**Print** – 1/8 page "Nominate Us" ad in Sauk Valley print each week.  
**Radio** – 25 total :30 radio spots on a Shaw Local Radio station of your choice.  
**Digital** – Sponsor 1 category on the nomination ballot; 300 x 250 ad on SaukValleyFavorites.com

#### Entry Package

**Print** – 1/8 page "Nominate Us" ad in Sauk Valley print each week.  
**Radio** – 25 total :30 radio spots on a Shaw Local Radio station of your choice.

**\*\*Participation deadline is October 28th, 2024\*\***

### Promote your business!

Take advantage of various advertising opportunities to promote your business as one of the best!

[Learn more](#)

### Shaw Media Marketing

LOCAL Marketing Solutions engaging Your Target Audience where they Read, Listen and Watch.

[LEARN MORE](#)

### Stay in the loop!

Sauk Valley Favorites Newsletter

### Sauk Valley Favorites

Sign up for notifications, updates and more right to your inbox.

Email  [SIGN UP](#)

### Shaw Media Marketing

LOCAL Marketing Solutions engaging Your Target Audience where they Read, Listen and Watch.

[LEARN MORE](#)

### FRIDAY NIGHT


# Email Sign-up Widget

- Where businesses can sign up for general information and updates about your Best Of



# Media Kit

- "The Pitch Deck"
  - Mission Statement
  - Audience Stats
  - Dates
  - Packages
  - Ad Placement Examples
  - Special Section and Online Directory examples
- ALWAYS placed behind a form
  - To capture leads!



**SLM | Media Group**

## A-List 2024 Media Kit

ST. LOUIS MAGAZINE'S A-LIST READERS' CHOICE POLL

**StLouis**  
**A-List**  
2024

**StLouis** | A-LIST 2024

### At a Glance


**Celebrating the top of the town**  
*St. Louis Magazine* is highlighting the A-List, our tribute to the region's finest. Who tops St. Louisans' lists? Readers will weigh in by nominating their favorites and then vote on the select finalists. The winners and two runner-ups in every category will be recognized online and in the September issue.

**Nomination Round**  
February 20–March 12  
*Nominate once per day per category*

**Voting Round**  
May 20–June 17  
*Vote once per day per category*

**Winners & Runner-Ups Notified**  
Late June

**Honorees Announced**  
September issue and online late August



**StLouis**  
MAGAZINE  
**A-List**  
2024

*We've rebranded! Ask about our new and improved A-List logo.*

**138,000+**  
Nominations cast in January 2023—  
a record-breaking amount!

**530,000+**  
Votes cast in A-List 2023

**67,800+**  
Individual participants in A-List 2023

**424,300+**  
A-List page views

# Promotional Graphics

- Free promotional graphics for businesses to use
- Utilize your Best Of branding
- Placed **behind a form**
  - To capture leads!



## Download A-List Graphics

Is your business an A-List 2024 winner or finalist? Download these free graphics to share the news with your social media followers.



Is your business an A-List 2024 winner or finalist? Fill out this form to download free social media graphics to promote your achievement.

Email \*

Company name \*

I would like more information on how to get my business in front of nominators/voters for A-List 2025.

Submit



# Promotional Graphics

- Images in your graphics kit:
  - Your ballot logo
  - Call-to-Action text:
    - Nominate Us
    - Vote for Us
    - Thank You
  - QR Code
    - Drives traffic to the ballot home page



# Promotional Graphics

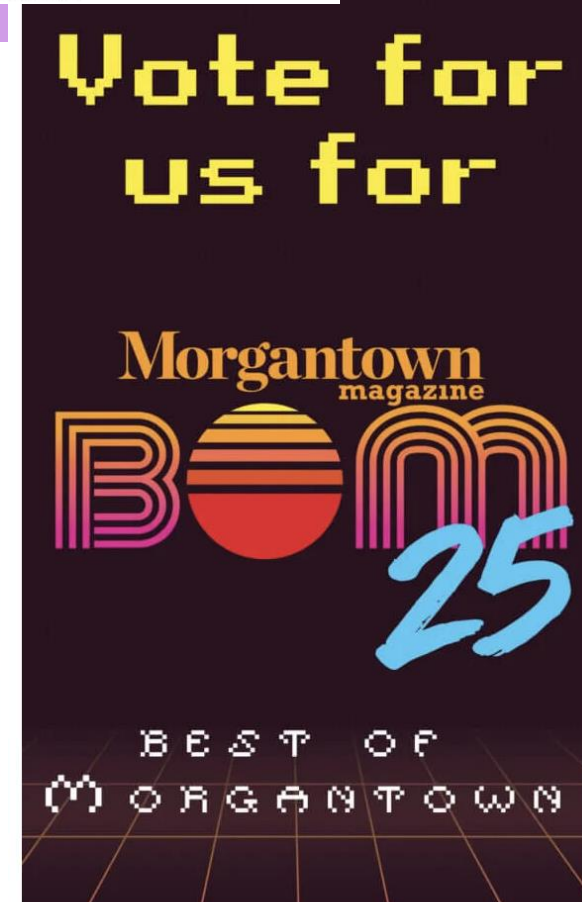
- Graphics sizes to include:
  - Instagram Post
  - Instagram Story
  - Facebook Post
  - Facebook Cover Photo
  - Facebook Story
  - 8 ½ x 11 Poster (Point of Purchase Display)



Vote for Us for Best of Morgantown - Facebook Cover Image 820 x 312



Vote for Us for Best of Morgantown - Square Social Media Image 1000 x 1000



Vote for Us for Best of Morgantown - Facebook & Instagram Story 1080 x 1920



# Marketing Tips

- Explanation of how to use the promotional graphics
- Example social media and email scripts
- Placed **behind a form**
  - To capture leads!

## BOM Toolkit

Use these free downloadable images to support your nomination and encourage your fans and customers to vote for you in this year's Best of Morgantown awards.



Promote your #BOM25 nomination on your website, social media pages, and emails with the free assets below! Simply right click each one and save it to your computer. Make sure to link the web banners and social posts to [www.morgantownmag.com/best-of-morgantown-2025](http://www.morgantownmag.com/best-of-morgantown-2025).

### SAMPLE SOCIAL MEDIA POSTS:

*We've made it to the final ballot – now we need your help to claim the title of TribLIVE's Best of the Best 2024! Vote for us today for Best <<INSERT CATEGORY HERE>>. Don't forget to vote for all your other favorite local businesses, too! Don't wait, voting runs September 22 – October 6 online at [BestoftheBest.TribLIVE.com](http://BestoftheBest.TribLIVE.com).*

### HERE'S AN EXAMPLE SOCI

We want to be nominated for a @morgan  
September 11 through 24 to help us make  
[www.morgantownmag.com/best-of-morg](http://www.morgantownmag.com/best-of-morg)

*It's time to vote for TribLIVE's Best of the Best 2024 and we'd love to have your vote for Best <<insert category here>>. Show us – and your other favorite local businesses – some love and cast your votes today! Voting is open September 22 – August 6 online at [BestoftheBest.TribLIVE.com](http://BestoftheBest.TribLIVE.com).*

### SAMPLE EMAIL COPY:

NOTE: all copy within the << >> should be personalized!

*Subject Line: Cast your votes in TribLIVE's Best of the Best!*

*Body: We need your support for TribLIVE's Best of the Best Community Choice Awards! We made it to the final ballot, now we need your help to claim our title! We are asking for your vote in the <<insert category here>> category.*

*To vote, visit <https://bestofthebest.triblive.com/> and select the <<enter region here>> Region. Click on the group in which you would like to begin, pick a category and start voting!*

*You will find Best <<insert category in which you would like to be nominated>> under the <<enter group name here – Beauty&Health; Clothing; Dining; Entertainment&Leisure; Home, Home Services & Finance; Kids & Education; Miscellaneous; People & Places; Services; Shopping; Spirits; Sports; Vehicle Dealers & Services>> Group.*

*You can vote in as many or as few categories as you would like, but remember you can only vote once per category from September 22 – August 6.*

*Thank you in advance for your vote! Remember to nominate all of your other favorite local businesses, too!*

# Sales Opportunities

- Tease the packages for each phase
- Pricing must be **behind a form!**
  - To capture leads!
- Include your Advertiser Best Of opt-in
  - For your B2B email campaign!

## Business Advertising Opportunities

Throughout the contest, local businesses will have multiple opportunities to promote on all platforms - from print and digital advertisements with Shaw Local News Network, to spots on Shaw Local Radio!



Sauk Valley Favorites Advertiser Contact

## Advertising Packages for Nomination Phase

### Premium Package

**Print** – 1/2 page "Nominate Us" ad in Sauk Valley print each week.

**Radio** – 50 total :30 radio spots on a Shaw Local Radio station of your choice.

**Digital** – Sponsor up to 5 categories on the nomination ballot; 300 x 250 ad on SaukVal

### Deluxe Package

**Print** – 1/4 page "Nominate Us" ad in Sauk Valley print each week.

**Radio** – 35 total :30 radio spots on a Shaw Local Radio station of your choice.

**Digital** – Sponsor up to 3 categories on the nomination ballot; 300 x 250 ad on SaukVal

### Basic Package

**Print** – 1/8 page "Nominate Us" ad in Sauk Valley print each week.

**Radio** – 25 total :30 radio spots on a Shaw Local Radio station of your choice.

**Digital** – Sponsor 1 category on the nomination ballot; 300 x 250 ad on SaukValleyFavor

### Entry Package

**Print** – 1/8 page "Nominate Us" ad in Sauk Valley print each week.

**Radio** – 25 total :30 radio spots on a Shaw Local Radio station of your choice.

**\*\*Participation deadline is October 28th, 2024\*\***



## Inquiry Form

Fill out required fields below

Name \*

First Name

Last Name

Business Name \*

Email \*

example@example.com

Phone Number

(000) 000-0000

Please enter a valid phone number.

Business Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Please have a Shaw Media representative contact me about Sauk Valley Favorites. \*

Yes

No, thank you

Please verify that you are human \*

I'm not a robot

reCAPTCHA Privacy - Terms



What do we do with business owner emails once we capture them?

Make sure your business is included on Best of the Pines 2024! ✨

# B2B Email Campaign

## Announcement Phase

- 3 months before your nomination phase starts
  - Best of is coming soon!
  - Announce dates
- Link to Business Resource Page



### Are you ready to claim your title in The Pilot's 2024 Best of the Pines awards?

Starting June 3, readers will once again nominate their favorite local businesses across nearly 200 categories in The Pilot's annual Best of the Pines reader's choice poll. Best of the Pines is a tribute to Moore County's best -- from dining to services, shopping to arts, wellness to real estate and beyond -- as voted on by our community.

As a local business, you'll want to earn lots of nominations in the Best of the Pines nomination round in June. Only the top 8 nominees in each category will advance to the final voting round in July, where readers will vote for their favorites. The winners and top two finalists in each category will be revealed in a special magazine inside The Pilot newspaper and online in late September.

We offer Best of the Pines advertising packages which include business logos on the ballot, social media feeds on the ballot page, ads in The Pilot and more. *Please note: Advertising gives businesses more exposure, but is not required and does not guarantee advancement to the final voting round or the Top 3.*

**Defend your title if you were a Best of the Pines winner in 2024, or claim your title if you're striving to be honored in 2024!**

Click the button below to learn how you can campaign for Best of the Pines 2024.

[View Best of the Pines advertising opportunities](#)

For additional details or questions, please check out our [FAQ page](#). If that doesn't help, please reply to this email.

# B2B Email Campaign

## Pre-Nomination Phase

- Schedule
  - 1 month before launch
  - 7 days before launch
  - 2 days before launch
- Use strong sales language
  - "Claim and Defend"
- Call-to-Action: "Are you Ready to Win?"
  - Link to Business Resource Page

 The Best of the Pines nomination round begins MONDAY!

THE PILOT'S 2024 BEST OF THE PINES AWARDS



**The 2024 Best of the Pines nomination round begins Monday! Are you ready to claim or defend your title?**

The ballot goes live MONDAY, June 3! We are excited to kick off another year of the Best of the Pines awards, our tribute to Moore County's finest! Only the Top 8 nominees in each category will advance to the Final Voting Phase in July, so make the most of the nomination period.



**Invite your online audience and your in-person customers to nominate you.**

Download our complimentary social media graphics, a flyer/poster, and read tips on how to best promote your business. Make sure to specify which category (or categories) you want to be nominated in, and provide a link to the ballot ([www.bestofthepines.com](http://www.bestofthepines.com)). **Remind them that they don't have to do the whole ballot at once - they can come and go at their convenience through June 23!**

Good luck from *The Pilot* and Best of the Pines!

DOWNLOAD SOCIAL MEDIA GRAPHICS

BEST OF THE PINES TIPS FOR NOMINEES

BEST OF THE PINES FAQ'S

# B2B Email Campaign

## Pre-Voting Phase

- Send to businesses who made it to the voting round
- Schedule:
  - As soon as you confirm all nominees
  - 1 week before voting starts
  - 2 days before voting starts
  - Make sure you scrub list of businesses that have already purchased
- Call-to-Action "Claim your Title"
  - Business Resource Page



**Congratulations! You Made the Top 8!**

• What category is my business in? •

Reply to this email or contact your Pilot ad rep directly to find out.



**The Final Voting Phase opens this WEDNESDAY - July 10.**

**Want to reach our largest audience?**



# B2B Email Campaign

## Pre- Winners' Phase

- Send to businesses who are winners/finalists
- Schedule:
  - Send a minimum of 3 emails
  - As soon as you confirm winners/finalists
  - Cadence should be determined by how much time you have between when voting ends and when you announce winners
- Call-to-Action "Thank your supporters!"
  - Business Resource Page



**You're a Top Performer...  
So Make Sure You Stand Out!**

This year is the 10th anniversary of Best of the Pines and the magazine will be bigger and better than ever.

Here's a chance to say "Thank You" to all who voted for you with an ad in the 2024 magazine.

**Plus, reach 30,000 readers in print and online!**  
[Click here to see sizes and rates.](#)

If you haven't already reserved your ad space in the magazine, you can contact your sales rep directly, or you can click REPLY and we'll connect you to someone who can help.

[Terry Hartsell](#) · [Ginny Trigg](#) · [Sam Cunningham](#)  
[Kathy Desmond](#) · [Erika Leap](#) · [Christy Phillips](#)



**CONGRATULATIONS! YOU'RE IN THE TOP 3!**

After 200,000+ votes, our community has spoken... and they've determined that your business is one of the very best in The Pines!

You've either placed 1st, 2nd or 3rd in one or more categories.

You can find out exactly how you placed at the celebration on Wednesday, September 18th.



## Awards Party Information

The awards celebration will be held at the Fair Barn in Pinehurst on Wednesday, September 18th from 5:00-9:00 p.m.

Each winning business may purchase up to 6 tickets. We realize that many businesses may want to bring their entire staff, but space is limited. We cannot guarantee that all businesses will be able to attend, as this event is highly likely to sell out.\*

Tickets are \$65 each and include heavy hors d'oeuvres, beer, wine and cocktails - plus the party of the year.

Click [here](#) to get your tickets now.

**Please note: This party is for ages 21 and up.**



# Growing Your B2C Audience





# New Opportunities to Grow Your B2C Audience

# Requiring Minimum Participation

- Entice users to participate in a minimum number of categories to be eligible for your sweepstakes
- Platform tracks the participation for you
- Drives larger reach

✓ Do you want everyone who participates to have one chance at winning a prize in a random drawing?

No thanks.

Yes, let's do this!

How many times should a person nominate or vote to be eligible to win?

Nominate  times

Vote  times

agoriparthy@uplandsoftwa... Sweepstakes: Pending

Home All Groups < All Categories

Sponsored by

**KNOW YOUR RISK BEFORE YOU ENTER THE TRADE.** [Open an Account for Free](#)

Futures, options and swaps trading involves risk and may not be appropriate for all investors.

Complete one of the following to be eligible for the sweepstakes.

- 🕒 0 of 5 votes
- 🕒 0 of 1 nominations

Food & Drink

⚙️ User Settings

**Sweepstakes: Pending**

Complete one of the following to be eligible for the sweepstakes.

- 🕒 4 of 5 votes
- 🕒 0 of 1 nominations

Voting Reminders

Would you like to receive an email reminder every time you can vote?

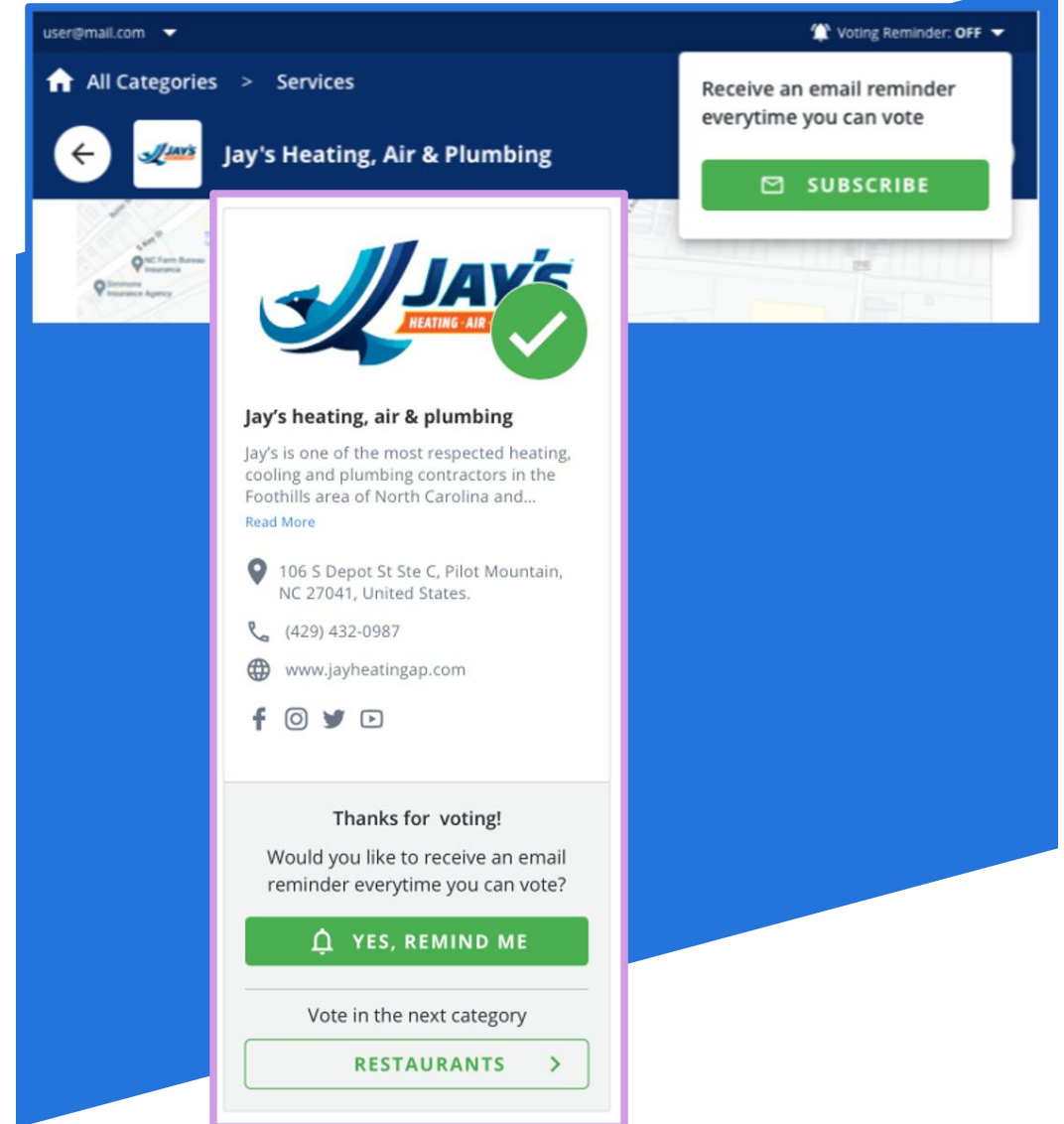
🌸 Sweepstakes: Eligible

You're now eligible for the sweepstakes. Good luck!

- ✅ 5 of 5 votes
- 🕒 0 of 1 nominations

# Voting Reminder Emails

- Users can opt-in after registration to be receive an email each time they can vote again
- Easily drive users back to your ballot
- More advertising opportunities in reminder email



# Pre-Made Email Templates & More

- All partners now have access to:
  - Pre-made email templates
  - Token fallbacks
  - Template builder
- Allows for customized branding

The image displays the email template builder interface. At the top, a purple header reads "Templates" with a checkmark icon. Below this, four template thumbnails are shown: "Points", "Sidebar", "Simple", and "Spotlight". The "Points" and "Sidebar" templates are larger and more detailed, showing content blocks like text, images, and buttons. The "Simple" and "Spotlight" templates are smaller and more minimalist.

Below the templates, a main editor area is visible. It features a large "MAIN IMAGE PLACEHOLDER" with a recommended image ratio of 2:1. Below the image placeholder is a "Body Text" section with a note: "Body Text - this is placeholder text that can be edited when you are creating a new email. Default content of your choice can be set in organization settings." At the bottom of the editor is a "Main Button" placeholder.

On the right side of the editor, there is a "Token Fallback" configuration panel. It has two columns: "Token" and "Fallback Text". The "Token" column lists various fields: First Name, Last Name, Birthdate, Gender, City, State, and Postal Code. The "Fallback Text" column has corresponding input fields for each token.

At the bottom right of the editor, there is a "COMPLETE" button. The interface also includes a "Watch this video to learn the basics." link and a "View the web version" link.

# New Ballot Gallery Layouts

## Wide Scroll

This screenshot shows a ballot gallery for the 'Beauty & Health' category. At the top, it says 'Vote until 7/19 @ 2:22pm Central'. Below this is a sponsored banner for NADEX with the text 'KNOW YOUR RISK BEFORE YOU ENTER THE TRADE.' and 'Open an Account for Free'. The main content area is titled 'Featured Entrants' and displays two entries side-by-side. The first entry is for 'Lakeland Allergy, Asthma & Immunology' with a photo of a forest path and a 'VOTE' button. The second entry is for 'The Barranco Clinic' with a photo of people in a clothing store and a 'VOTE' button. A blue circular arrow icon is visible in the bottom left corner.

## Category Drawers

This screenshot shows a ballot gallery for the 'Beauty & Health' category with a 'Category Drawers' layout. It indicates 'Nominate until 07/26/2024 Central' and 'Vote Starting 07/29/2024 Central'. The 'Allergy Clinic' is marked as 'Nominated'. A sponsored banner for NADEX is present. The 'Featured Entrants' section shows 'Lakeland Allergy, Asthma & Immunology' with a 'NOMINATED' badge and a 'SHARE' button, and 'The Barranco Clinic' with a 'CHANGE NOMINATION' button. A 'Relax spa' entry is also visible with a 'CHANGE NOMINATION' button. A blue circular arrow icon is in the bottom left corner.

## Category Pages

This screenshot shows a ballot gallery for the 'Dining' category. It indicates 'Nominate until 08/23/2024 Central' and 'Vote Starting 08/26/2024 Central'. The layout features a grid of restaurant entries: 'Arabellas Ristorante', 'Nineteen61', and 'Scarpa's Italian', each with a photo, contact information, and a 'NOMINATE' button. Navigation arrows for 'Previous' and 'Next' are shown. A 'Don't See Your Favorite?' section includes a 'Nomination Name' input field and a 'NOMINATE' button. At the bottom, there are buttons for 'EARLY BIRD DINNER' and 'FOOD TRUCK'. A blue circular arrow icon is in the bottom left corner.

# Wide Scroll Layout

- 2-columns with collapsible side navigation

## Benefits

- Advertisers get more real estate
  - Larger category ads
  - Larger featured entrants

Beauty & Health

Vote until 7/19 @ 2:22pm Central


**Allergy Clinic**

SPONSORED BY

**KNOW YOUR RISK BEFORE YOU ENTER THE TRADE.** [Open an Account for Free](#) **NADEX**

Futures, options and swaps trading involves risk and may not be appropriate for all investors.

Featured Entrants



**Lakeland Allergy, Asthma & Immunology**

the best the best

the best the best

the best the best

📍 216 W Lockwood Ave, Webster Groves, MO 63119, USA


📞 123-456-7897

🌐 google.com

f X @ y t s

in v

VOTE



**The Barranco Clinic**

Place holder text lace holder textlace holder textlace holder textlac

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VOTE

↑

Entrants

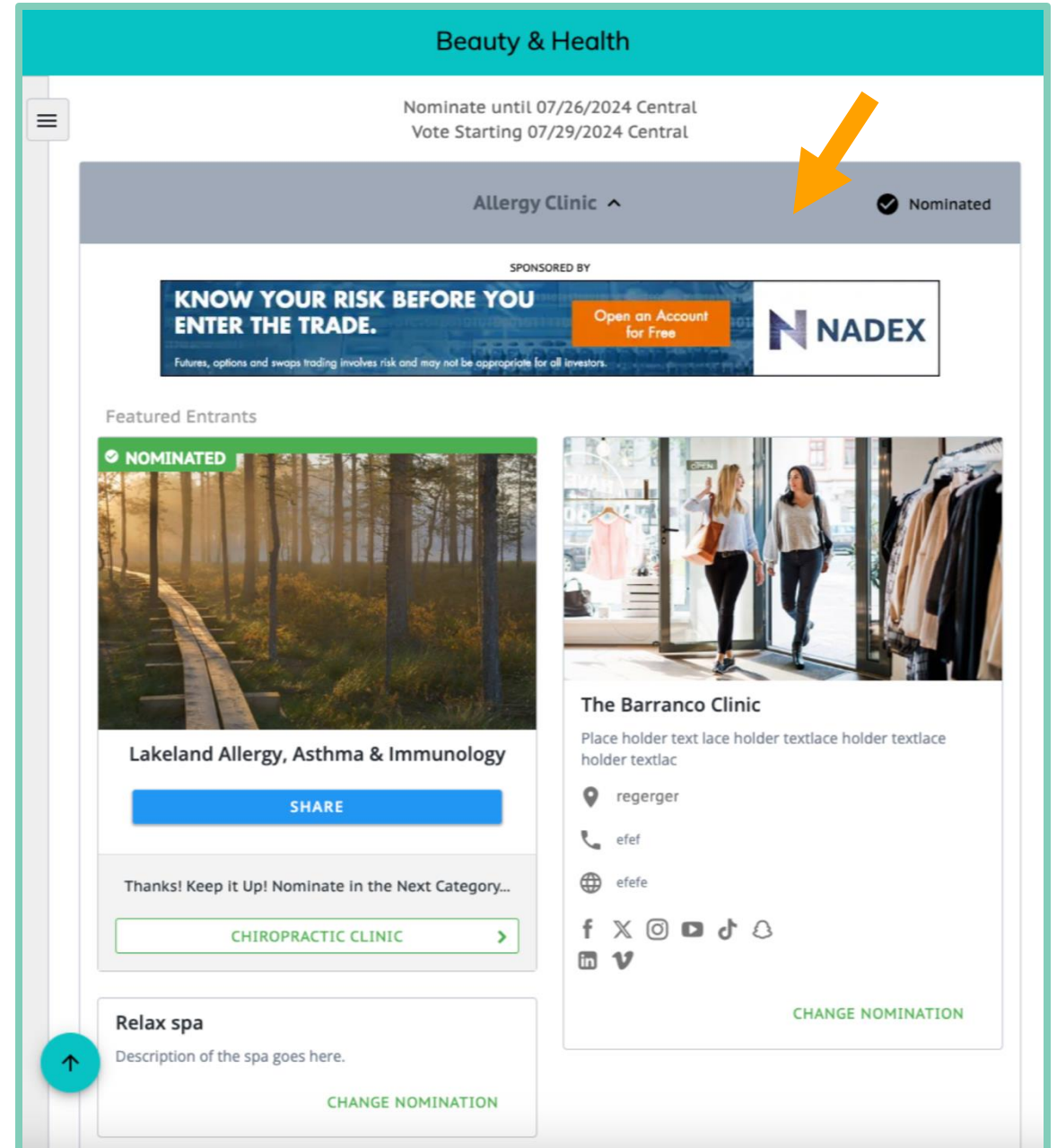


# Category Drawers Layout

- Categories are collapsed with collapsible side navigation

## Benefits

- Enhanced mobile experience
- Category entrants are contained in drawers that can be opened and closed for less scrolling
- Users can explore the ballot categories they want rather than all entrants showing at once
- Category interstitial ads stand out between drawers



# Category Pages Layout

- Supports single category pages using previous/next buttons

## Benefits

- Dedicated category pages with unique URLs
- Less scrolling
- "Floating" interstitial ad page that appears every X category pages
- Allows you to get the most page views

The screenshot shows a mobile web page for the 'Dining' category. At the top, there's a navigation bar with 'All Groups > Dining'. Below that, a header section includes the category name 'Dining' and nomination details: 'Nominate until 08/23/2024 Central' and 'Vote Starting 08/26/2024 Central'. Navigation arrows for 'Previous' and 'Next' are present. The main content area features three restaurant cards, each with a food image, the restaurant name, contact information (phone and website), and a green 'NOMINATE' button. The restaurants listed are Arabellas Ristorante, Nineteen61, and Scarpa's Italian. Below the restaurant cards is a 'Don't See Your Favorite?' section with a text input field for 'Nomination Name' and a 'NOMINATE' button. At the bottom, there are two large buttons: '← EARLY BIRD DINNER' and 'FOOD TRUCK →'. A yellow circular button with an upward arrow is visible on the left side of the page.

The screenshot shows a 'Category Interstitial Page' for KoaWare. It features a large advertisement for their website services. The ad includes the text 'SITES START AT \$9', '214 Ocean Ave, Laguna Beach, CA 92653', 'SPONSORED BY', 'KoaWare', 'POWERFULLY SIMPLE', and 'SHOWCASE MATTERPORT EFFORTLESSLY WITH OUR SINGLE PROPERTY WEBSITES. WWW.KOAWARE.COM'. Below the ad, there's a 'continue to' section with a button labeled 'GREEK FOOD >'. The page also includes navigation arrows for 'Previous' and 'Next', and nomination details: 'Nominate until 08/23/2024 Central' and 'Vote Starting 08/26/2024 Central'. The title 'Category Interstitial Page' is displayed in blue text at the bottom left.





# Your B2C Campaign

# B2C Marketing Campaign

- **Digital**

- Run of site ads
- Promotional videos
- Homepage takeover
- Unsold Digital Inventory
  - Pop-ups
  - Rich Media
  - Pencil Pushdowns



# B2C Marketing Campaign

- Core Media

- Print ads, articles, on-air talent promoting each phase
- Create a QR Code

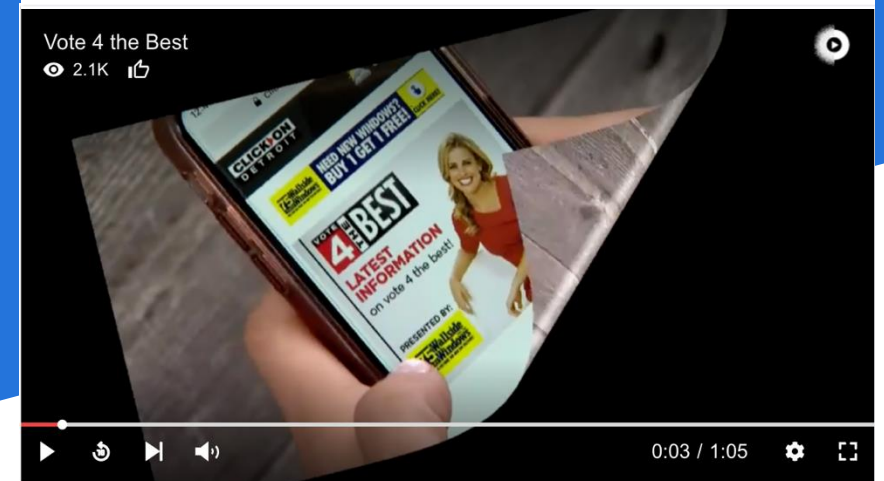
## Vote for your Metro Detroit favorites in 2024 Vote 4 The Best

Vote once per hour through July 14



Vote 4 The Best 2024. (WDIV)

Voting has opened in 2024 Vote 4 The Best!



# B2C Marketing Campaign

- **Social**

- Post on social to promote each phase



Gulf Coast Media

October 7 at 1:00 PM · 🌐



Over 175,000 nominations have been made in our Best of Baldwin 2025 contest so far, but the nomination round in the Best of Baldwin 2025 contest ends Wednesday. Have you been nominating your favorites daily? Only the top five nominees in each category move on to the voting round, so every nomination counts.

[www.gulfcoastmedia.com/bestof](http://www.gulfcoastmedia.com/bestof)

[#bestofbaldwin](https://twitter.com/bestofbaldwin)

The poster features a blue and yellow logo with a sun and waves, set against a background of shimmering gold confetti. The text 'BEST OF BALDWIN 2025' is prominently displayed in white and yellow. Below this, the call to action 'NOMINATE NOW!' is written in large, bold, black letters. The dates 'Sept. 11 - Oct. 9' are shown in a smaller font. At the bottom, the website URL 'www.GulfCoastMedia.com/BestOf' is provided, along with a 'GoToMeeting' button.

**BEST OF BALDWIN 2025**

**NOMINATE NOW!**

Sept. 11 - Oct. 9

[www.GulfCoastMedia.com/BestOf](http://www.GulfCoastMedia.com/BestOf)

GoToMeeting

# B2C Email Campaign

## Nomination Phase

- Include in any newsletters
- Schedule
  - The day the nomination phase launches
  - 1 week before nominations close
  - The last day of the nomination phase

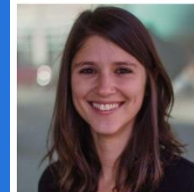


TOP HEADLINES AND NEWS FROM  
GULF COAST MEDIA

**NOMINATE NOW!**  
Sept. 11 - Oct. 9  
[www.GulfCoastMedia.com/BestOf](http://www.GulfCoastMedia.com/BestOf)

The banner features a gold and white bokeh background. On the left is a blue and yellow award icon with the text 'GULF COAST MEDIA BEST OF BALDWIN 2025'. On the right, the text 'NOMINATE NOW!' is in large bold letters, followed by the dates 'Sept. 11 - Oct. 9' and the website URL.

**FINAL DAY TO NOMINATE!**



Hi, Baldwin County. Kayla Green here, GCM executive editor. It's Wednesday, Oct. 9.

It's National Newspaper Week. 2024 marks the 84th celebration of the occasion. Since 1940, Newspaper Association Managers has sponsored and supported the week-long promotion of the newspaper industry in the United States and Canada.

This year's theme is "Telling Our Stories." We'll have columns and stories from everyone in our newsroom and a couple people outside of it, in Friday's edition of The Baldwin Times, but I wanted to give you a sneak peek. This is my column that you can find among the words of my uber-talented and hardworking coworkers. Theirs are better, so I'm setting the bar with myself! If this is

# B2C Email Campaign

## Voting Phase

- Include in any newsletters
- Schedule
  - The day the voting phase launches
  - ½ way into the voting phase
  - 1 week before voting closes

**VOTE TODAY!**

MADISON MAGAZINE'S  
**BEST**  
OF MADISON  
2024



**June 1-30, 2024**

**JUNE IS THE MONTH  
TO VOTE FOR THE BEST**

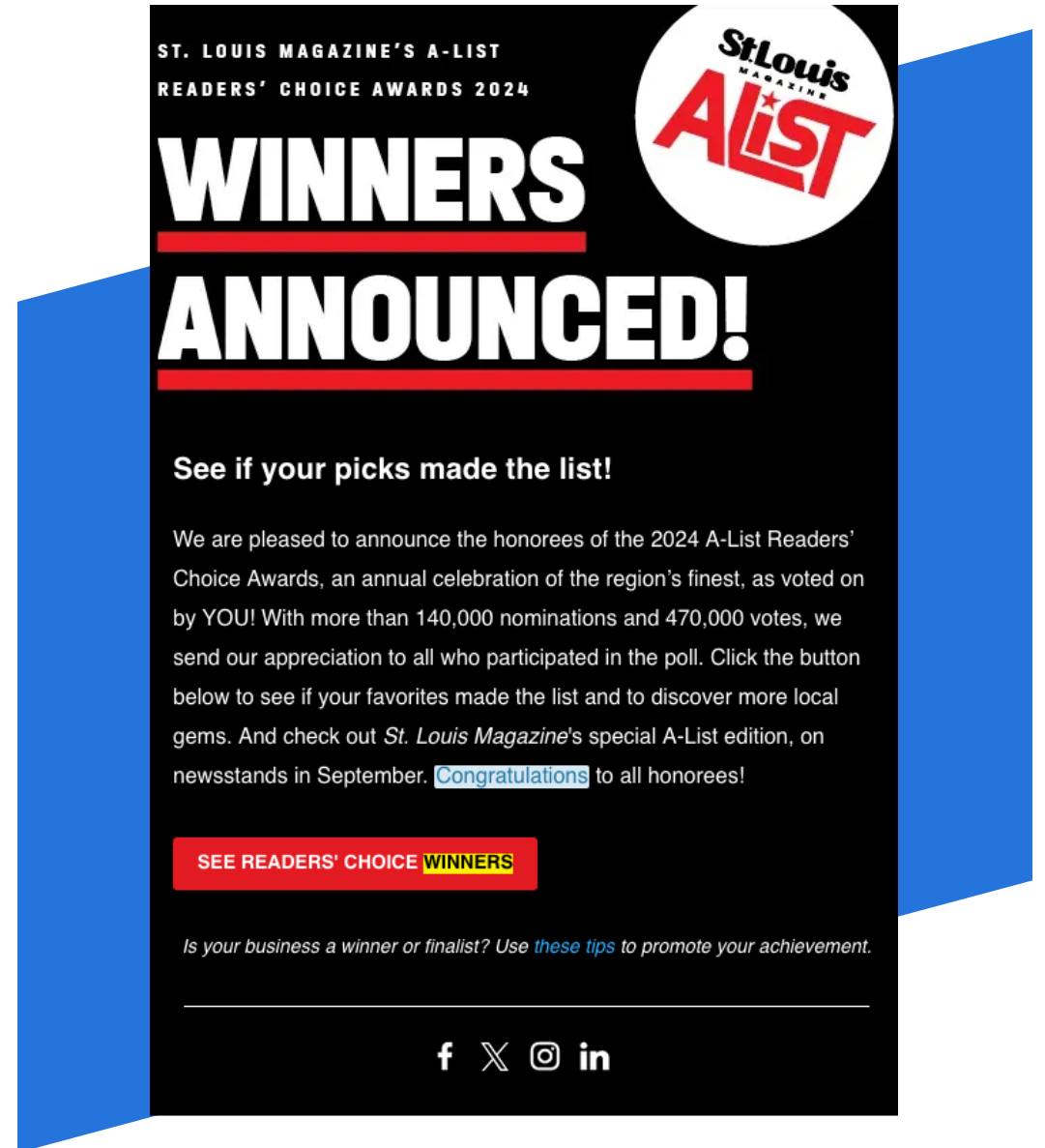
Cast your vote to help name the best  
of the best! Make your selection  
in dozens of categories.

# B2C Email Campaign

## Winners' Phase

- Include in any newsletters
- Send Winner Announcement to users that opted in to your promotions list

**More on this on Day 3!**



ST. LOUIS MAGAZINE'S A-LIST  
READERS' CHOICE AWARDS 2024

**WINNERS**

**ANNOUNCED!**

**See if your picks made the list!**

We are pleased to announce the honorees of the 2024 A-List Readers' Choice Awards, an annual celebration of the region's finest, as voted on by YOU! With more than 140,000 nominations and 470,000 votes, we send our appreciation to all who participated in the poll. Click the button below to see if your favorites made the list and to discover more local gems. And check out *St. Louis Magazine's* special A-List edition, on newsstands in September. [Congratulations](#) to all honorees!

**SEE READERS' CHOICE WINNERS**

*Is your business a winner or finalist? Use [these tips](#) to promote your achievement.*

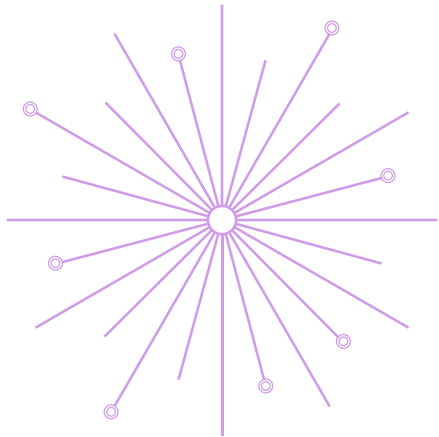
f X @ in



# Resources

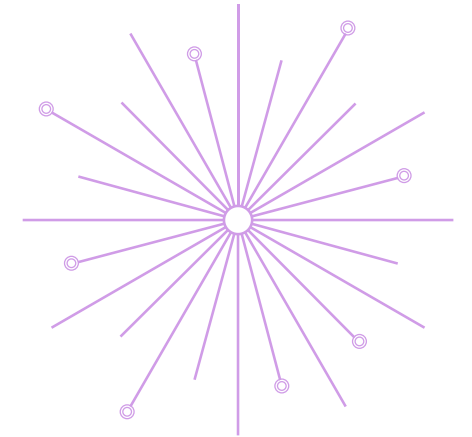


# Come Back for Day 3!



## Day 3: How to Create a Year-Round Best Of Celebration

Wednesday, October 16  
12 PM CT | 1 PM ET



Save your seat now!





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

LEARN MORE





### 3 Ideas to Increase Your Revenue This October

This October, find revenue success by targeting the right advertisers with Halloween and autumn contests and interactive content.

[Tell Me More](#)



**30** 30 Promotion Ideas in  
**IN** 30 Minutes to Drive  
**30** Major Success

Thursday, September 19, 2024  
12pm CST | 1pm EST

### 30in30

Join us for our 15th annual 30in30! We've pulled together dozens of ideas to help you achieve your goals for the rest of 2024, 2025, and beyond. We'll help you create a plan to increase your revenue, grow your database, develop a deeper level of audience engagement, or a combination of all three!

[Sign Up Now](#)



### 17 Thrilling Halloween Promotion Ideas

These 17 Halloween promotions drove scary amounts of engagement for media companies and sponsors

[Check It Out](#)



# Sign up for the Lab Newsletter!





## Ballot Best Practices Guide

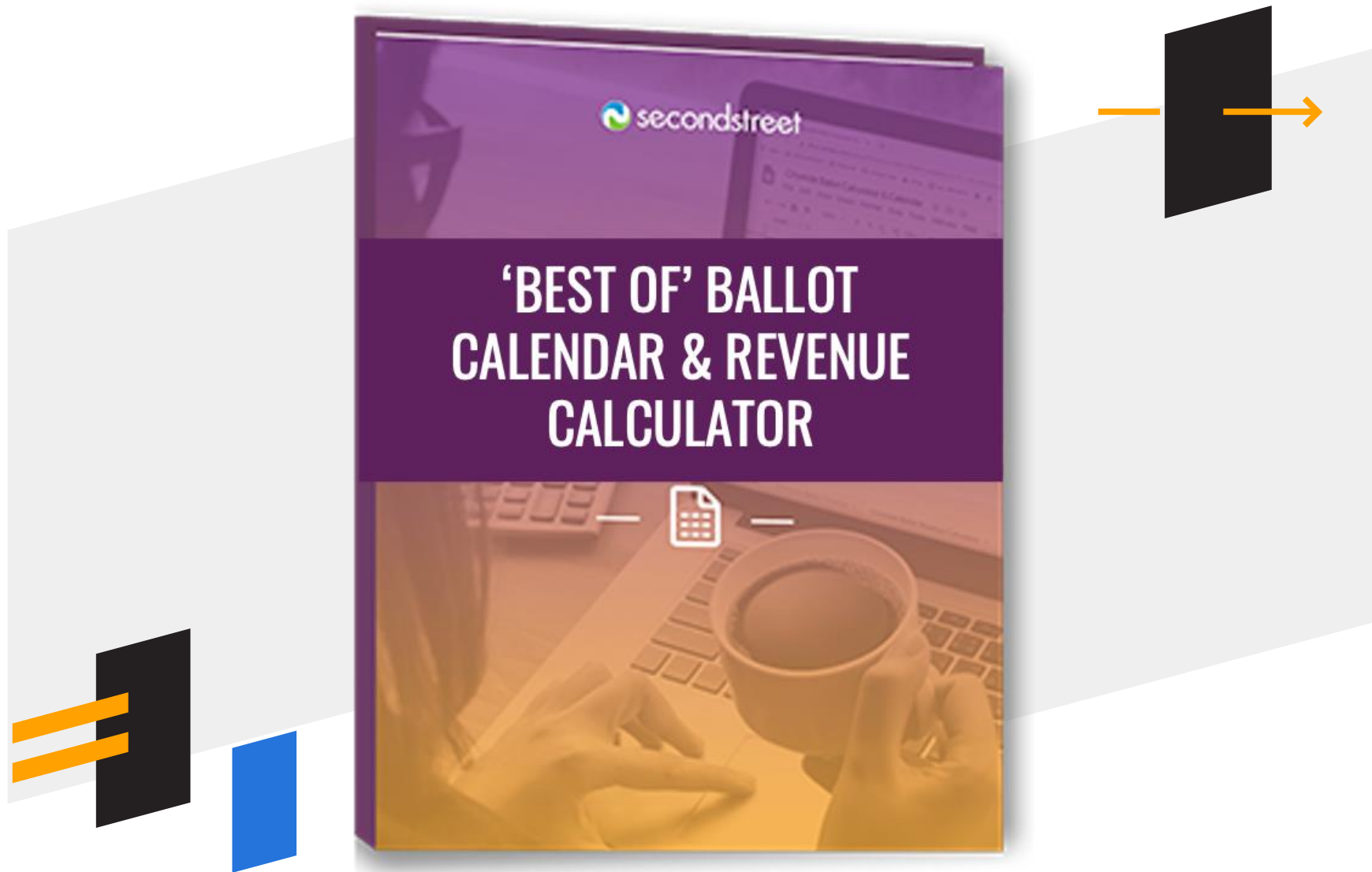
How to create more revenue and engagement with 'Best Of' ballots

 Second Street



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





[lab.secondstreet.com/best-of-ballot-calendar-revenue-calculator/](https://lab.secondstreet.com/best-of-ballot-calendar-revenue-calculator/)





# Second Street **AWARDS**

We know you've worked hard to craft  
**AMAZING** promotions in 2024 – we want to  
hear from you and celebrate all you've  
accomplished!

Nominate your promotions **TODAY!!**



# Thank You!



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