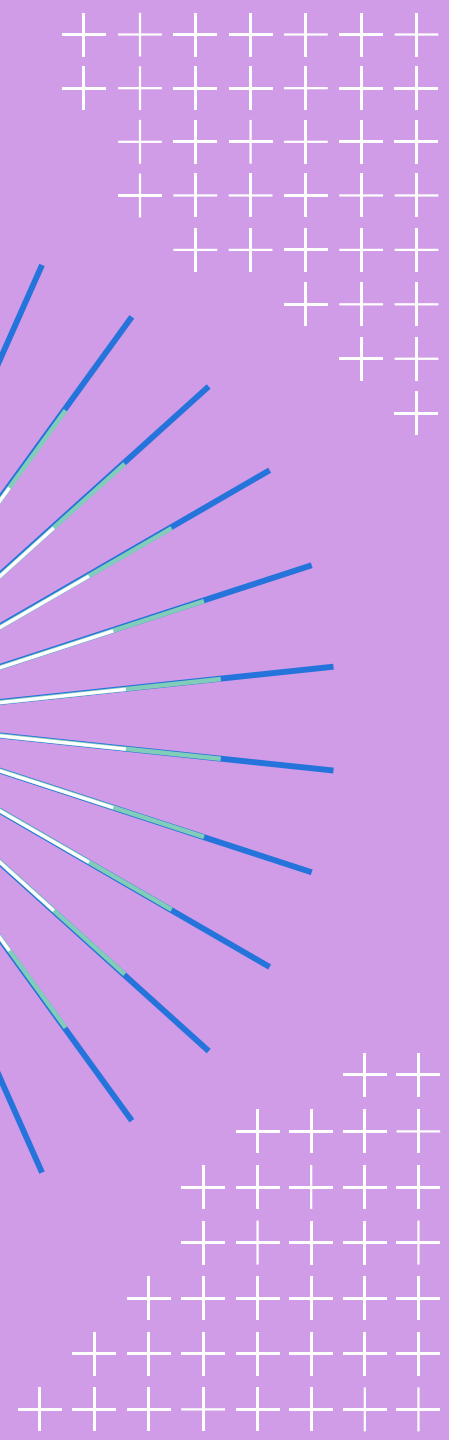
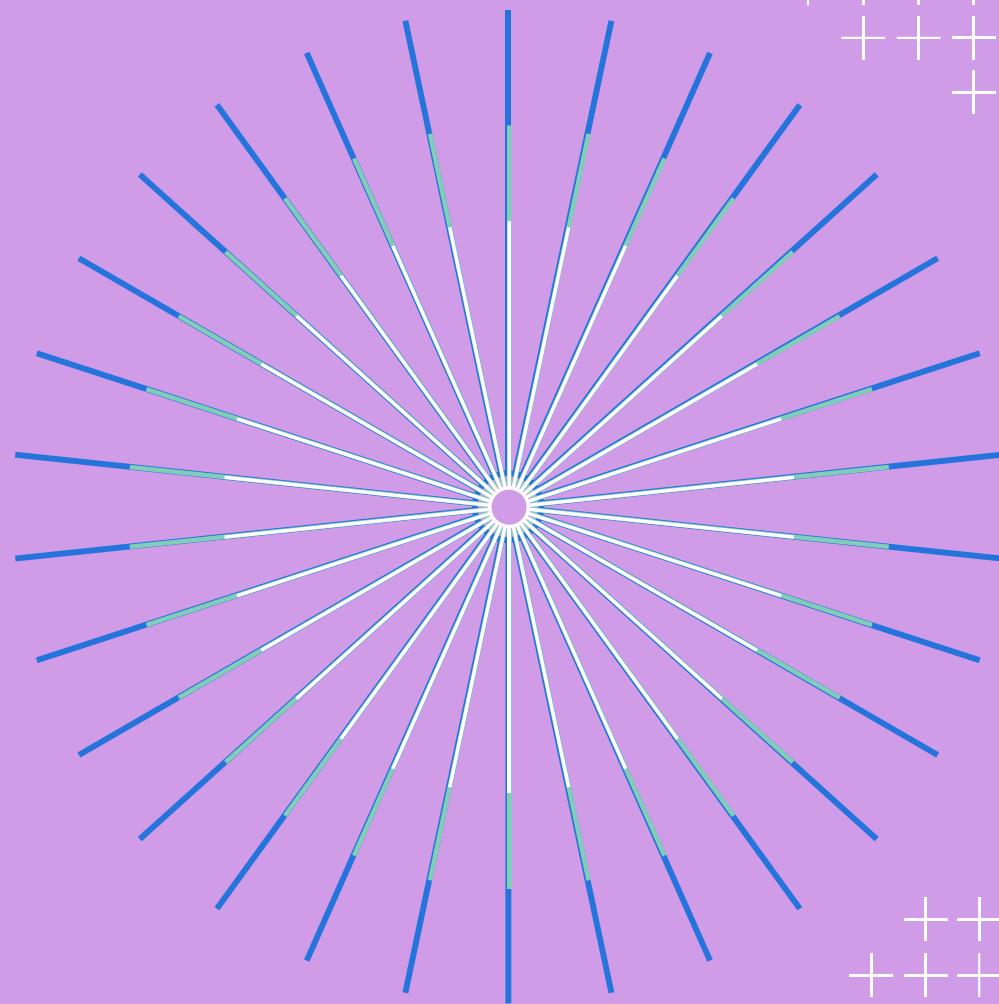




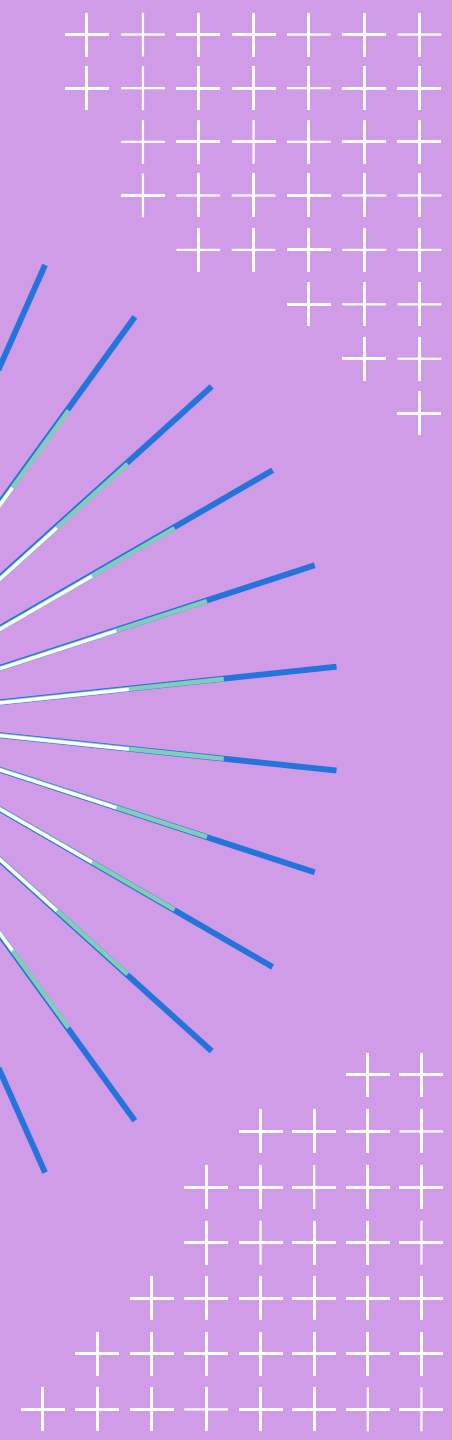
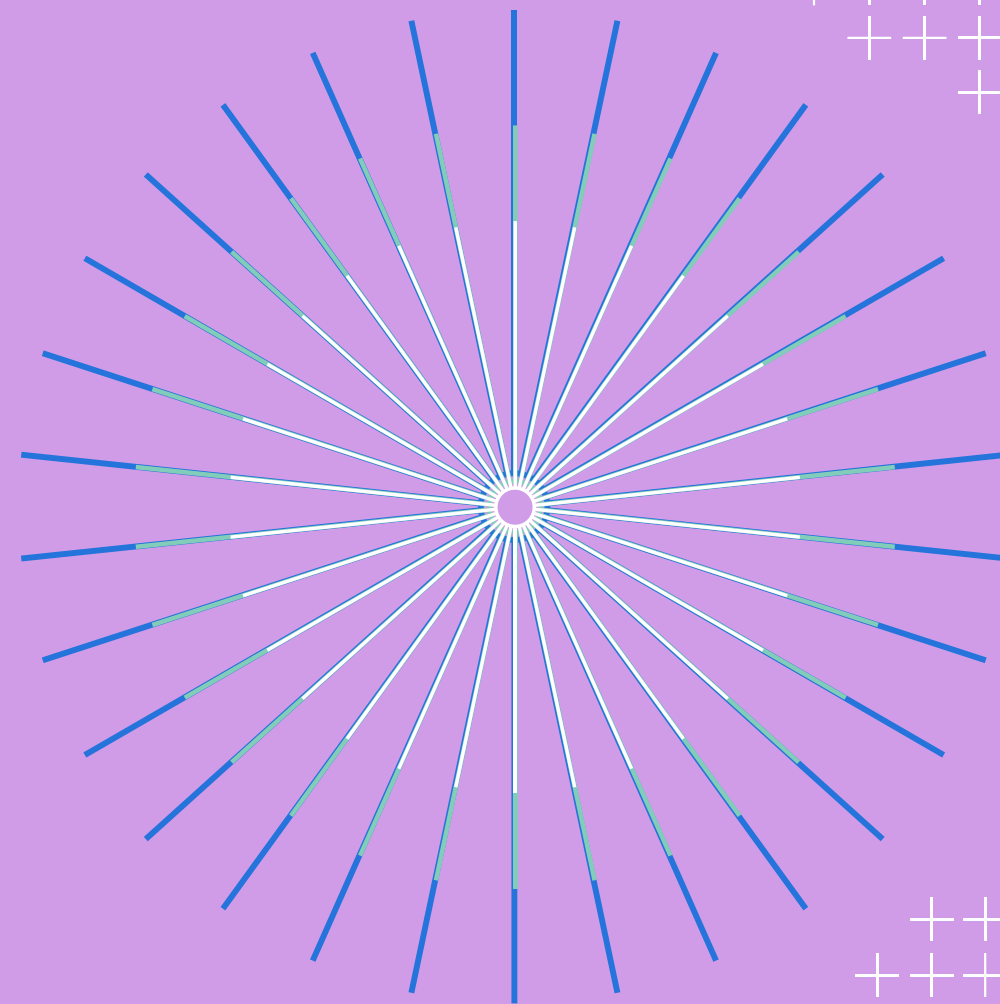
Webinar starting shortly

Office Hours: Promotion Ideas to Kickstart 2025





**Office Hours:
Promotion Ideas to
Kickstart 2025**



Welcome!



Liz Huff

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

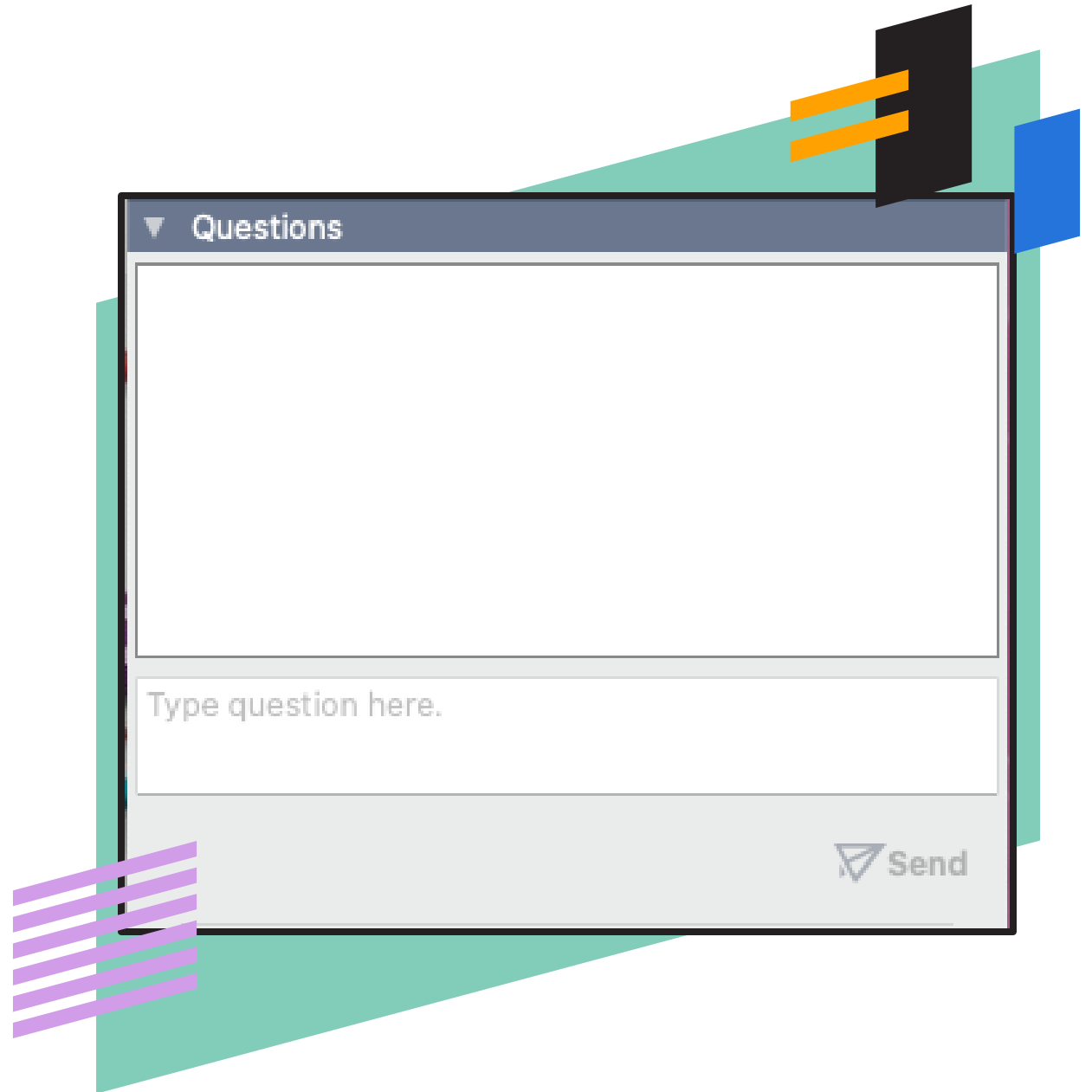


Matt Hummert

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!





Focus for Q1 2025



Lead-Gen Sweepstakes

The Value Proposition for Lead-Gen Sweepstakes

Drive leads for ROI

Prizes bring big engagement

Measurable & Trackable

Targets core demographic

Customizable

Database growth

Capture audience data

GoSolar
SOLAR PANEL GIVEAWAY
ENTER TO WIN FREE ELECTRICITY FOR LIFE

First Name Required
[Text Input Field]

Postal Code Required
[Text Input Field]

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 \$30,000
 \$30,000 - \$50,000
 Greater than \$50,000

Please email me special offers on solar panel systems
I agree to share [my information](#) with sponsors.

CONTINUE >

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 --

Advertisers That Value Leads

Real Estate

Financial

Healthcare

Home Services

Grocery

Insurance

Education

By the Numbers

Example:

Financial Industry

Lead conversion rate: **3%**

Average sale amount: **\$2,000**

Number of leads gained from promotion: **200**

$$200 \times 3\% = 6$$

$$6 \times \$2,000 = \$10,000$$

\$10,000 ROI from ONE promotion!

Case Study

15K Payday

KZPK-FM

- Ran during the holiday season to promote client's holiday décor
- 700+ opt-ins
- Audience data gathered
 - Voted Minnesota's "Best Place to Buy a Gift", have you shopped at Modern Barnyard since the 12,000 Square Foot renovation?
- Client so happy, they purchased more promotion opportunities for the spring
- Revenue: **\$5,000**



Win the 15K Giveaway with [Modern Barnyard](#) and Wild Country 99!
You could win \$15,000 to spend on whatever you want! Christmas gifts, new home decor, pay your bills, etc.

We are also giving away a \$500 Christmas Shopping Spree at [Modern Barnyard](#)!

Register below to get entered in to win!

Email Required

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


CONTINUE >

Case Study

Wild Fork \$5,000 Sizzlin' Sweepstakes

WGN Radio

- Sponsor looking for exposure during expansion in the area
- 380+ sponsor opt-ins
- Audience data for sponsor marketing in a new region
 - What Wild Fork offerings interest you most?
 - How do you prefer to shop for foods?
- Revenue: **\$10,000** in new business



Wild Fork
\$5,000 SIZZLIN'
SWEEPSTAKES
Featuring a \$1,000 Wild Fork gift card & a chance at \$5,000 national cash prize

Summer's sizzlin' at [Wild Fork](#)!

Enter to win a **\$1,000 Wild Fork gift card** to redeem at your local Wild Fork store in Chicago and a chance at a **\$5,000 national cash prize!**

From prawns to picanha, wahoo to wagyu, find the best variety of meat and seafood anywhere at Wild Fork. Shop unbeatable prices and top quality you'll have to taste to believe. [Wild Fork](#). Where Meat Lovers Shop.

Email Required

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

CONTINUE >



What is a lead-gen sweepstakes that runs 4 times a year?



National Sweepstakes!!!



This is **YOUR** contest to run with the
perk of a national cash prize



The #1 thing you should be running in
2025

Case Study

Free Rent or Mortgage for a Year

Skagit Publishing

- Sponsor from previous year decided to sponsor again
- Sponsor looking for qualified leads and social media audience growth
 - Used extra chances to increase engagement
- 200 leads
 - Are you in the market for a new home this year?
 - Are you a business owner seeking financing?
 - Are you interested in CD rates and other savings options?
- Revenue: **\$2,000**

ENTER TO WIN

RENT OR MORTGAGE
\$15,000 SWEEPSTAKES
FOR A YEAR

(1) lucky winner will also win a \$100 Visa Gift Card, provided by Skagit Publishing!

SPONSORED BY: Bank of the Pacific

SKAGIT PUBLISHING **ENTER TODAY!**

Enter for your chance to Win \$15,000!
(1) Local Winner will also win a \$100 Visa Gift Card.

Presented by Bank of the Pacific!

Good Luck!

Email Required

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

CONTINUE >

2025 National Sweepstakes



Q1

\$5,000 Sweepstakes

January 27, 2025 –
February 25, 2025

Q2

\$5,000 Sweepstakes

April 21, 2025 –
May 20, 2025

Q3

\$5,000 Sweepstakes

July 28, 2025 – August
26, 2025

Q4

\$15,000 Sweepstakes

November 3, 2025 –
December 9, 2025

National Sweepstakes 2025 Calendar

Q1 \$5,000 Sweepstakes

Monday January 27, 2025 -
Tuesday February 25, 2025

Q2 \$5,000 Sweepstakes

Monday April 21, 2025
Tuesday May 20, 2025

National Sweepstakes Value Proposition

- Alignment with our media company's goals
- Annual engagement and ownership campaigns' all year long
- Opportunity to gather consumer data through questions (2 questions per contest) can ask throughout the year to understand intent, behavior, demographic info
- Opt-ins for your business to grow your email database
- Robust promotions campaign to drive traffic to your brand front and center
- Opportunity to include local prizes for products and/or services
- Include coupons on the 'Thank You' email

Get the Kit!



National Sweepstakes Production Specs

The National Sweepstakes are national promotions open to all Second Street partners in the United States and Canada (excluding Quebec) who license Contests. One winner per National Sweepstakes will receive the respective prize, paid for by Second Street. Be sure to sell to local sponsors and include local prizes to generate revenue for your media company and even more engagement from your local audience. Take advantage of this big opportunity to drive revenue and grow your database! **Acceptable Image Types: jpg, jpeg, png, gif**

1. Prize & Details Text

Be sure to include your sponsors and your local prizes in this area. Plus, hyperlink the text to your sponsors' websites.

2. Sponsor Logo

Include clickable logos linking to your sponsors' websites

Rec. size: 200x500px transparent .png

3. Lead-gen Questions

Don't forget you can offer additional value to your sponsors by including a custom lead gen question on the entry form.

4. Facebook Like Box

Optional Facebook Like Boxes can help grow your and your sponsors' social following.

5. Social Sharing Buttons

Customize the text and images for social sharing to incorporate your sponsors' name and branding.

6. Email Opt-In

Be sure you include email opt-ins for your media company's database as well as your sponsor's. (Plus, it's required if you plan on emailing those leads in the future).

7. Thank-You Coupons

You can also include offers or coupons from your sponsors on the thank-you page and send in a thank-you email, these are both fantastic ways to offer additional value to your sponsors!

Rec. size: 300x200px

8. Invite & Thank-You Emails

Feature your sponsors in all contest emails. Consider a clickable link to their website as well as special offers or coupons from the sponsors. These emails will go out to both invite your database to participate and also thank users for entering!

Rec. size: 800x500px



National Sweepstakes Advertisers to Target

Sell ALL 4 to One Advertiser

- Financial
- Insurance
- Grocery
- Healthcare

Q1 \$5,000 Sweepstakes (Car Payments for a Year)

- Automotive
- RV Dealers

Q2 \$5,000 Sweepstakes (Home Improvement Giveaway)

- Banks, Credit Unions
- Mortgage Lenders
- Contractors
- Landscapers
- Pool, Spa
- Roofers

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
 - o 50K run-of-site impressions (for your business) on newspaper.com during 5-week campaign
 - o 25K run-of-site impressions to promote contest on newspaper.com during 5-week campaign
 - o Exclusive 728x90 digital ad unit on contest page
 - o Three lead-generation questions on the contest registration form
 - o Digital offer/coupon on the sweepstakes thank-you page
 - o Opt-in for your email database on the sweepstakes registration form
 - o Optional Facebook Like box on the sweepstakes registration form
 - o 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
 - o Quarter-page print ad (for your business) to run two times per week for 5 weeks (10 times)
 - o Quarter-page print contest promotional ad to run one time per week for 5 weeks (5 times)
- Email
 - o 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
 - o 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)

National Sweepstakes Database & Revenue Goals

Revenue Goals

Mid-Size Market

Large Market

Q1 \$5,000 Sweepstakes:	Q1 \$5,000 Sweepstakes:
\$10,000	\$20,000
Q2 \$5,000 Sweepstakes:	Q2 \$5,000 Sweepstakes:
\$10,000	\$20,000
Q3 \$5,000 Sweepstakes:	Q3 \$5,000 Sweepstakes:
\$10,000	\$20,000
Q4 \$15,000 Sweepstakes:	Q4 \$15,000 Sweepstakes:
\$20,000	\$30,000

Database Goals

Mid-Size Market

Large Market

Target 375 opt-ins per sweepstakes Target 500 opt-ins per sweepstakes



College Basketball

The Value Proposition for College Basketball

Huge event with nation-wide audience

Community involvement

Brand exposure

Lead generation

Database growth

List growth



The screenshot shows the homepage of the WBBJ March Hoopla website. At the top is a dark header with the '7 MARCH HOOPLA' logo in white and blue. Below the header is a navigation bar with links for 'WELCOME', 'MAKE PICKS', 'WINNERS', 'LEADERS', 'GROUPS', and a 'LOGIN' dropdown. The main content area features a section titled 'WBBJ MARCH HOOPLA' with a sub-header 'It's March and regardless of your basketball IQ, you're invited to join the fun with WBBJ's March Hoopla.' Below this is a paragraph explaining the giveaway: 'Even if you don't pick a single game right, you can still be a winner because every entry gets entered into our March Hoopla Giveaway. Winners will be drawn each weekday morning leading up to the Final Four on Good Morning West TN.' To the right of the text is a small image of the '7 MARCH HOOPLA' logo. Below the text are several sponsor links: 'Made Possible by Blue Steel MFG', 'Golden Circle Tire & Service', 'King Tire Co.', 'Lindsey Electric', and 'Lovett's Western Auto'. At the bottom of the section is a 'PLAY NOW' button and three social media icons for Facebook, X, and Email.

WBBJ MARCH HOOPLA

It's March and regardless of your basketball IQ, you're invited to join the fun with WBBJ's March Hoopla.

Even if you don't pick a single game right, you can still be a winner because every entry gets entered into our March Hoopla Giveaway. Winners will be drawn each weekday morning leading up to the Final Four on Good Morning West TN.

Made Possible by

- [Blue Steel MFG](#)
- [Golden Circle Tire & Service](#)
- [King Tire Co.](#)
- [Lindsey Electric](#)
- [Lovett's Western Auto](#)

[PLAY NOW](#)

[f](#) [X](#) [✉](#)

Advertisers That Value Brand Awareness

Specialty Healthcare

Financial

Automotive

Home Services

Grocery/Beverage

Insurance

Real Estate

College Basketball Bracket

- MONTH LONG opportunity
 - Dates:
 - Selection Sunday Mar 16th
 - 1st Round Mar 20-21
 - 2nd Round Mar 22-23
 - 3rd Round (16 Team) Mar 27-28
 - 4th Round Mar 29-30
 - 5th Round Apr 5th
 - 6th Round (Championship) Apr 7th
- Great for multiple advertisers
- Targets multiple audiences and demographics



MARCH MANIA BRACKETOLOGY 2024 BROUGHT TO YOU BY PATTI'S 1880'S SETTLEMENT, WPSD LOCAL 6 & THE PADUCAH SUN

Make your picks for each game before
the tournament starts for a chance to
win.

PLAY NOW



College Basketball Bracket

- National Contest
 - Prediction bracket where players pick who they think will win in each matchup
- National Prizes
 - Overall 64 Team/16 Team/4 Team Brackets: \$475 Visa gift card
 - Round winners (6): \$75 Visa gift card



Check back for game scores, checking your bracket, finding tournament updates and more. The 1600ESPN NCAA College Basketball Bracket Challenge winner will receive \$500 from ImOn Communications! The winner will be announced after the final game on April 8th.

ENTER TO WIN

[PRINT BRACKET](#) [HOW TO PLAY](#)

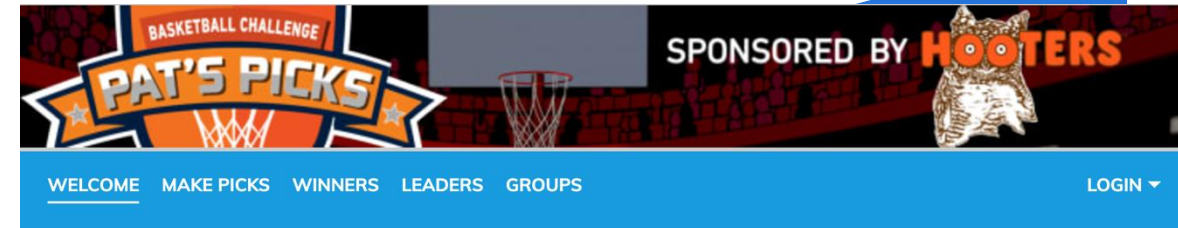


Case Study

Pat's Picks

WGN-TV

- Title sponsor: Hooters
- Prize: \$400 Hooters gift card
- 2,622 participants
- VIP – Morning News Sports Anchor
- **Revenue: \$15,000**



BASKETBALL BRACKET CHALLENGE

Can you out-pick Pat? Make your picks for each game before the tournament starts for a chance to win.

PLAY NOW



SHOW OFF YOUR TOURNAMENT KNOWLEDGE AND COMPETE AGAINST OUR VIPS

Pat Tomasulo
WGN Morning
News Sports
Anchor
Score:
152

COMPARE PICKS



EXPAND your reach & GROW revenue
with MORE basketball promotions

College Basketball Bundles

- College Basketball Bracket
- 3 Quizzes
 - [What Kind of College Hoops Fan Are You](#)
 - [College-Hoops Last Four Trivia](#)
 - [Which Stadium Food Are You](#)
- Voting Bracket
 - Specific to your audience interests



Question 1 of 8

#1 When you're at the game, what do you do?

- Stay Focused on the Game
- Wander around the Stadium
- Enjoy Time with Friends
- Play on My Phone

BASKETBALL CHALLENGE BRACKET GAME

SPONSORED BY FAREWAY MEAT & GROCERY

WELCOME PICKS WINNERS LEADERS GROUPS LOGIN

BASKETBALL BRACKET CHALLENGE - BROUGHT TO YOU BY FAREWAY MEAT & GROCERY

Make your picks for each game before the tournament starts for a chance to win.

PLAY NOW



FRAGGY MORGAN MADNESS

WE'RE DOWN TO JUST 2 SONGS! IT'S YOUR FINAL CHANCE TO VOTE!
IT'S ALSO YOUR LAST CHANCE TO WIN YOUR WAY INTO MORGAN WALLEN IN PHILLY THIS MAY!

Already Voted? Voting has ended

FINAL

VS

Last Night vs Thought You Should Know

Bracket Ideas

Stearns Bank PRESENTS
Wild Country 99
Hometown Challenge
 CELEBRATE CENTRAL MINNESOTA & SHOW YOUR HOMETOWN PRIDE
WIN \$100 FROM COBORN'S - VOTE NOW

Whether you counted the days 'til graduation or planned to stay forever, when you're back on those familiar roads, waving to familiar faces, there's really nothing like YOUR hometown!

We know how much pride you take in your hometown and now it's time to show it! We've compiled a list of the most nominated hometowns in Central Minnesota! They will compete, college basketball bracket style, to be **Central MN's BEST Hometown!**

Welcome to the **Wild Country 99 Stearns Bank HOMETOWN CHALLENGE!**

Not only do you get to have bragging rights, but you'll get the biggest trophy ever: A **HUGE BILLBOARD** near your city limits proclaiming your hometown as the best in Central MN!

So, go ahead and let that pride beam! Just vote now for your hometown favorite! Each week the list will narrow down until we've found our number one most voted hometown!

Oh and did we mention, **YOU CAN WIN FREE GAS AND GROCERIES!** Yup! Every week, one voter will win a **\$100 Gift Card** to Coborn's!

Wild Winning Hot Tip: you can vote each week!

Thank you to our sponsors:

Already Voted? Voting has ended

FINAL

Freeport, MN vs Upsala, MN

NEW **HOT 97.5 103.9**
 RHYTHM OF THE VALLEY

WIN A TRIP TO SEE TAYLOR SWIFT IN MIAMI

SWIFT MADNESS

CAST YOUR VOTE NOW!

2024 **BARKS MADNESS**

Participating Sponsor **KOMAX** Business Systems

It's time to VOTE for this year's Barks Madness Champion!

Each week your favorite pups will go head to head to compete for your vote. At the end of 6 rounds, one lucky pup will be named this year's Barks Madness Champion!

Log on once a week beginning March 7th to select your picks for that week. If your picks survive that round, they will move onto the next round until only lucky dog remains!

You may vote for one dog per match up in each round. Updated Brackets released every Thursday.

Voting begins on March 7th and ends on April 16th.

Round 1: March 7th- March 12th
 Round 2: March 14th- March 19th
 Round 3: March 21- March 26th
 Round 4: March 28th- April 2nd
 Round 5: April 4th- April 9th
 Round 6: April 11th- April 16th

Our winner will be announced and notified on April 18th.

Participating Sponsors: KOMAX

Already Voted? Voting has ended

FINAL

Roxanne vs Snow Pupper Like Miller

MICHIGAN BREWERY BRACKET

Already Voted? Voting has ended

FINAL

Bell's Brewery vs Bluebird Brewing Co.

Case Study

Cookie Bracket Challenge

KFDX, KJTL & KJBO

- Sponsored by Crumbl Cookie
- Prize: Four pack of cookies for a year
- Bracket with 32 cookies
- 960 Users
 - 178 New Users
- 130 promo opt-ins
- 63 Daily News opt-ins
- 13,803 Votes
- Revenue **\$1,900**

Cookie Bracket Challenge

Help us choose the best Crumbl cookie in Texoma for your chance to win a four pack of Crumbl cookies for a year!

crumbl

There are five (5) rounds of play, with the first (1st) round commencing with thirty-two (32) cookies. Cookies will be eliminated as each new round commences.



Vote now in Final Round (two (2) cookies)
April 16, 2024 (12:01 AM CST) – April 23, 2024 (12:00 AM CST)

The grand prize winner will be randomly chosen from all available entries. One (1) entry per person per round will be accepted.

Already Voted?

Voting has ended

FINAL

 MilkChocolateChip	VS	 PeanutButterCup ft. Reese's
--	-----------	--

Case Study

Strait Madness

KFGE-FM

- Sponsored by Capital Patio & Flame Shop
- 963 Users
 - 200 new users
- **19,407** Votes
- 94 opt-ins for sponsor
- New patio furniture
 - 89 in the next 6 months
 - 156 in the next year
- New Grill
 - 95 in the next 6 months
 - 112 in the next year
- Advertiser follow-up resulted in several appointments to come into the shop
- Revenue **\$2,500**

Voting to win George Strait tickets?! This is **STRAIT MADNESS!**

To celebrate their upcoming tour together, we've created a bracket of some of King George's #1 hits, plus a few hits from Chris Stapleton and Little Big Town mixed in. Which song will reign supreme? Vote your way through each round to be entered to win tickets to the concert in Ames, IA on May 25th!

More votes = more chances to win, thanks to our friends at **Capital Patio & Flame Shop!**

Already Voted?

Voting has ended

FINAL

I CROSS MY HEART vs CARRYING YOUR LOVE WITH ME

Do you plan on shopping for new patio furniture? Required

-- Select One --
[choose one]

Do you plan on shopping for a BBQ grill? Required

-- Select One --
[choose one]

Yes, I would like to receive more info from Capital Patio & Flame Shop!
I agree to share [my information](#) with sponsors.

🔥 Sharing enabled

The Calendar

College Basketball

Campaign Idea	March
College Basketball Bracket	\$7,500
Quizzes	\$3,500
Voting Bracket	\$3,500
TOTAL	\$14,500

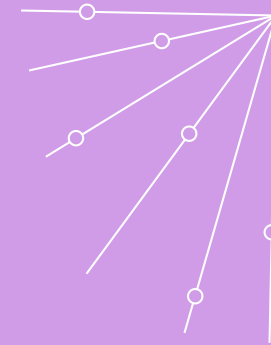
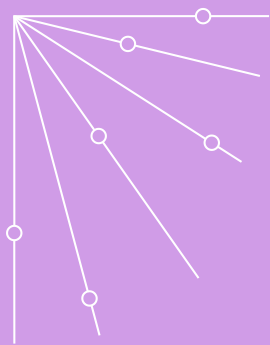


Your 3 Month Plan

The Calendar

The Q1 Plan

Campaign Idea	January - March
Q1 National Sweeps/Lead-Gen Sweeps	\$5,000
College Basketball Bracket	\$7,500
Quizzes	\$3,500
Voting Bracket	\$3,500
TOTAL	\$19,500



Challenge!

Stump the Experts



Resources

Second Street Product Roundup

New Features Recap & 2025 Roadmap

Thursday, December 5th

12 PM CT | 1 PM ET



Save your seat now!



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!!**



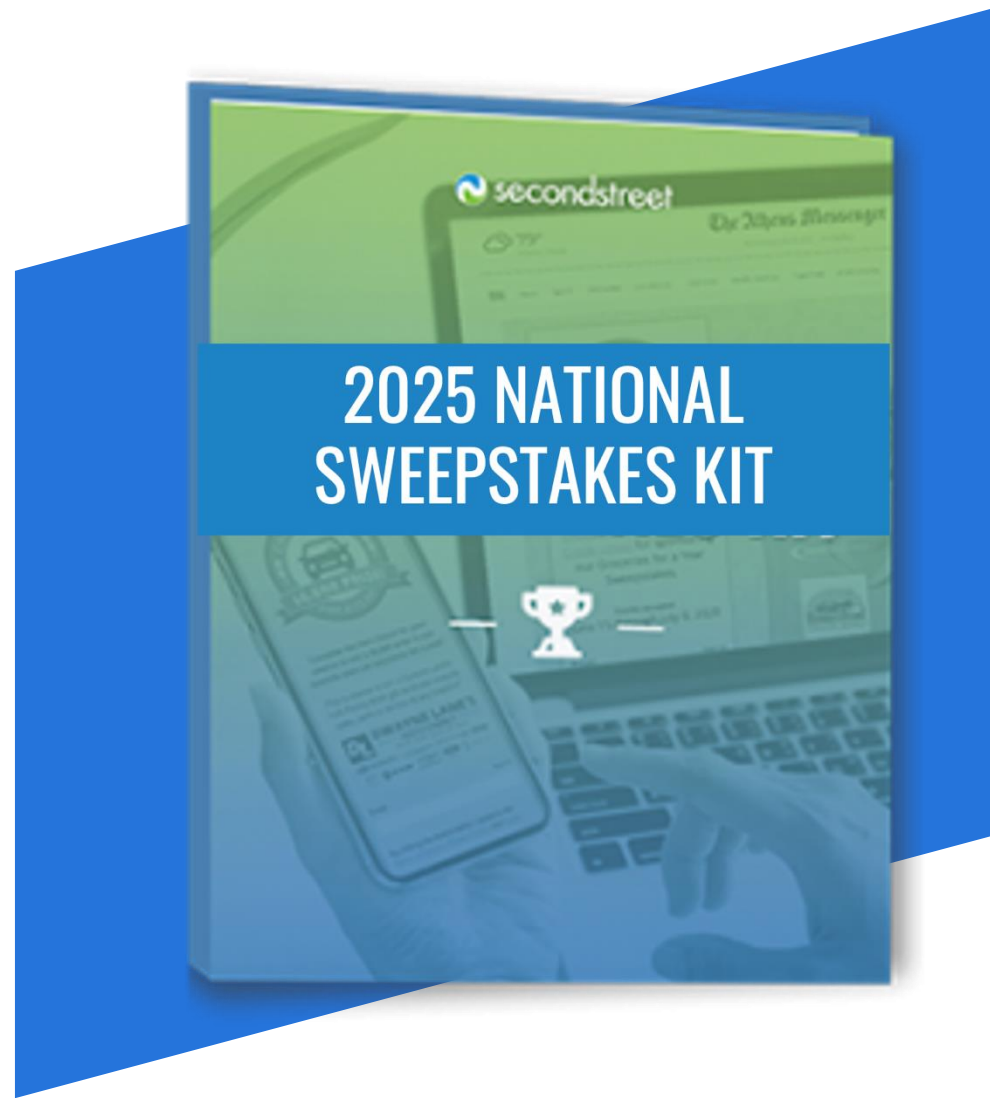
How to Maximize Promotions Revenue in the Back Half of the Year

LEARN MORE



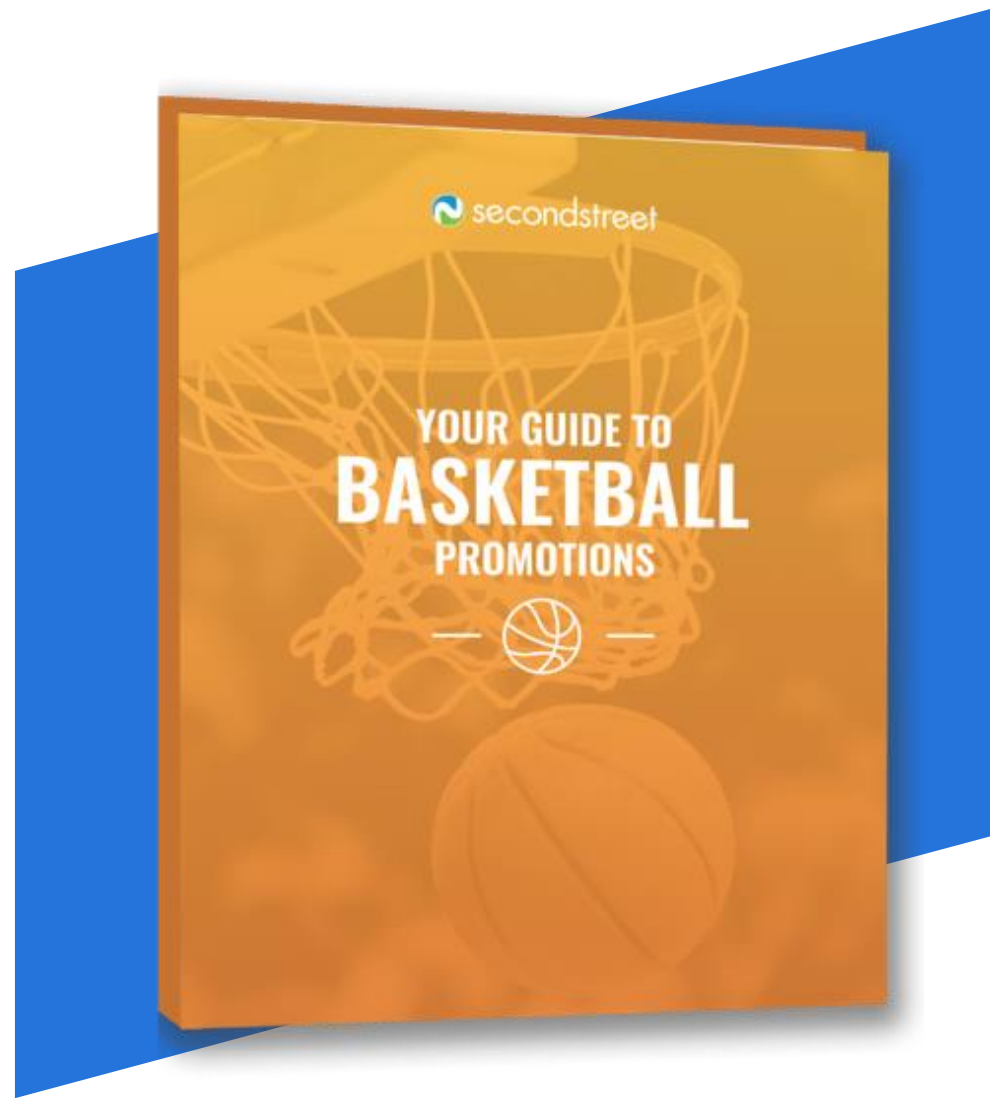
lab.secondstreet.com





lab.secondstreet.com/playbooks/





lab.secondstreet.com/playbooks/



Thank You!



Liz Huff

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