Webinar starting shortly

Second Street

Smashing Best Of Revenue with Ballot eCommerce

An Overview & Best Practices

Second Street

Smashing Best Of Revenue with Ballot eCommerce

An Overview & Best Practices

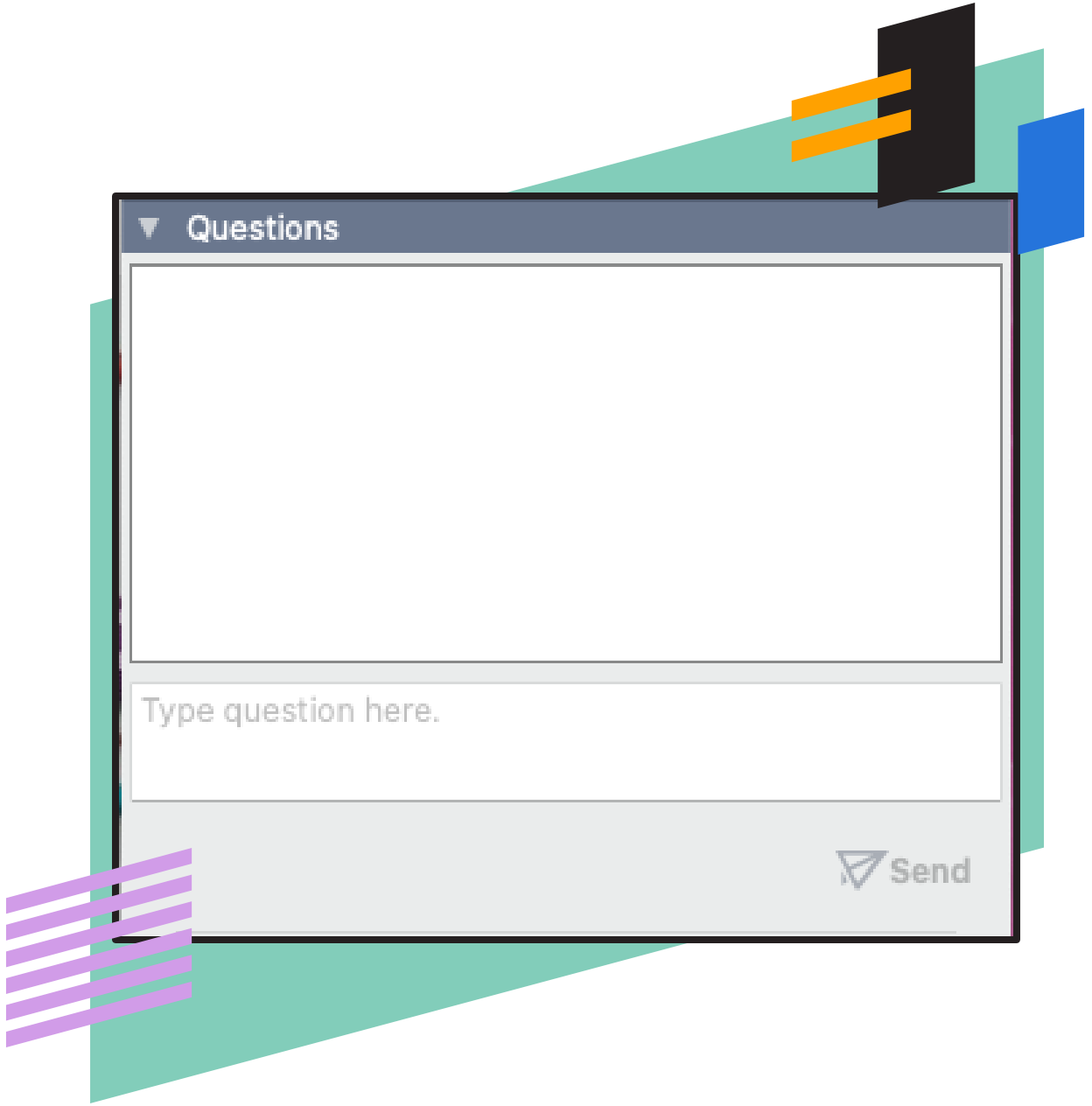
Welcome!

Julie Foley
Sr. Customer Success Manager
Upland Second Street
jfoley@uplandsoftware.com

Walt Mutschler
Senior Product Manager

Do you have questions?

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

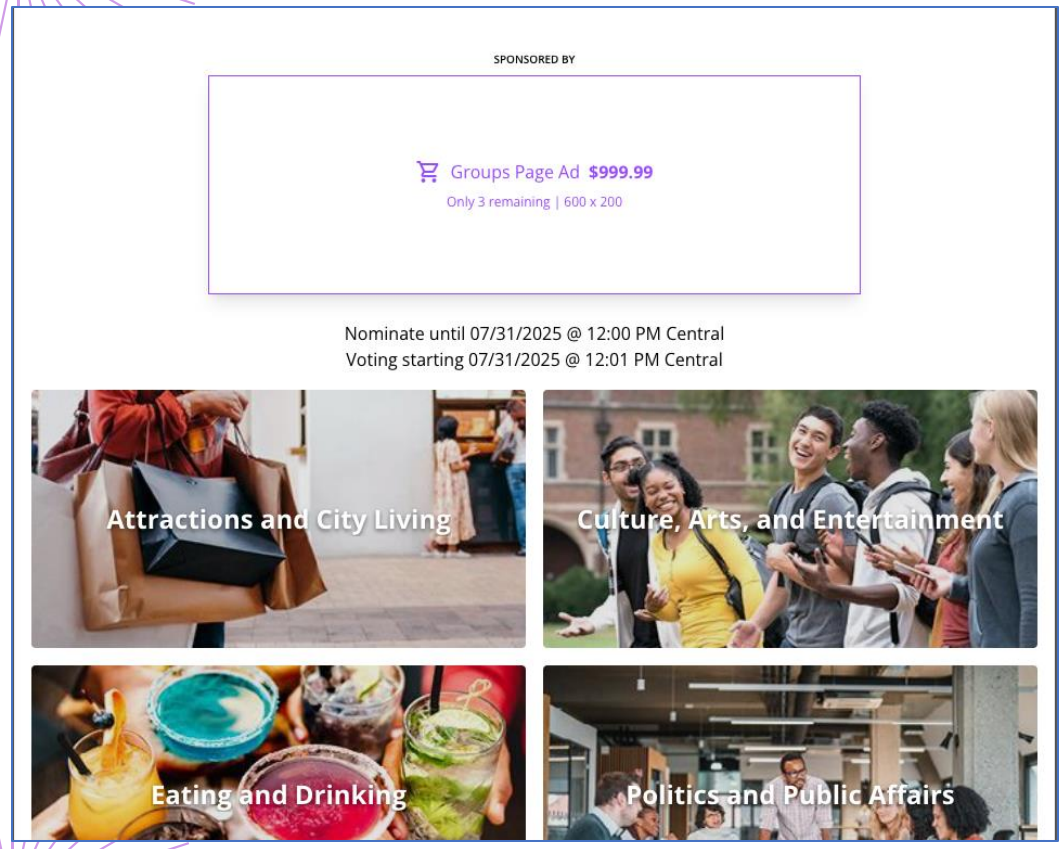


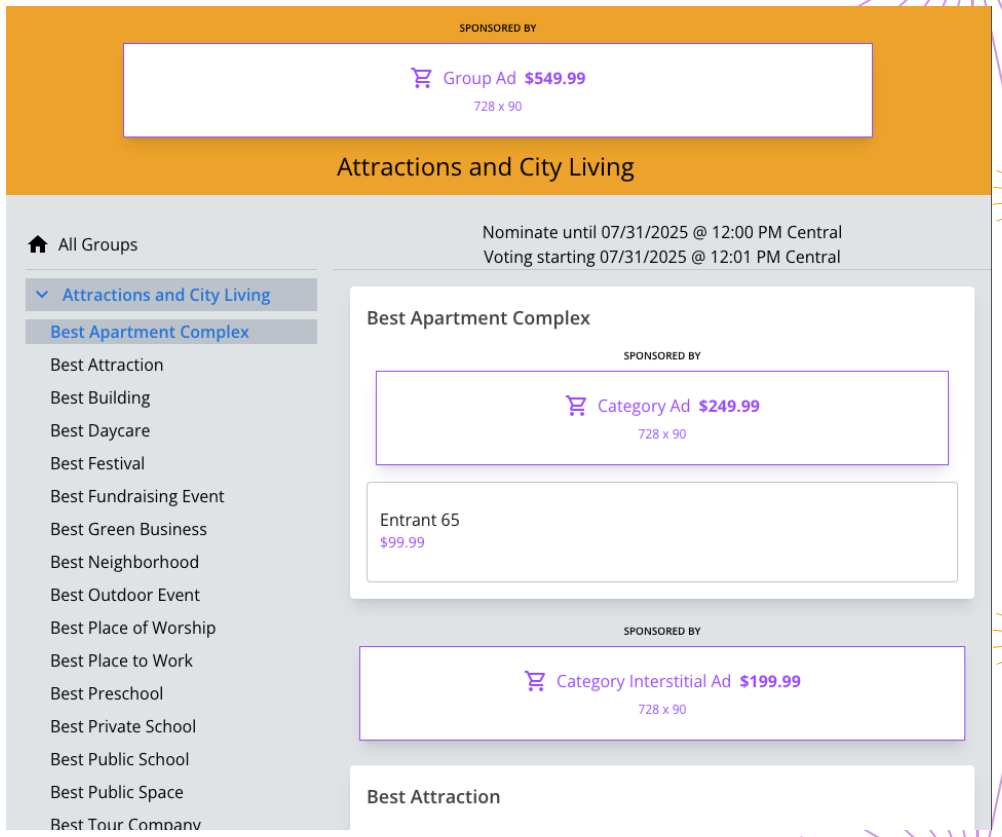
Agenda

- **Feature Overview**
  - Connecting your Stripe account
  - How to set-up eCommerce
  - Reporting
- **Best Practices**
  - Passive Revenue
  - Structure of sales

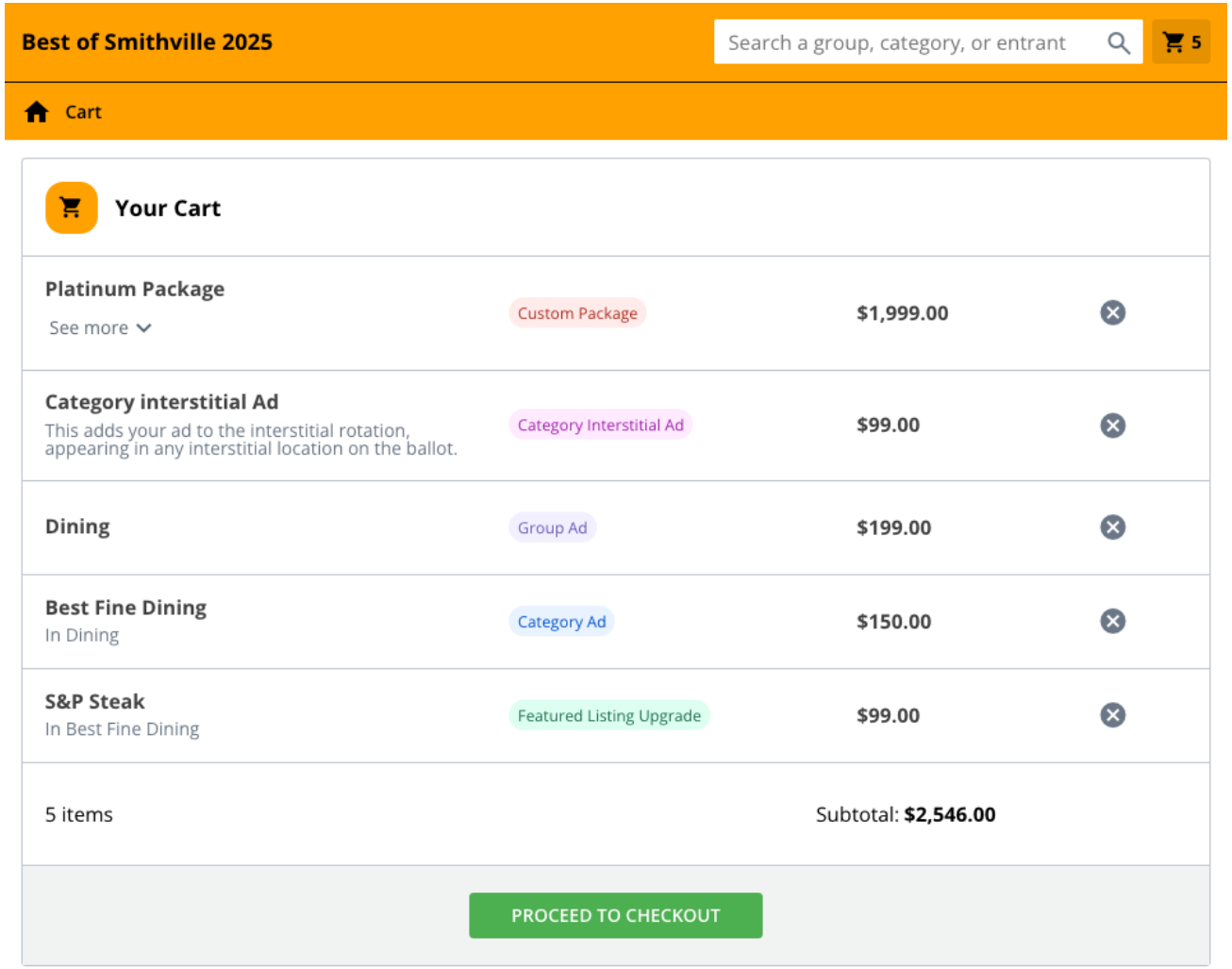
Feature Overview

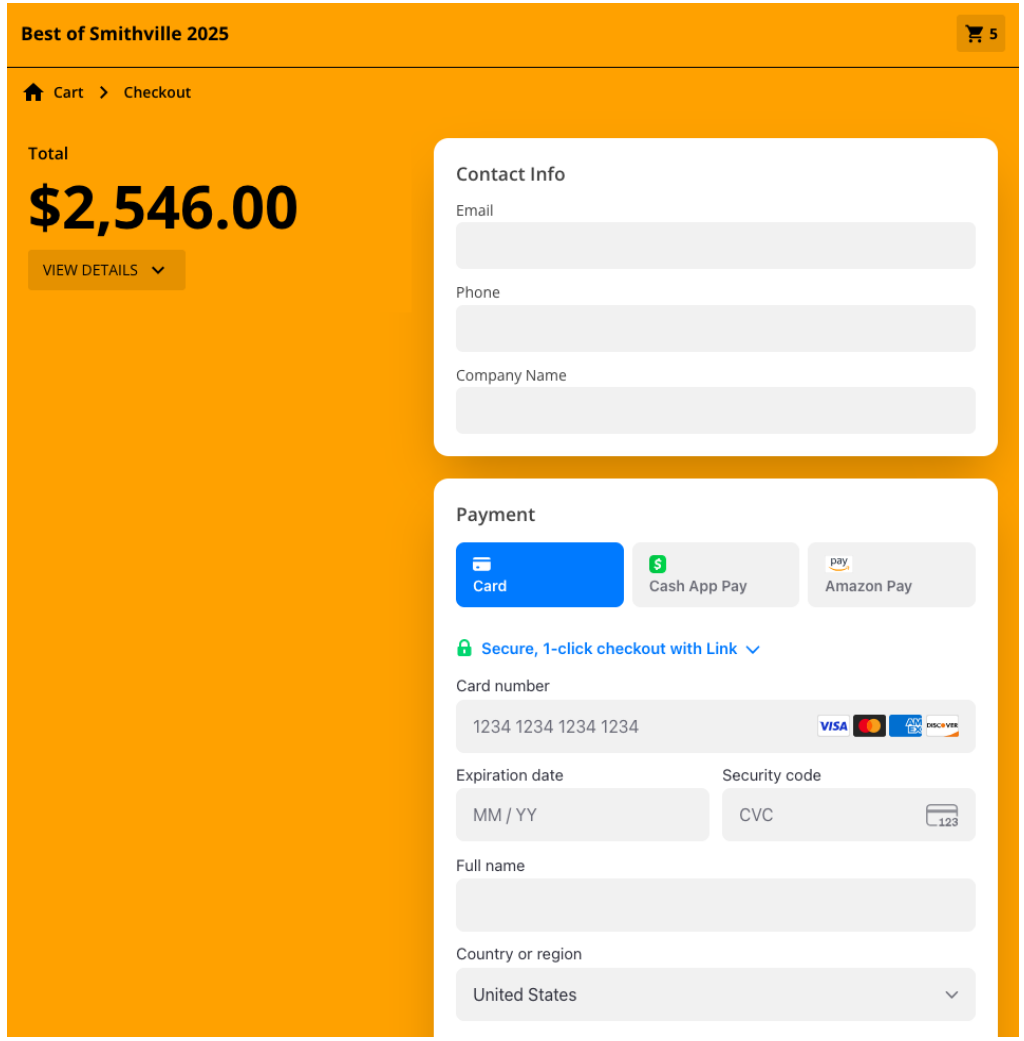
Introducing Ballot eCommerce!





The eCommerce Site

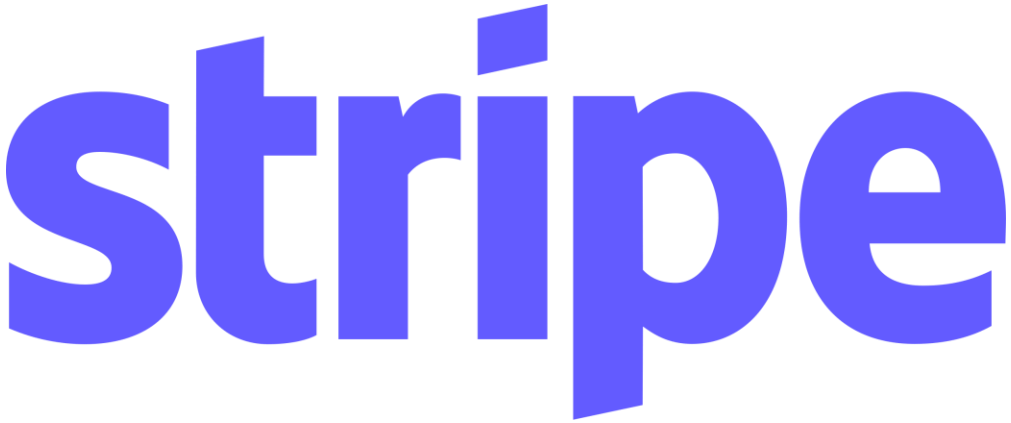




Connecting your Stripe Account to Second Street

Stripe Fees

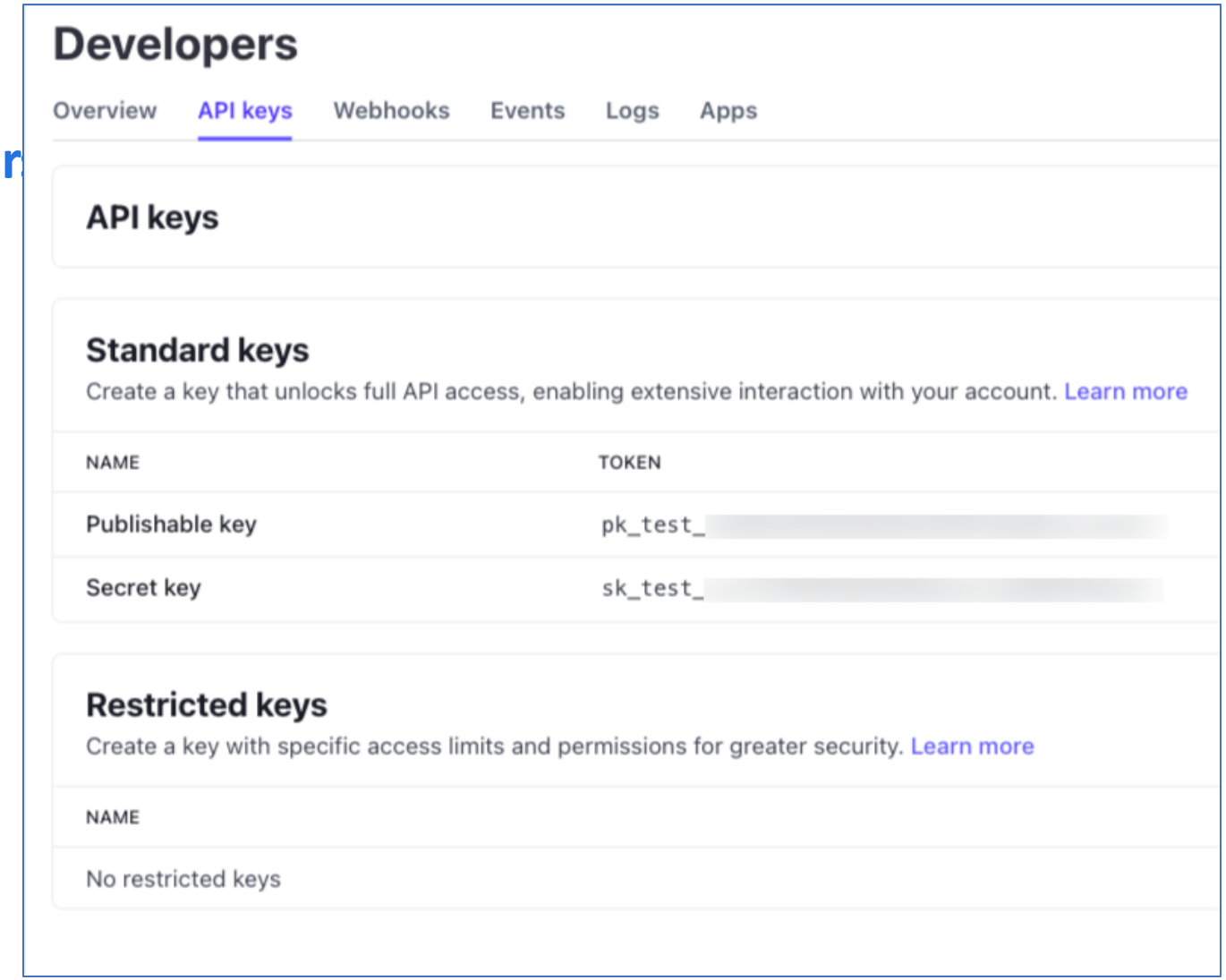
- No additional license fee to use eCommerce with Second Street
- No charge to create a Stripe account
- Stripe takes 2.9% + 30 cents per successful charge for domestic cards
    - $20 transaction = $0.88 Stripe fee + taxes



Connect to Stripe

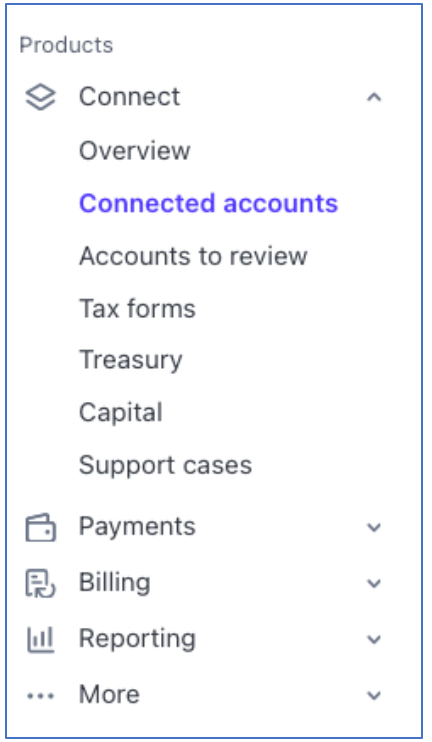
- Locate your API keys under **Developer**

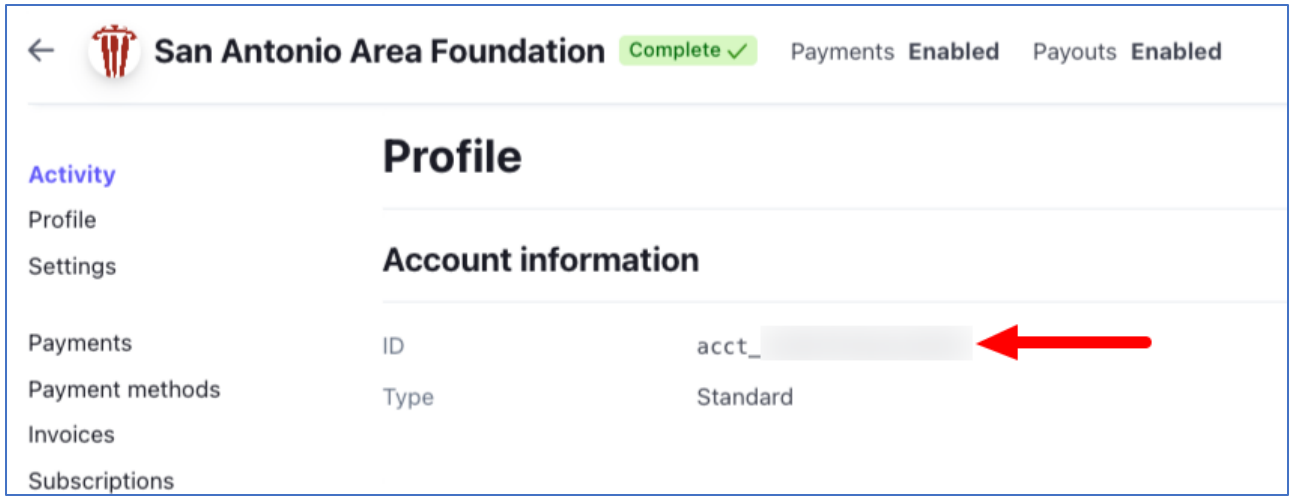
  Keys



Connect to Stripe

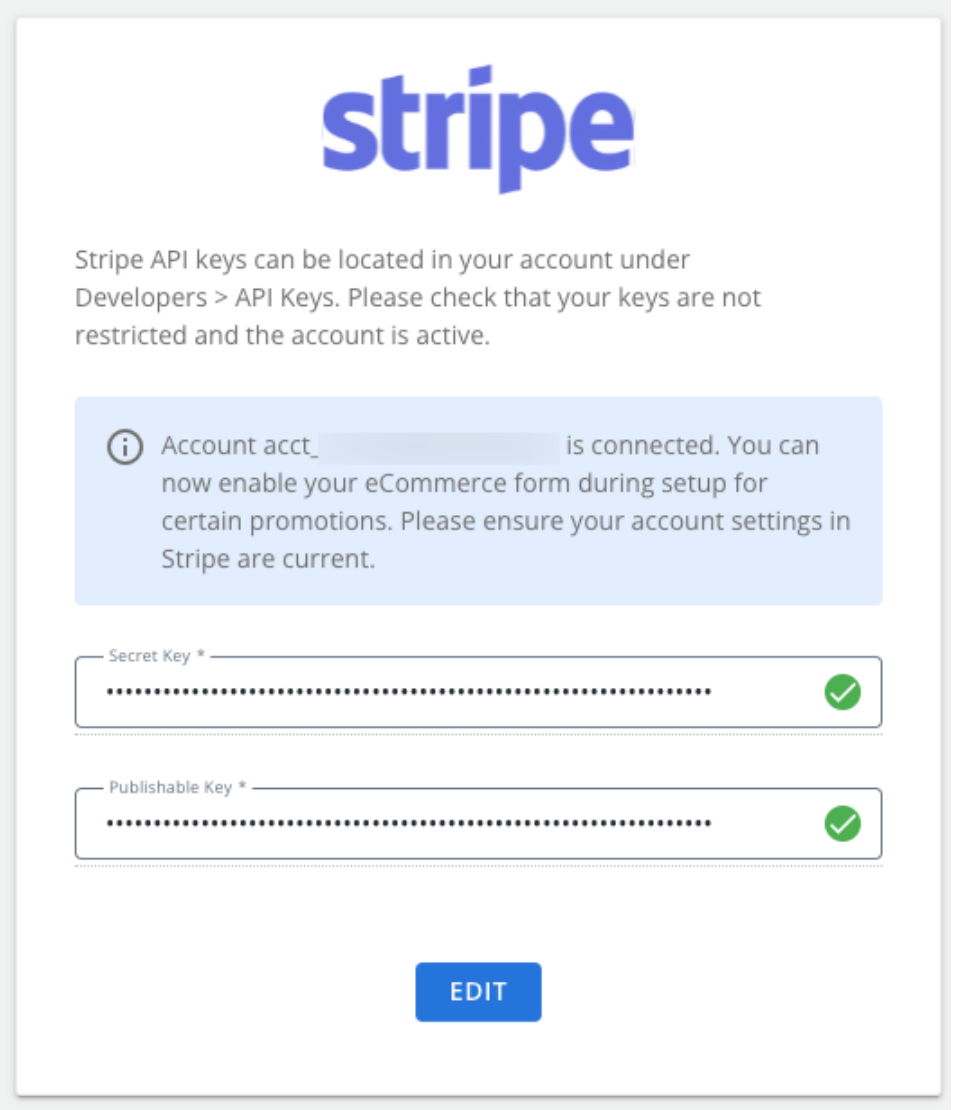
- Within your Stripe business account, create a **Stripe Connect** account
- This multi-step process requires information about how you'll use your account, business info, and identity documentation *our Support team is here to help





Connect to Stripe

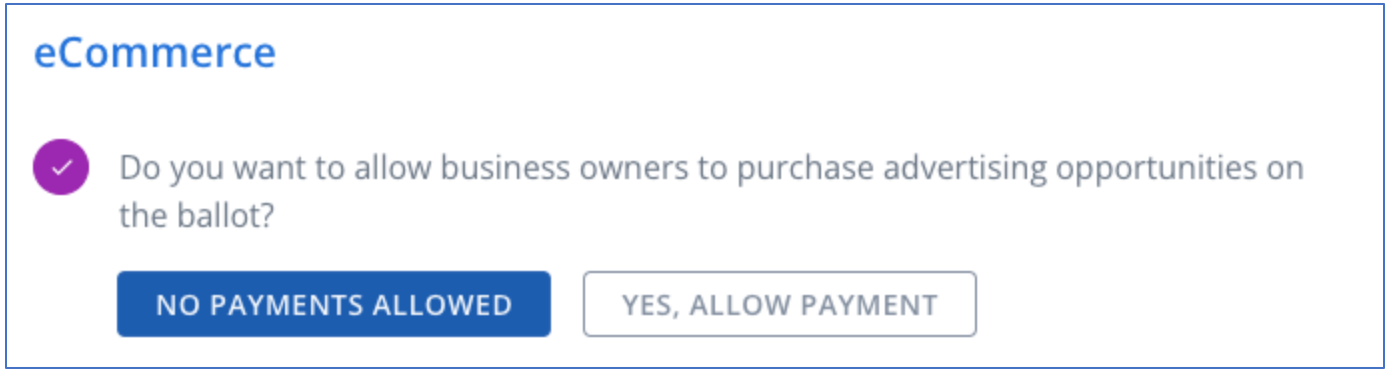
- Add your secret and publishable API keys to organization settings
- Always check your promotion's payment form is appearing before publishing it for users or advertisers.

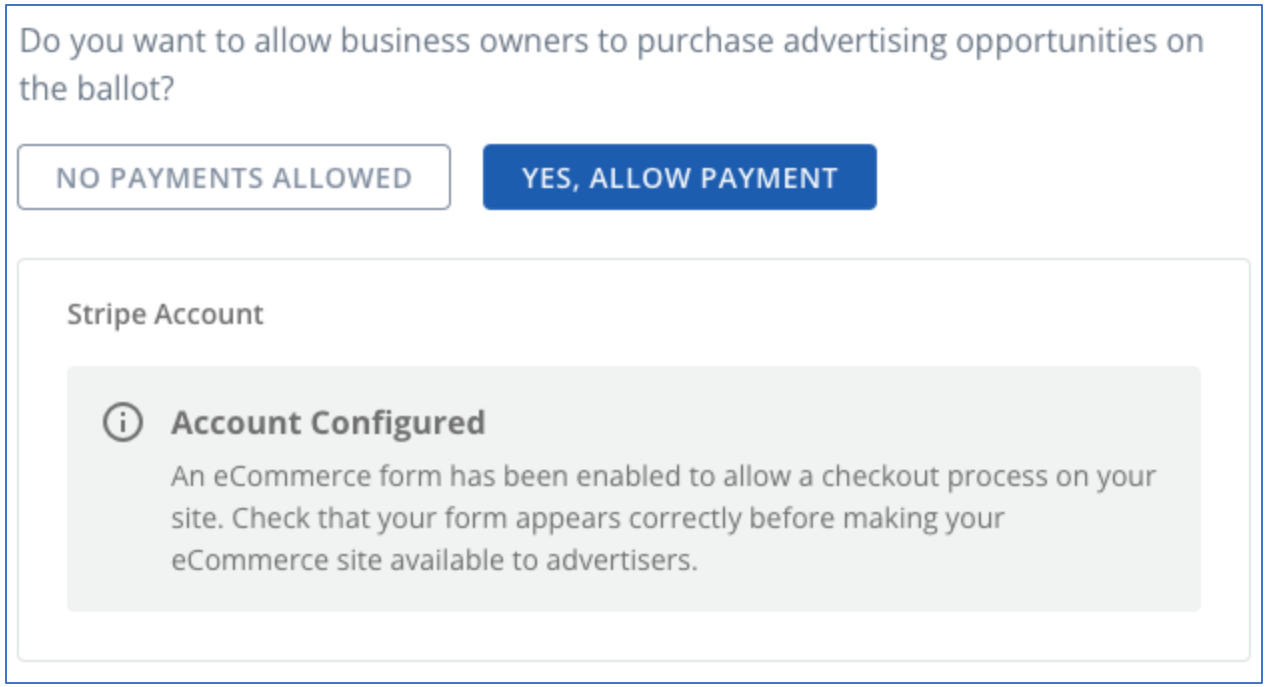


Setting up eCommerce for Ballots

eCommerce Setup

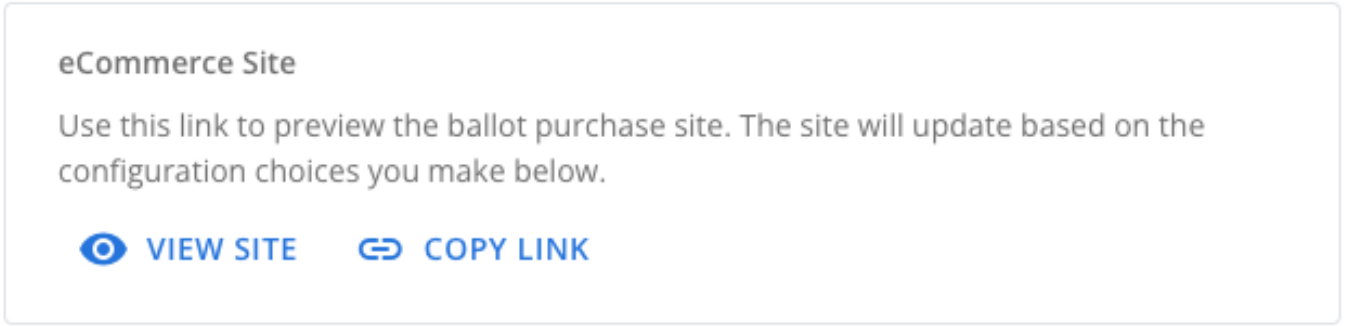
- On the eCommerce step, allow payments





Enable eCommerce

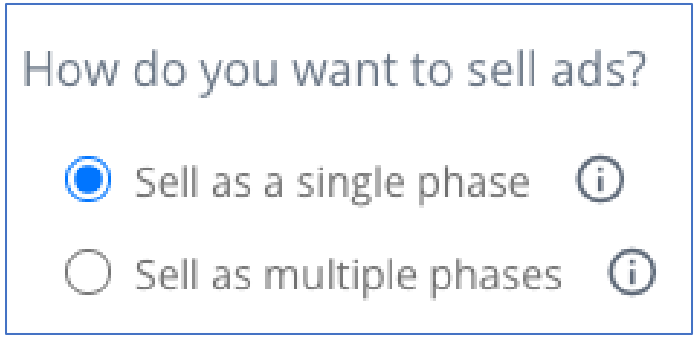
- Next, you'll see options to View Site and Copy Link
- This is a link to your purchase site, to preview it - choices you make will update the site
- Copy the link to use elsewhere



Enable eCommerce

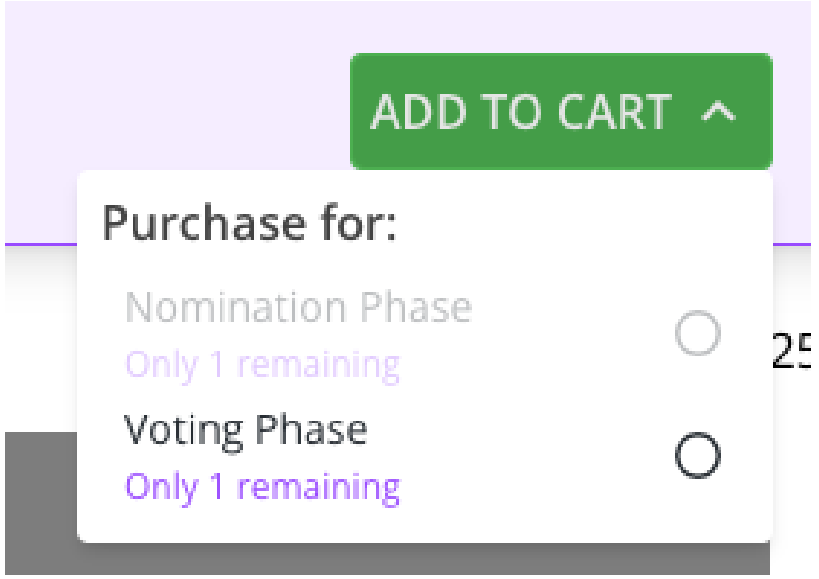
- Sell ads as single phase / multiple phases *Impacts Ads setup step
- **Single phase:** Ads are sold once and will run the entire time after upload
- **Multiple phases:** Ads are sold for nomination and/or voting phases and only appear for that phase after upload

*eCommerce site doesn't sell winners phase



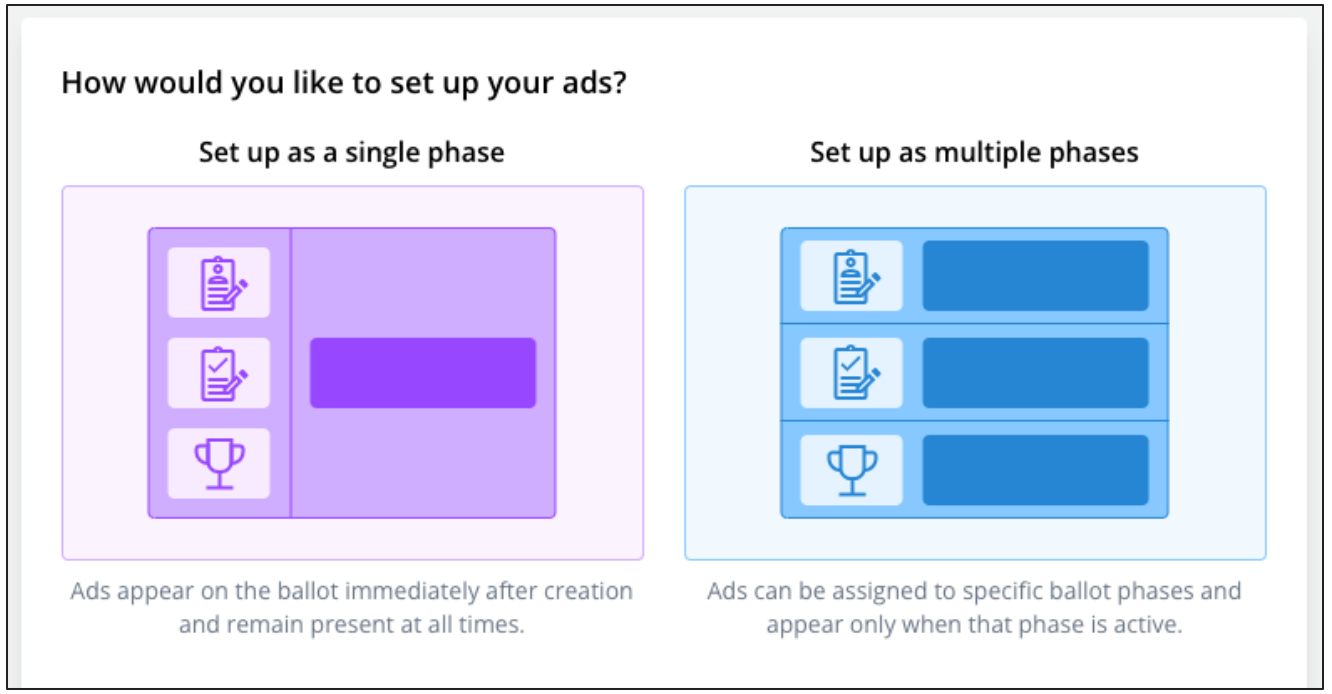
Single phase

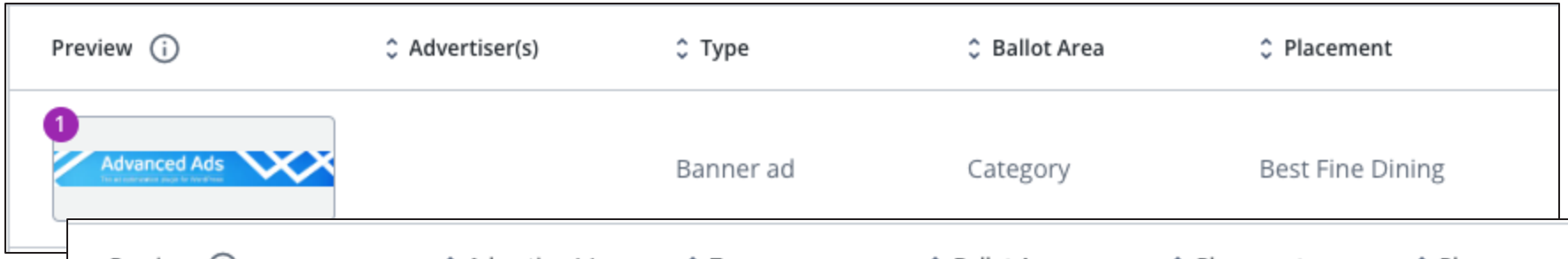
Multiple phases

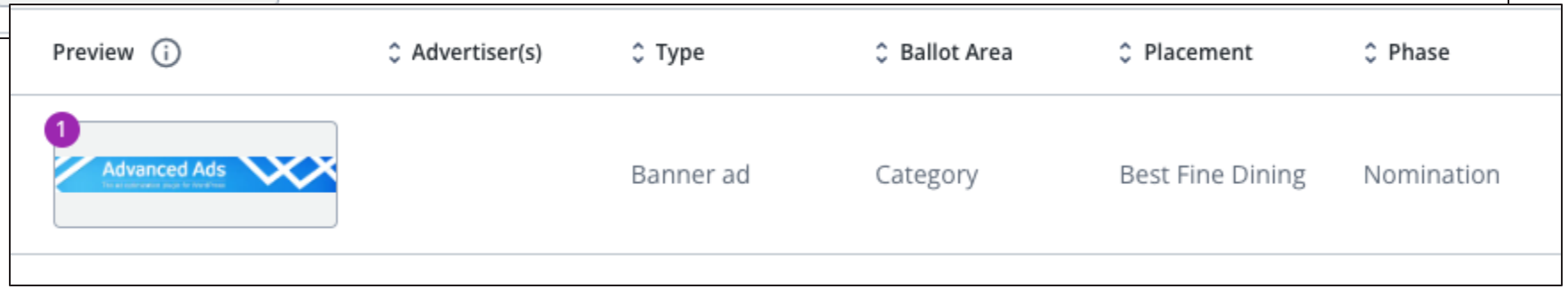


Ads Setup

- Ads step will change based on how you set up eCommerce
- You can use multiple phases even if you're not using eCommerce
- You can set up ads for winners phase





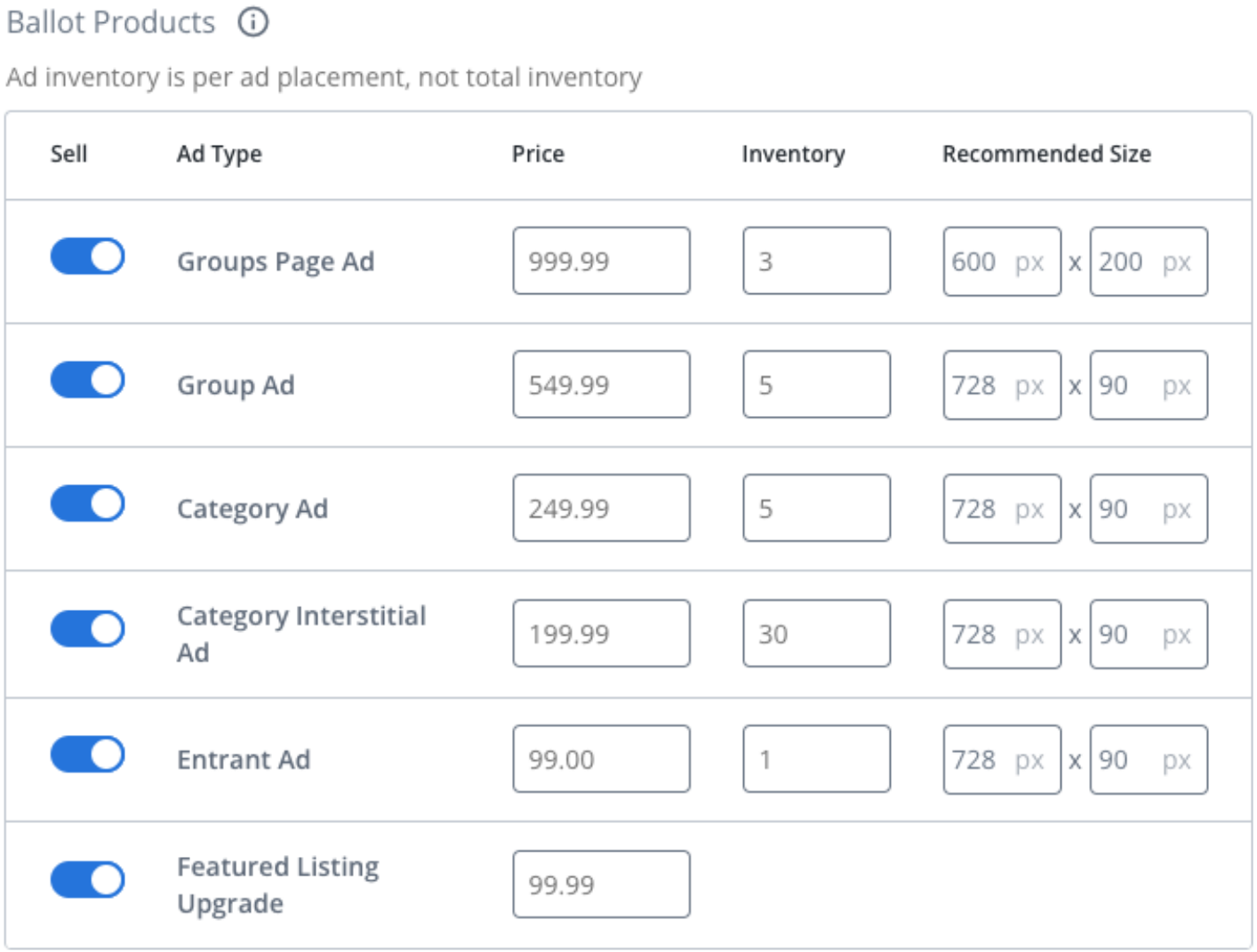


Ads Setup Success Tips

- Allows you to set up ads to **automatically** switch at the beginning of each phase
- Ad reporting is connected to each phase
- Best practice: Change ads per phase
- If you don’t change your ads phase to phase, you can copy ads from one phase to another

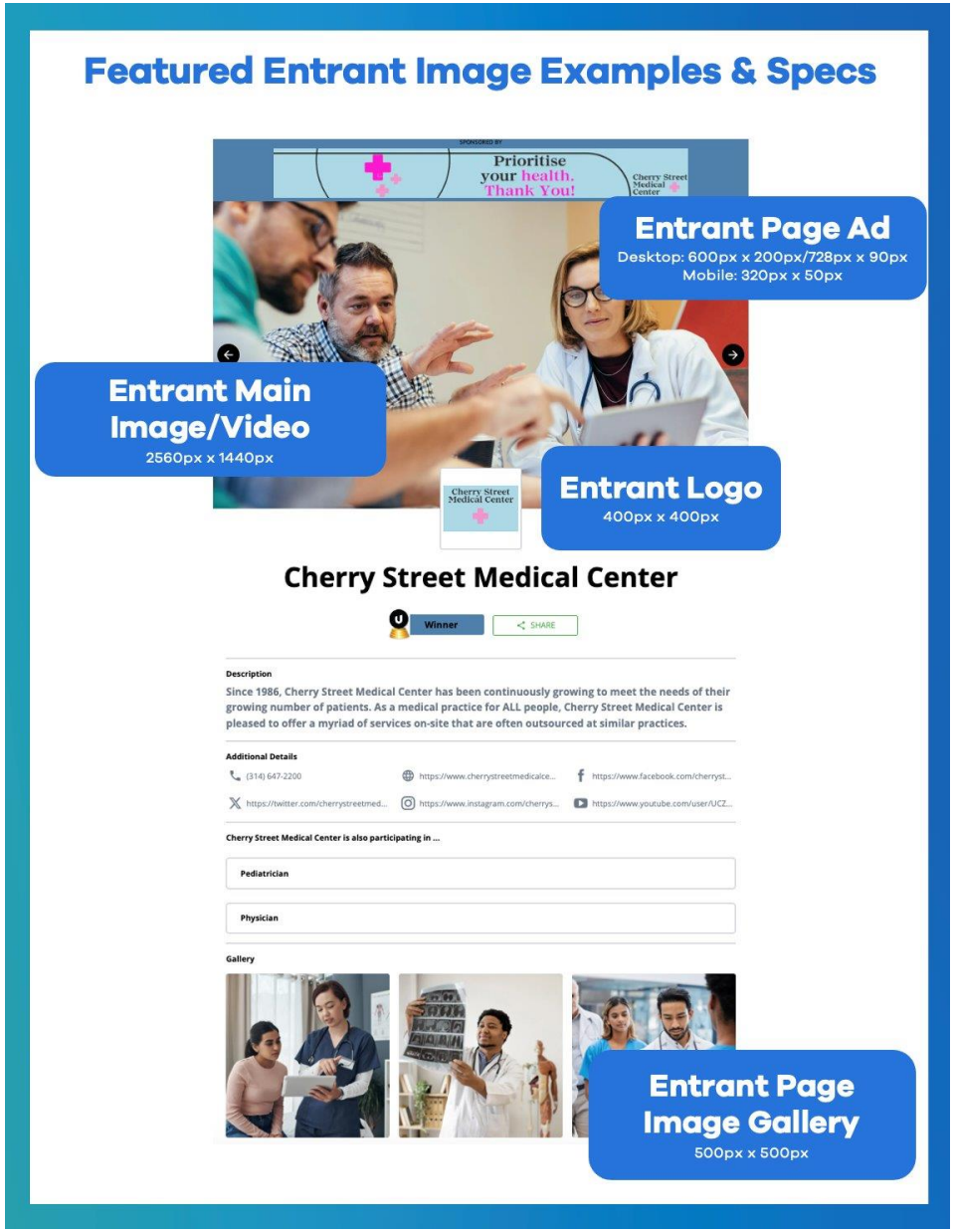
Enable eCommerce

- Ballot Products allows "a la carte" purchasing
- Sell ad spaces and featured listing upgrades
- Set a price, inventory, and recommended size
- Inventory caps shut off sales for tha product



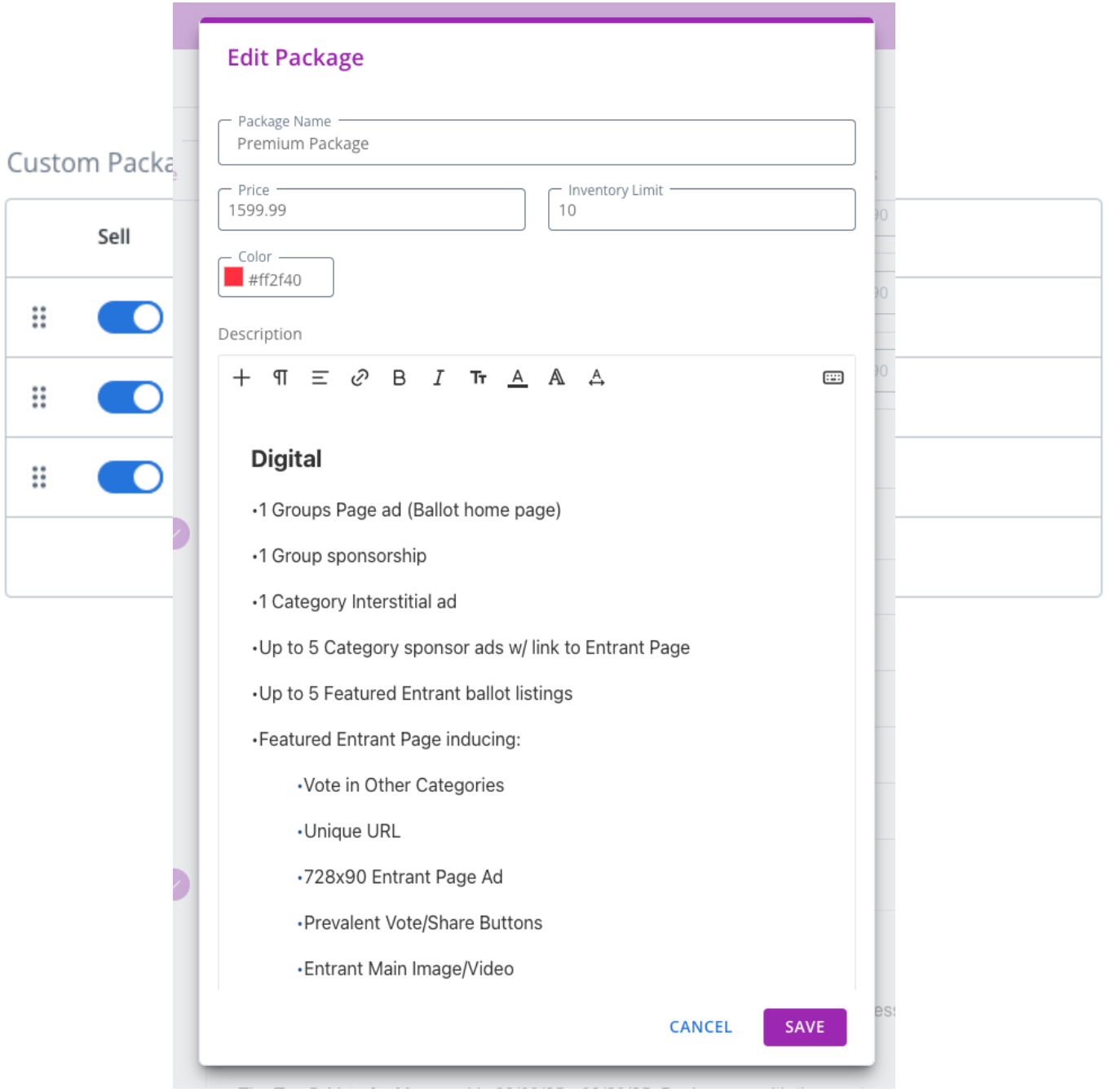
A la Carte Selling Tips

- Featured Listing Upgrade
  - $149 per listing
- Entrant Ad
  - Best Practice: Include it in the price of a featured listing upgrade – don't list a la carte
- Groups Page Ad:
  - $999 for 2-3 inventory
  - $2,000 for exclusivity
- Groups Ad
  - $550 for 5 inventory
- Category Ad
  - $245 for 5 inventory
- Category Interstitial
  - $199 for large inventory 30+
  - Best Practice: every 7 categories



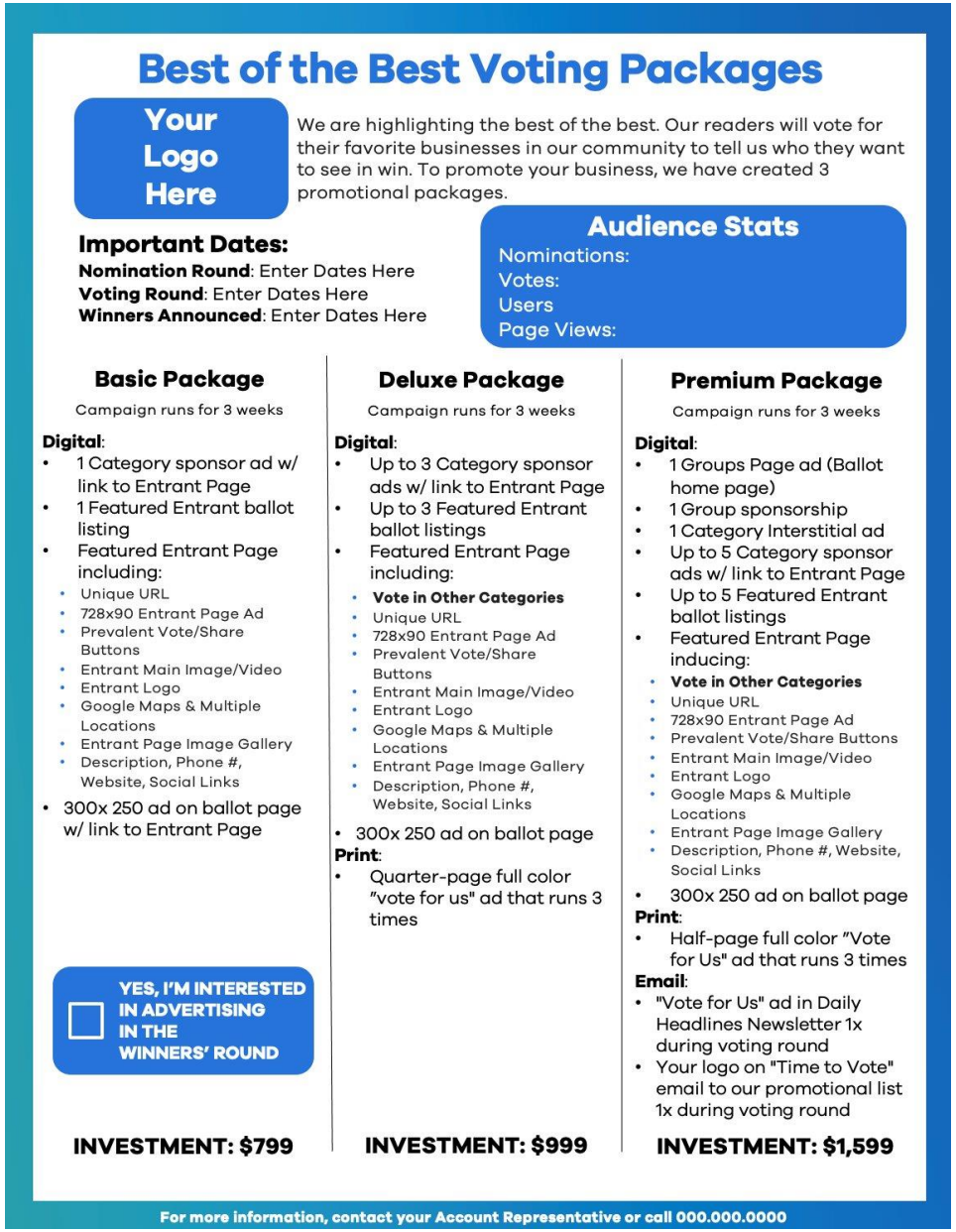
Enable eCommerce

- Custom packages can be defined as anything *we do not collect shipping address
- Set name, price, inventory, description, and optional callout
- Sell custom and ballot products together



Custom Package Selling Tips

- Multi-media offering
  - Advertising within the ballot
  - Core media (print, on-air, etc.)
  - Email
  - Social
  - ROS ads
- Itemize what is included in each package
- Link to PDF versions of your packages
- Put a QR code for your eCommerce site on your sales sheets



Best of the Best Voting Packages

Your Logo Here

We are highlighting the best of the best. Our readers will vote for their favorite businesses in our community to tell us who they want to see in win. To promote your business, we have created 3 promotional packages.

Important Dates:
Nomination Round: Enter Dates Here
Voting Round: Enter Dates Here
Winners Announced: Enter Dates Here

Audience Stats
Nominations:
Votes:
Users
Page Views:

Basic Package

Campaign runs for 3 weeks

Digital:
- 1 Category sponsor ad w/ link to Entrant Page
- 1 Featured Entrant ballot listing
- Featured Entrant Page including:
  - Unique URL
  - 728x90 Entrant Page Ad
  - Prevalent Vote/Share Buttons
  - Entrant Main Image/Video
  - Entrant Logo
  - Google Maps & Multiple Locations
  - Entrant Page Image Gallery
  - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page w/ link to Entrant Page

☐ YES, I'M INTERESTED IN ADVERTISING IN THE WINNERS' ROUND

INVESTMENT: $799

Deluxe Package

Campaign runs for 3 weeks

Digital:
- Up to 3 Category sponsor ads w/ link to Entrant Page
- Up to 3 Featured Entrant ballot listings
- Featured Entrant Page including:
  - **Vote in Other Categories**
  - Unique URL
  - 728x90 Entrant Page Ad
  - Prevalent Vote/Share Buttons
  - Entrant Main Image/Video
  - Entrant Logo
  - Google Maps & Multiple Locations
  - Entrant Page Image Gallery
  - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page

Print:
- Quarter-page full color "vote for us" ad that runs 3 times

INVESTMENT: $999

Premium Package

Campaign runs for 3 weeks

Digital:
- 1 Groups Page ad (Ballot home page)
- 1 Group sponsorship
- 1 Category Interstitial ad
- Up to 5 Category sponsor ads w/ link to Entrant Page
- Up to 5 Featured Entrant ballot listings
- Featured Entrant Page inducing:
  - **Vote in Other Categories**
  - Unique URL
  - 728x90 Entrant Page Ad
  - Prevalent Vote/Share Buttons
  - Entrant Main Image/Video
  - Entrant Logo
  - Google Maps & Multiple Locations
  - Entrant Page Image Gallery
  - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page

Print:
- Half-page full color "Vote for Us" ad that runs 3 times

Email:
- "Vote for Us" ad in Daily Headlines Newsletter 1x during voting round
- Your logo on "Time to Vote" email to our promotional list 1x during voting round

INVESTMENT: $1,599

For more information, contact your Account Representative or call 000.000.0000

Enable eCommerce

- Use Additional Details to include pertinent info you want advertisers to know.
- Dates, asset submission requirements, purchase rules and restrictions, Terms & Conditions link

Additional Details

Purchasing Guidelines

- **Featured listings and entrant ads may only be purchased by a representative of that business.**
- **All ad spaces are limited to one (1) purchase per ad space per advertiser.**
- **Purchases that violate these guidelines will be refunded and assets will not be collected.**

Dates

The Nomination round is 06/02/25 - 06/23/25 and will determine the Top 5 businesses in each category.

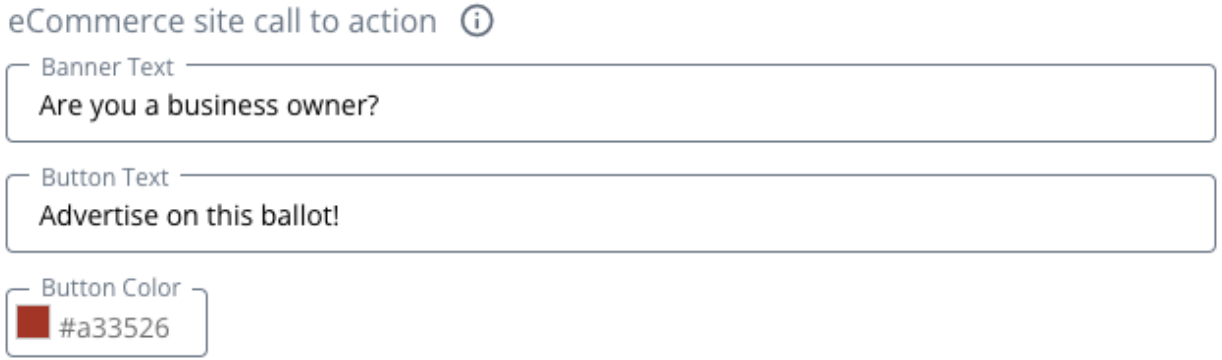
The Top 5, Vote for Me round is 08/09/25 - 08/23/25. Businesses with the most nominations from the previous round advance to the Top 5, Vote for Me round.

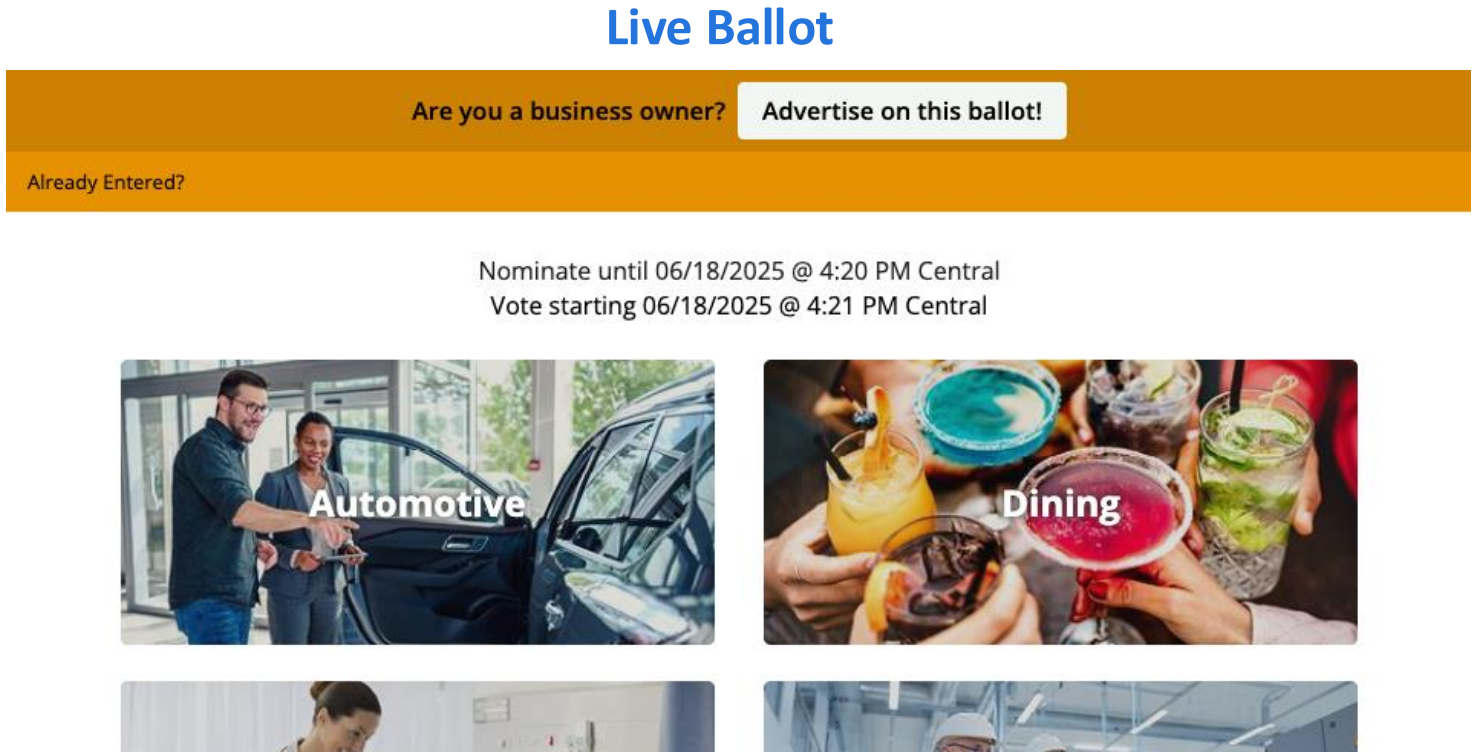
A special section will be published in November 2025 in print and online. The special section will remain online throughout the year. All winners and finalist nominees will have an opportunity to purchase advertising within the publication.

Ask us about a high resolution "Nominate Us" and " Vote for Me" logos you can use in your marketing.

Enable eCommerce

- eCommerce site CTA appears on the user-facing site and is built into the ballot
- You can still set up your own CTA in the designer

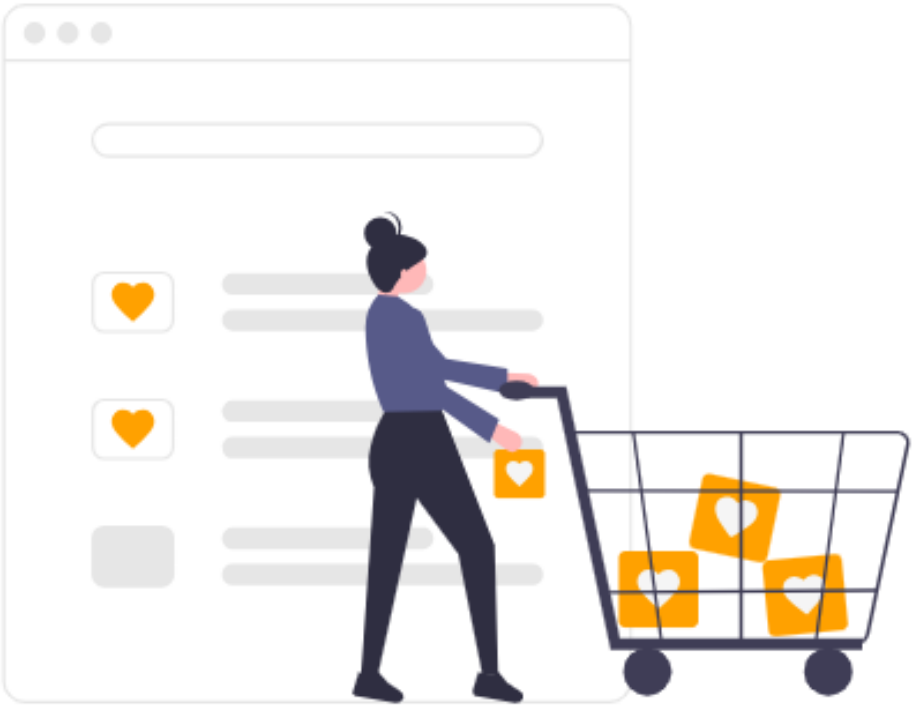




eCommerce Site

eCommerce Site

- Greeted by a welcome modal



Welcome to the eCommerce site for

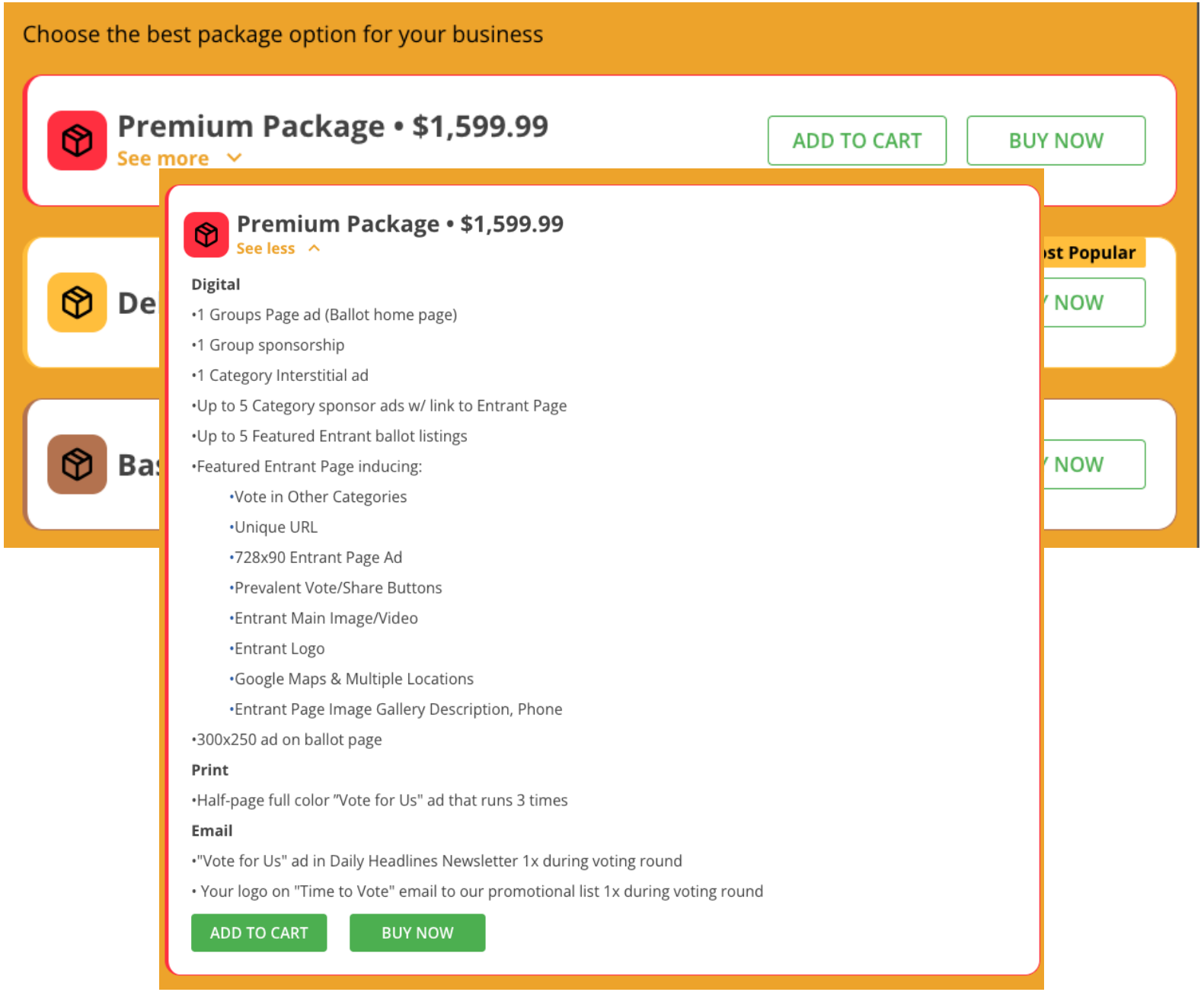
Best of Smithville 2025

You can purchase available ad spaces and entrant upgrades individually or use the cart to buy a bundle of products. You may also purchase special packages, if available.

Start Shopping

eCommerce Site

- Top of site showcases custom packages, if any
- These packages follow user across all ballot pages
- Expand for more info



Sales Package Best Practices

- Craft 3 tiers of packages
- Keep it simple
- Include opt-ins for following phases
- Include title sponsorship

Best of the Best Title Sponsorship

Your Logo Here

We are highlighting the best of the best. Our readers will nominate their favorite businesses in our community and the vote for they businesses they'd like to see win. Use this package with exclusive advertising opportunities to promote your business.

Important Dates:
Nomination Round: Enter Dates Here
Voting Round: Enter Dates Here
Winners Announced: Enter Dates Here

Audience Stats
Nominations:
Votes:
Users
Page Views:

Digital:
- Leaderboard ad on Best Of landing page
- Logo on all Best Of promotional ads
- Up to 3 Group sponsor ads
- Up to 10 Category sponsor ads
- 1 Exclusive Groups Page ad
- 2 Category Interstitial ads
- Unlimited Featured Entrants

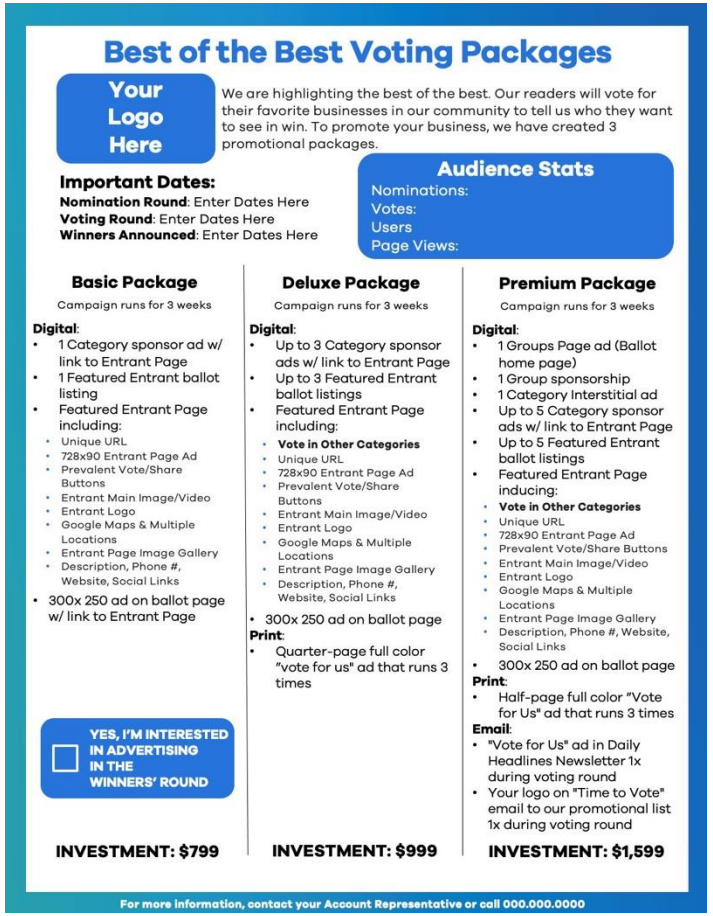
Print:
- Full page full color "nominate us", "vote for us", and "thanks for voting" ads that run XXXX times
- Logo on front page of special edition/section

Email:
- Banner ads in all newsletters sent during nomination, voting, and winners' rounds
- Special offer or custom message in all Thank You emails
- Your logo on all Invitation Emails sent during nomination, voting, and winners' rounds

Event (optional)
- Logo on photo backdrop banner (step and repeat)
- Two-minute recognition speech at introduction of event
- Logo on event signage

INVESTMENT: $20,000
Value: $30,000

For more information, contact your Account Representative or call 000.000.0000



Best of the Best Voting Packages

Your Logo Here

We are highlighting the best of the best. Our readers will vote for their favorite businesses in our community to tell us who they want to see in win. To promote your business, we have created 3 promotional packages.

Important Dates:
Nomination Round: Enter Dates Here
Voting Round: Enter Dates Here
Winners Announced: Enter Dates Here

Audience Stats
Nominations:
Votes:
Users
Page Views:

Basic Package
Campaign runs for 3 weeks

Digital:
- 1 Category sponsor ad w/ link to Entrant Page
- 1 Featured Entrant ballot listing
- Featured Entrant Page including:
  - Unique URL
  - 728x90 Entrant Page Ad
  - Prevalent Vote/Share Buttons
  - Entrant Main Image/Video
  - Entrant Logo
  - Google Maps & Multiple Locations
  - Entrant Page Image Gallery
  - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page w/ link to Entrant Page

☐ YES, I'M INTERESTED IN ADVERTISING IN THE WINNERS' ROUND

INVESTMENT: $799

Deluxe Package
Campaign runs for 3 weeks

Digital:
- Up to 3 Category sponsor ads w/ link to Entrant Page
- Up to 3 Featured Entrant ballot listings
- Featured Entrant Page including:
  - **Vote in Other Categories**
  - Unique URL
  - 728x90 Entrant Page Ad
  - Prevalent Vote/Share Buttons
  - Entrant Main Image/Video
  - Entrant Logo
  - Google Maps & Multiple Locations
  - Entrant Page Image Gallery
  - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page

Print:
- Quarter-page full color "vote for us" ad that runs 3 times

INVESTMENT: $999

Premium Package
Campaign runs for 3 weeks

Digital:
- 1 Groups Page ad (Ballot home page)
- 1 Group sponsorship
- 1 Category Interstitial ad
- Up to 5 Category sponsor ads w/ link to Entrant Page
- Up to 5 Featured Entrant ballot listings
- Featured Entrant Page inducing:
  - **Vote in Other Categories**
  - Unique URL
  - 728x90 Entrant Page Ad
  - Prevalent Vote/Share Buttons
  - Entrant Main Image/Video
  - Entrant Logo
  - Google Maps & Multiple Locations
  - Entrant Page Image Gallery
  - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page

Print:
- Half-page full color "Vote for Us" ad that runs 3 times

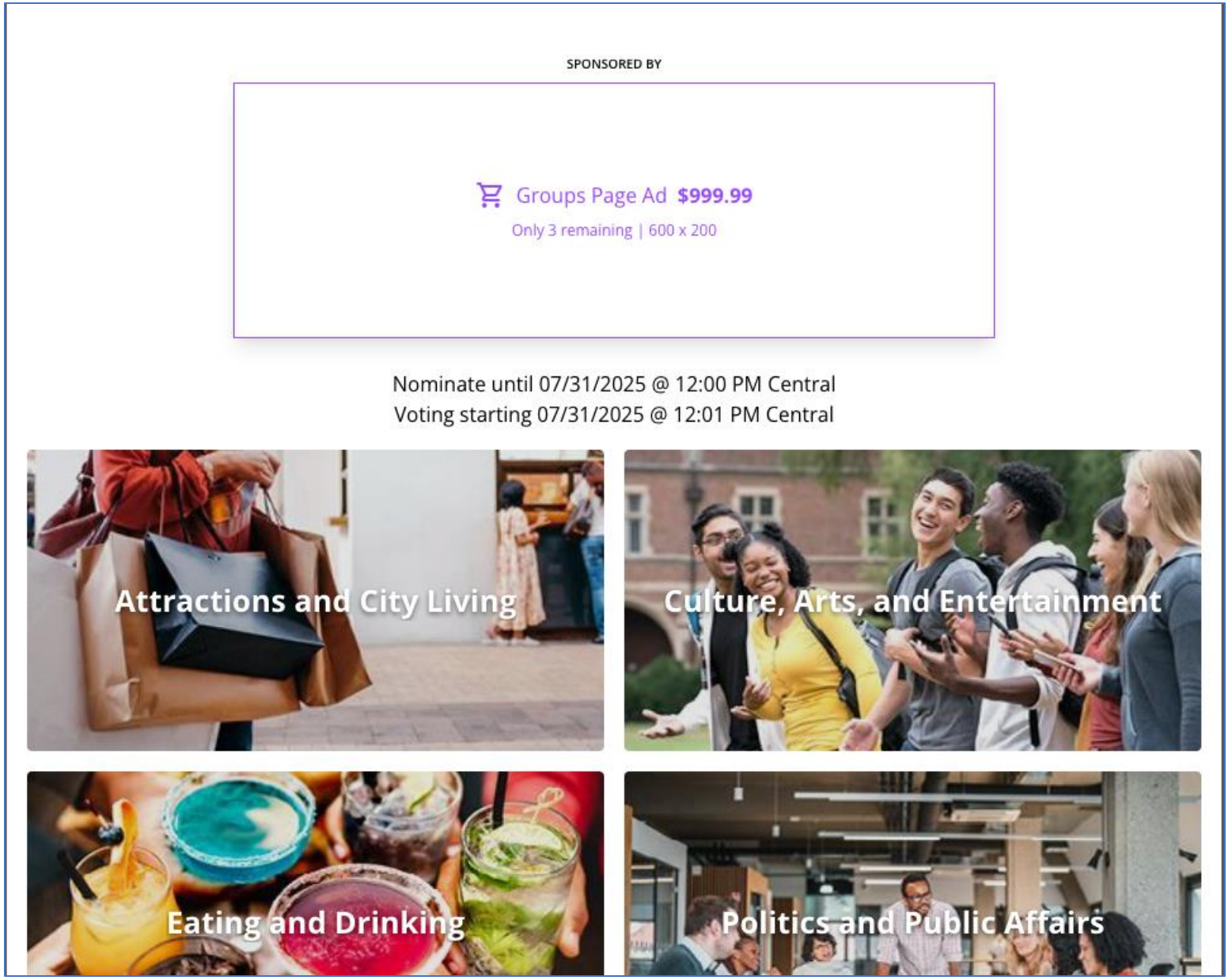
Email:
- "Vote for Us" ad in Daily Headlines Newsletter 1x during voting round
- Your logo on "Time to Vote" email to our promotional list 1x during voting round

INVESTMENT: $1,599

For more information, contact your Account Representative or call 000.000.0000

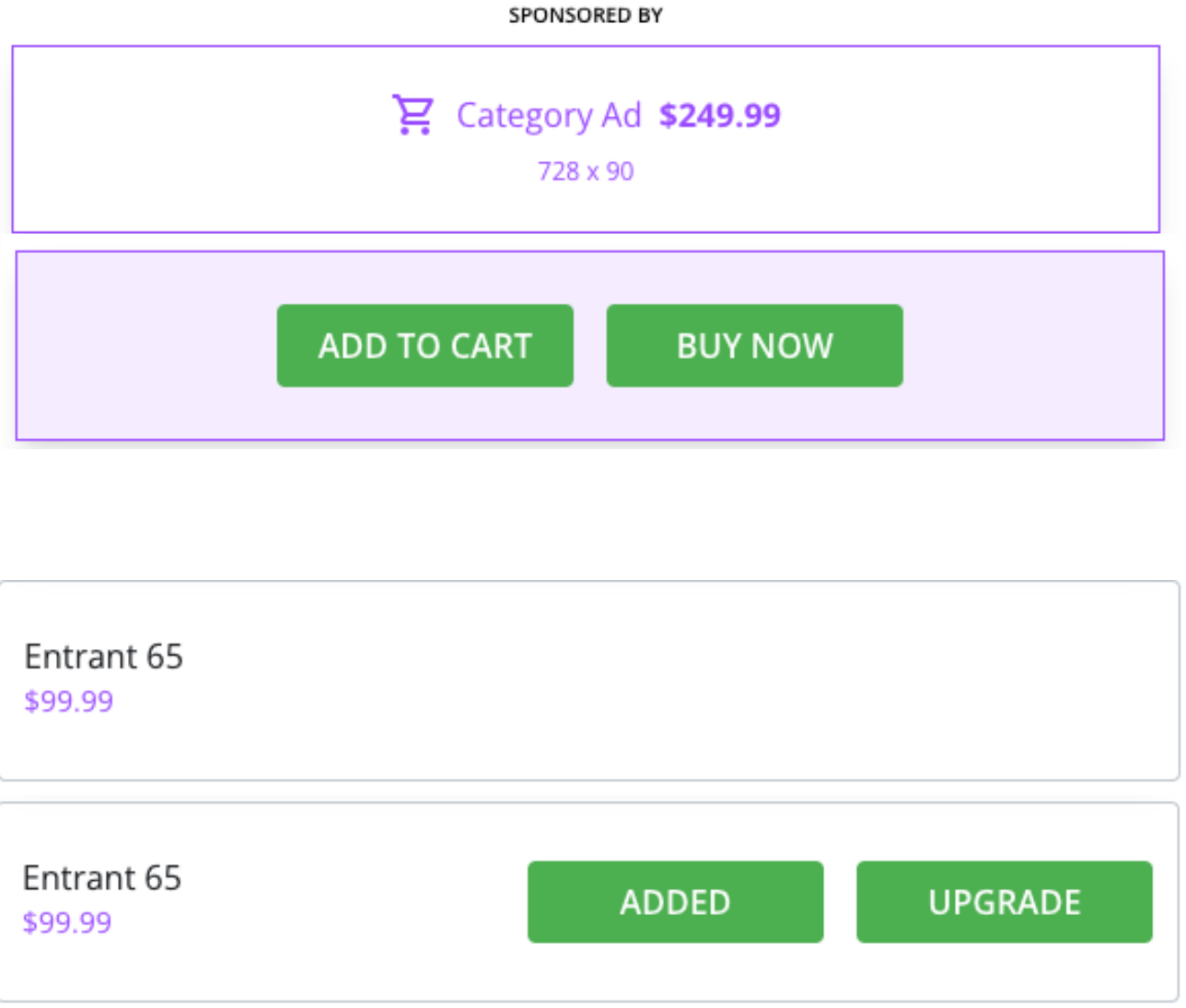
eCommerce Site

- Ad spaces for sale appear on the eCommerce site where you have enabled them



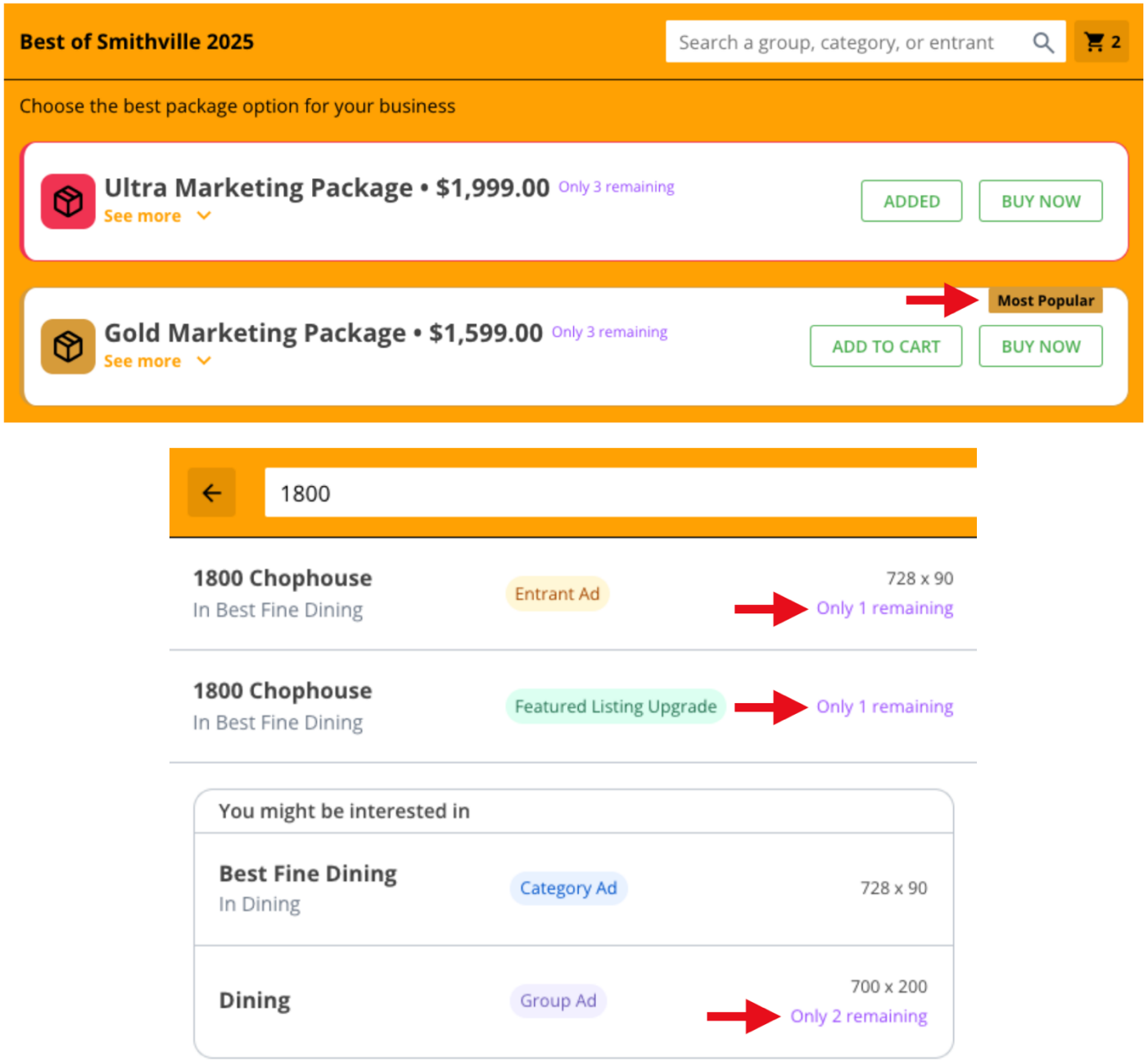
eCommerce Site

- Hover over ads and listings for purchase options
- Only approved entrant listings are visible for upgrade
    - Can only upgrade to a featured entrant once



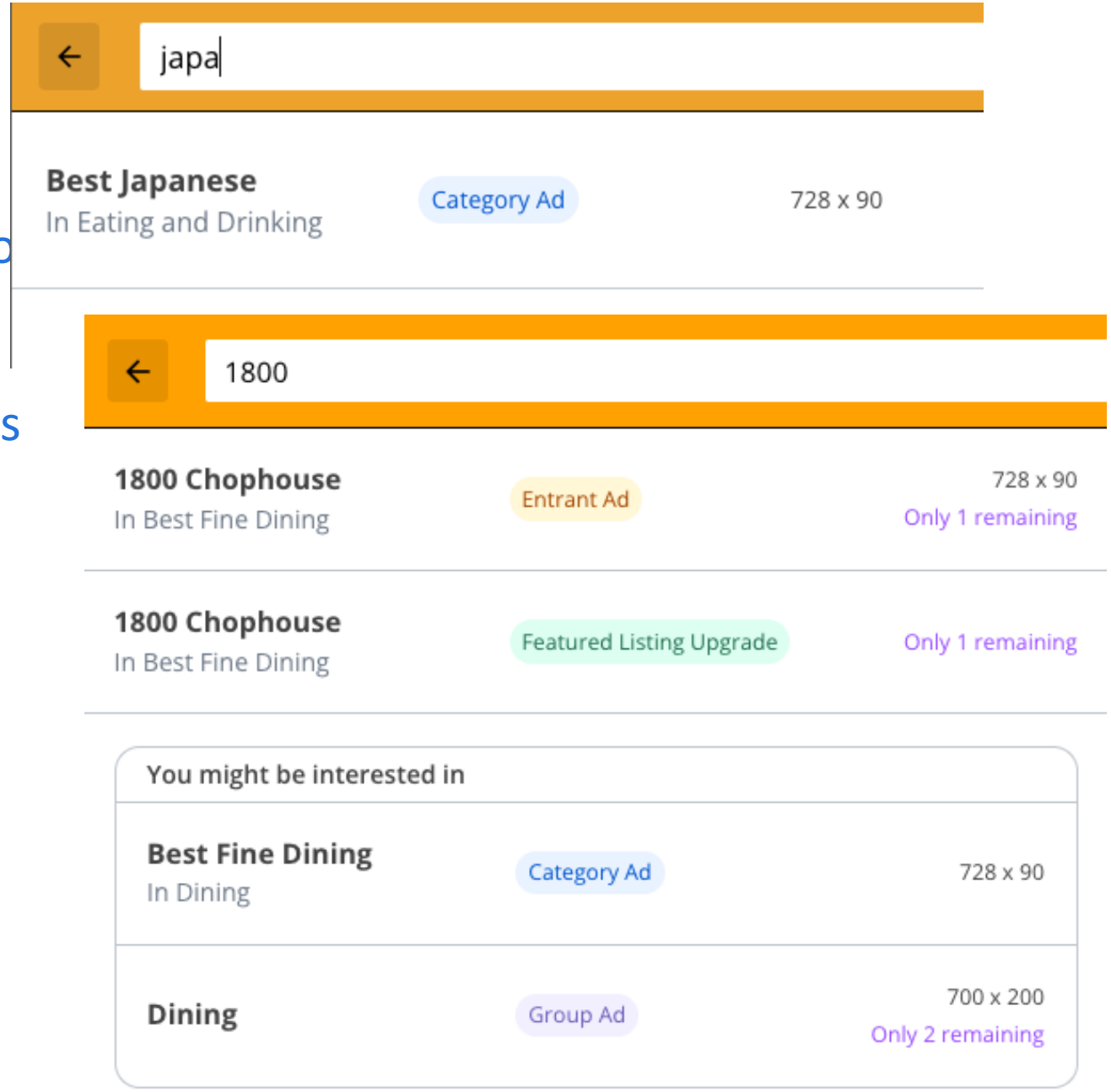
eCommerce Site

- Price, low inventory, and recommended size are displayed
- **Success Tip**: Utilize call-outs to drive sales
  - Most Popular
  - Best Value
  - Early Bird Special



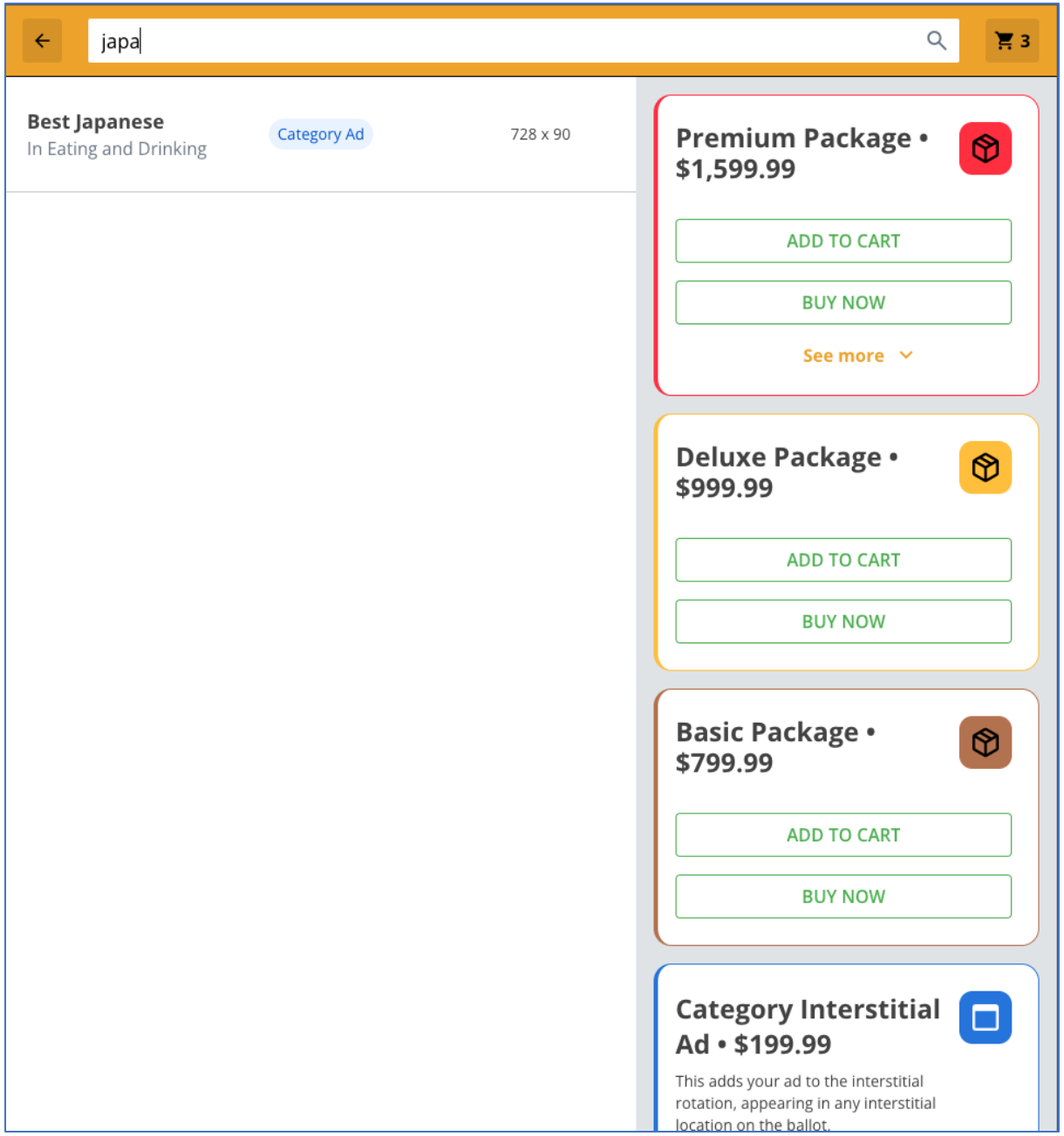
eCommerce Site

- Search feature "brings products to you" for fast browsing
- "You might be interested in" offers upsell opportunity



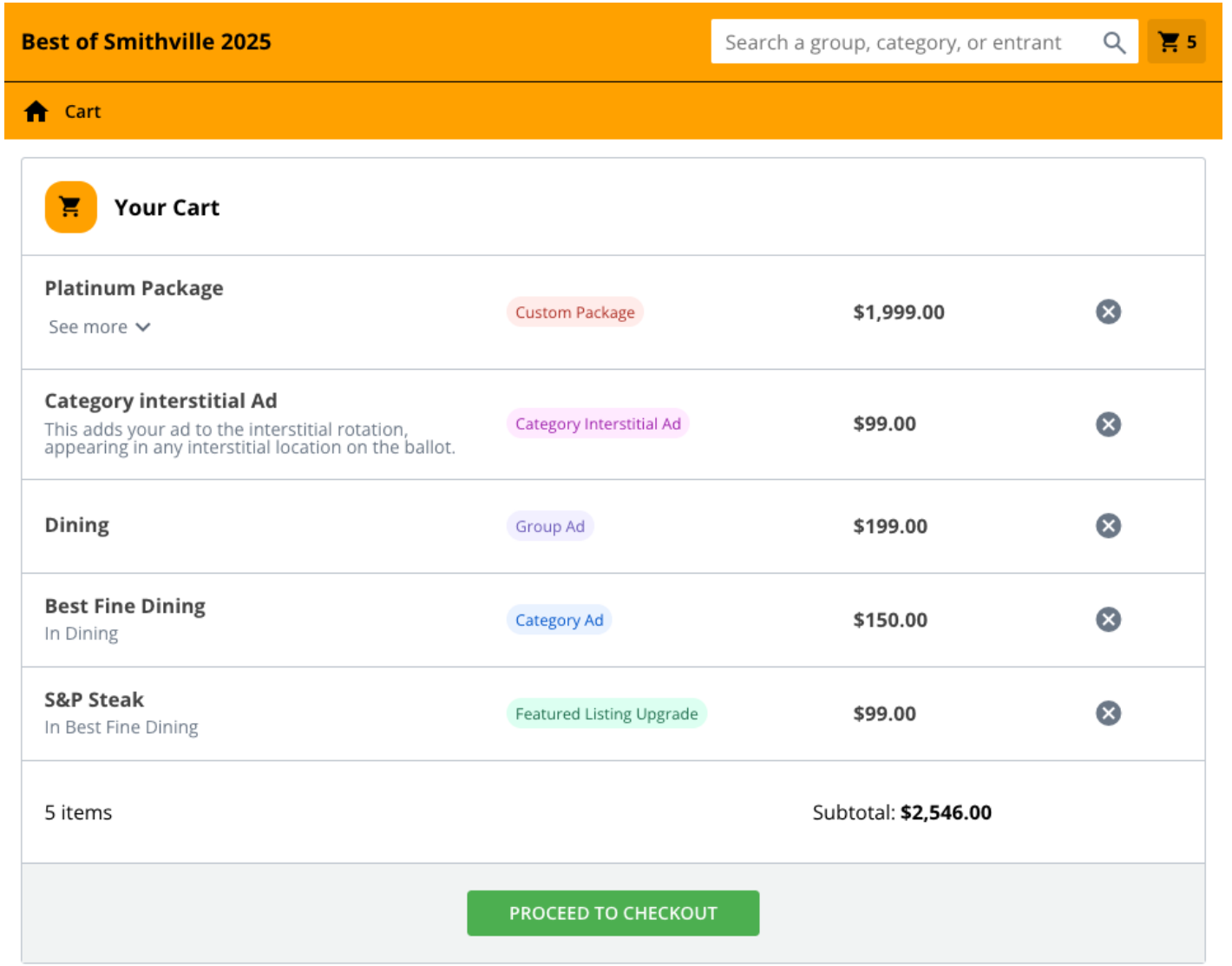
eCommerce Site

- Search page showcases custom packages
- Category interstitial and groups page ads are also present, if available



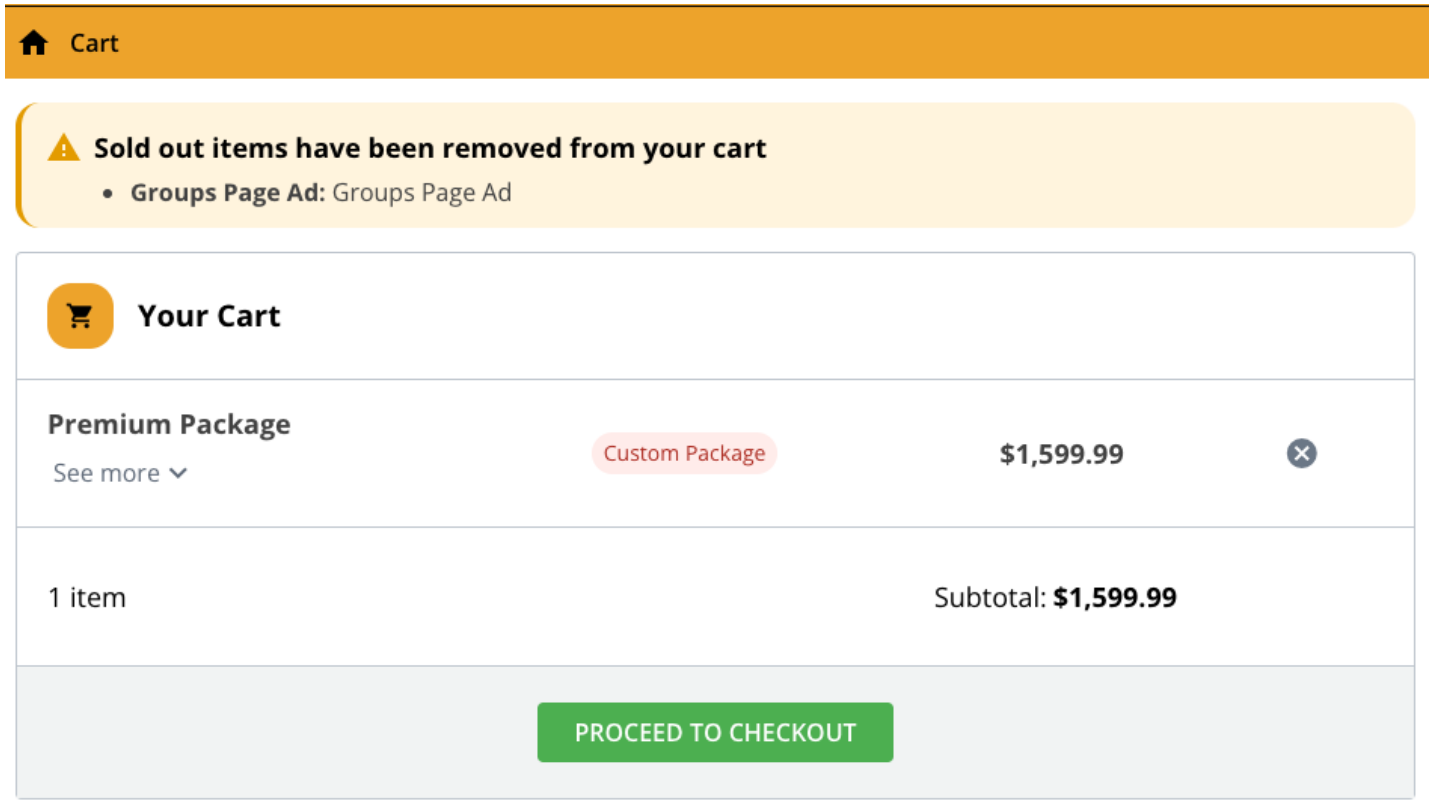
eCommerce Site

- Cart keeps track of what you added, in the order you added



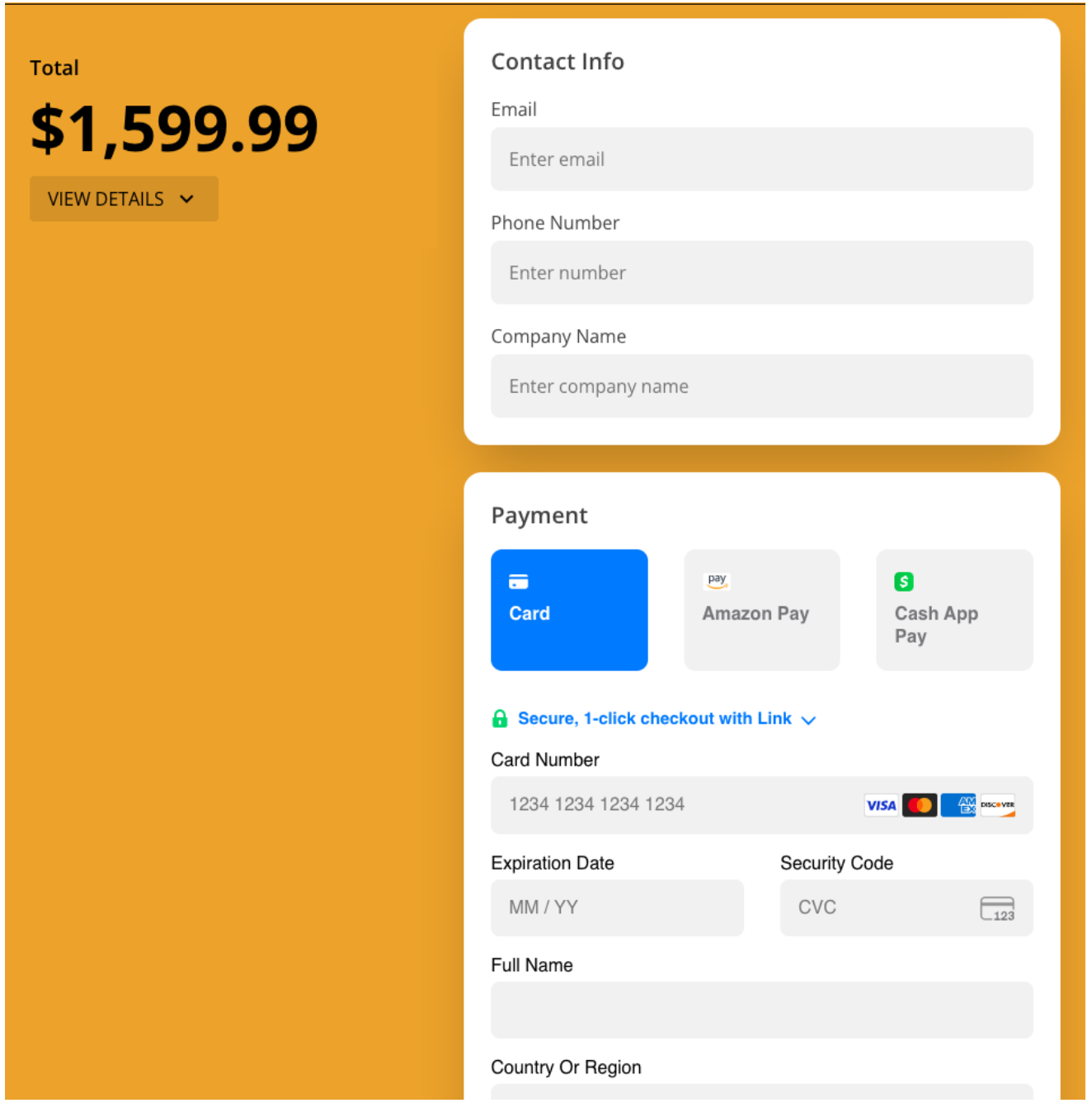
eCommerce Site

- If inventory sells out while browsing, the Cart notifies you of sell out and prevents overselling



eCommerce Site

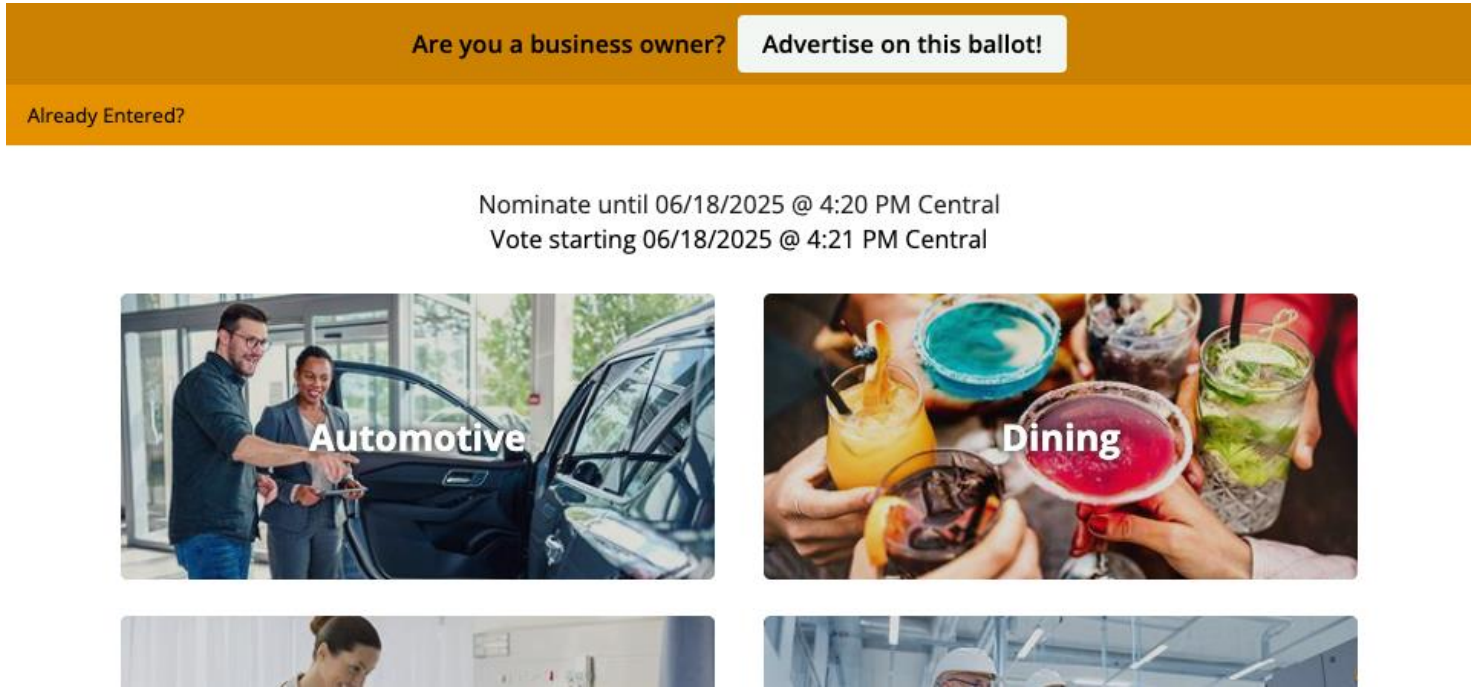
- Checkout collects advertiser's email, phone, and company name, in addition to payment information
- All transaction data will be held by Stripe
- After initiating checkout, your purchases are locked and can't be sold out while you're paying



Marketing

How do they get to the site?

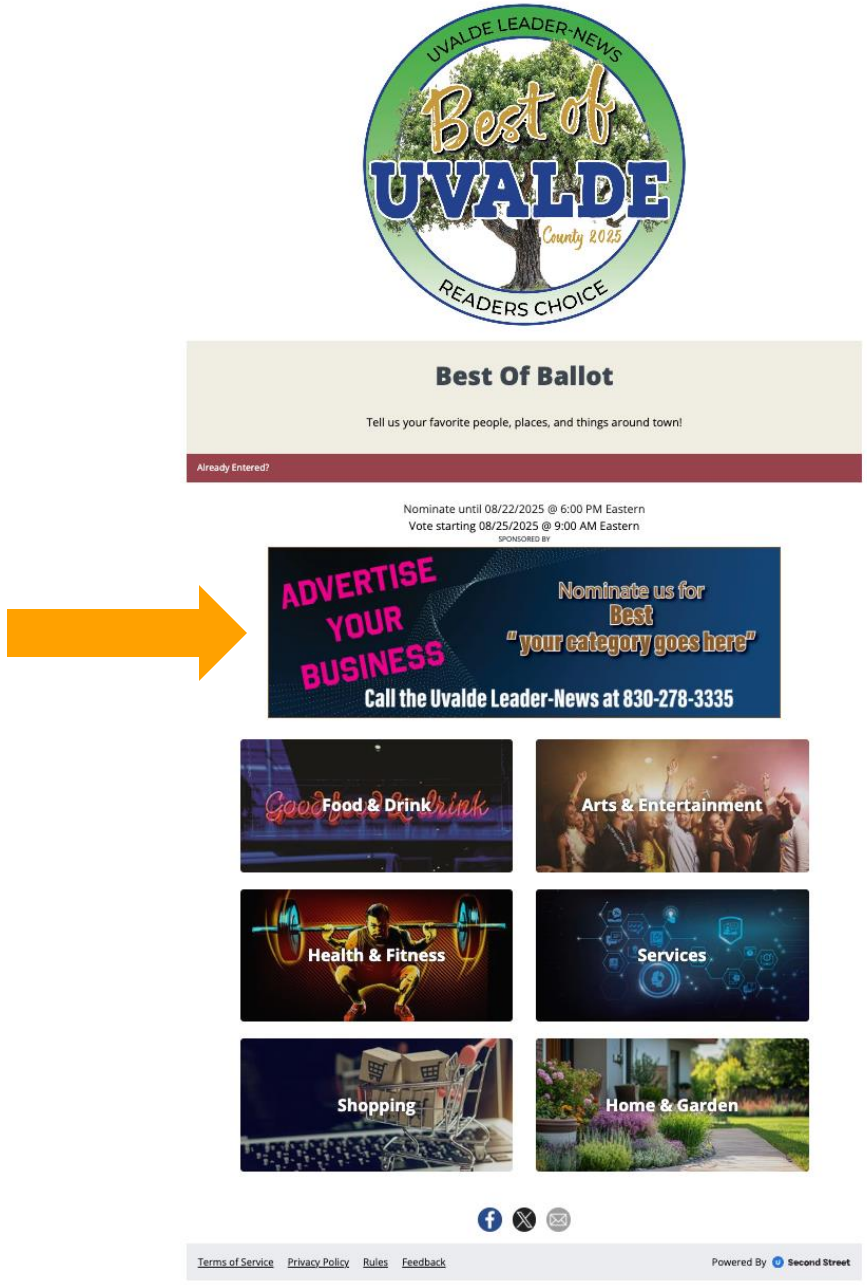
- Call to action text and button on the ballot
- eCommerce site has a standalone URL
- Site will be live immediately – you do not have to wait until your ballot opens
- How else can you drive business owners to your eCommerce site?



Getting the Word Out

On the Ballot page

- Groups Page Ad
- Ads at the top or right rail of the ballot page
- Use the new promotions designer to create an ad space in your ballot



Getting the Word Out

On the Ballot page

- Create Category Interstitial ads linking to ecommerce site
- Include an eCommerce link on your ballot FAQ page

Getting the Word Out

Outside of the Ballot

- B2B email campaign
- Pop-up ad on your site
- ROS ads on your site
- Ad in daily newsletter
- Ad in your Best Of newsletter
- QR codes on-air/in print
- Social media posts

Claim Your Early Bird Rates Before They're Gone!

Write-in nominations open Monday, June 2 - but act now to take advantage of **early bird discounts!**
Starting June 2, readers will nominate their favorite Moore County businesses across nearly 200 categories—from dining and services to shopping, wellness, and more.
Why it matters: Only the top 8 nominees per category move on to final voting in July. Winners and finalists will be featured in a special print and online edition in late September.
Do I have to pay to compete? NO! It's completely free to appear on the ballot. With more than 20,000 voters participating, many businesses choose to boost their visibility through advertising on the ballot, in *The Pilot* and on social media to stay top of mind. We'll have lots of free promotional tools available for download once the ballot opens on June 2.

DEADLINE to claim Your Early Bird Rates: Wednesday, May 21

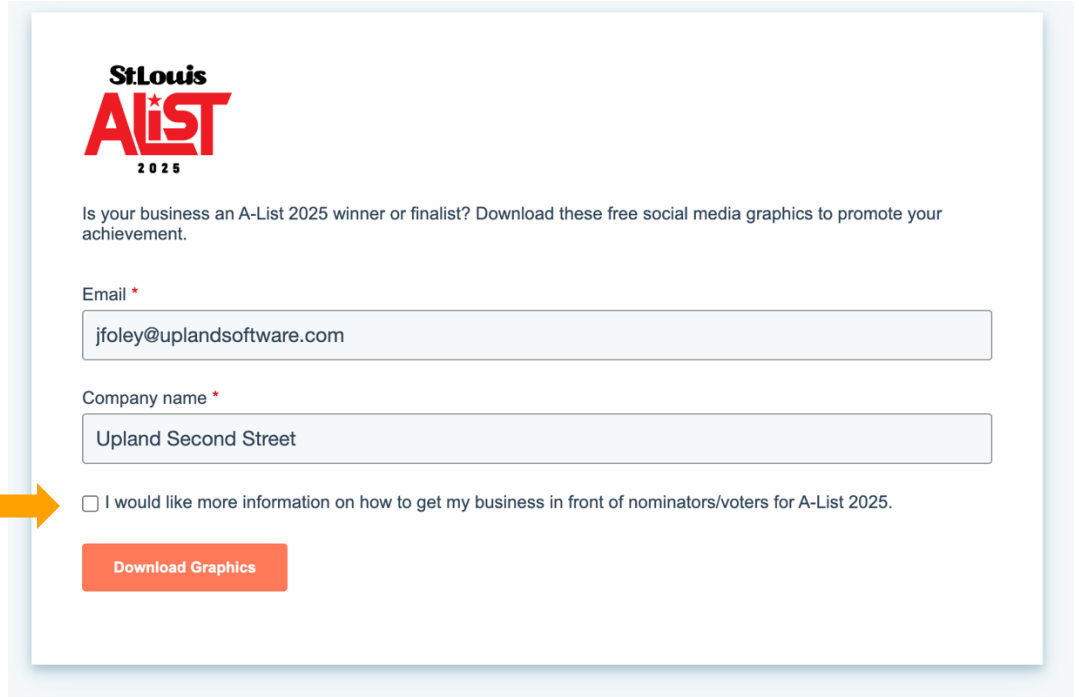
Please note: Advertising enhances your business's exposure but is not required and does not guarantee advancement to the final voting round or placement in the Top 3.

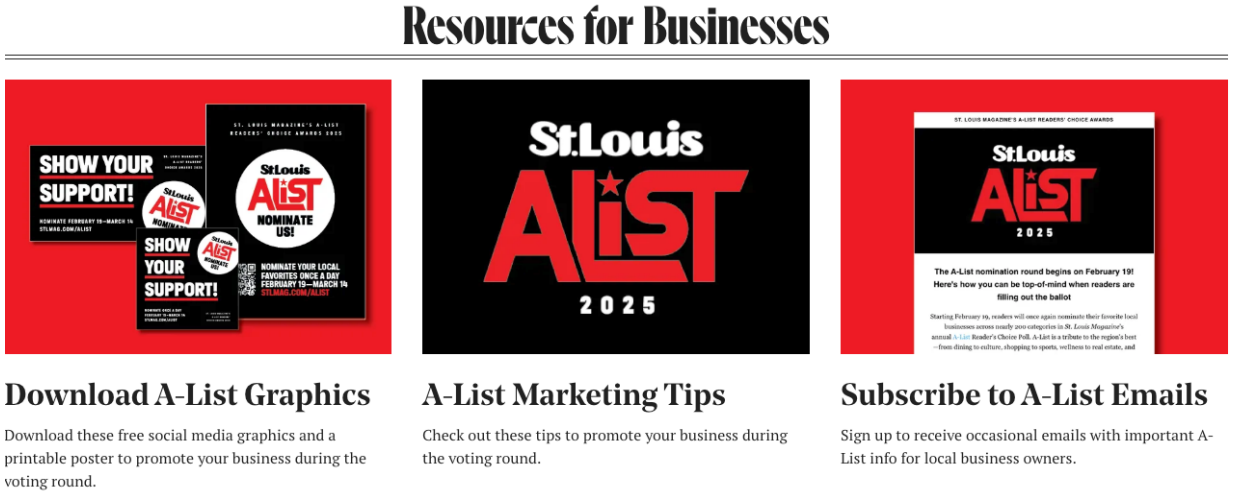
View Best of the Pines advertising opportunities

Getting the Word Out

Build your email list

- If you don't have an email list of business owners, START BUILDING ONE NOW
  - Gate graphics/marketing tips and include your opt-in on the form
  - Opt-in widget on your business resource page
  - Opt-in on the ballot registration form

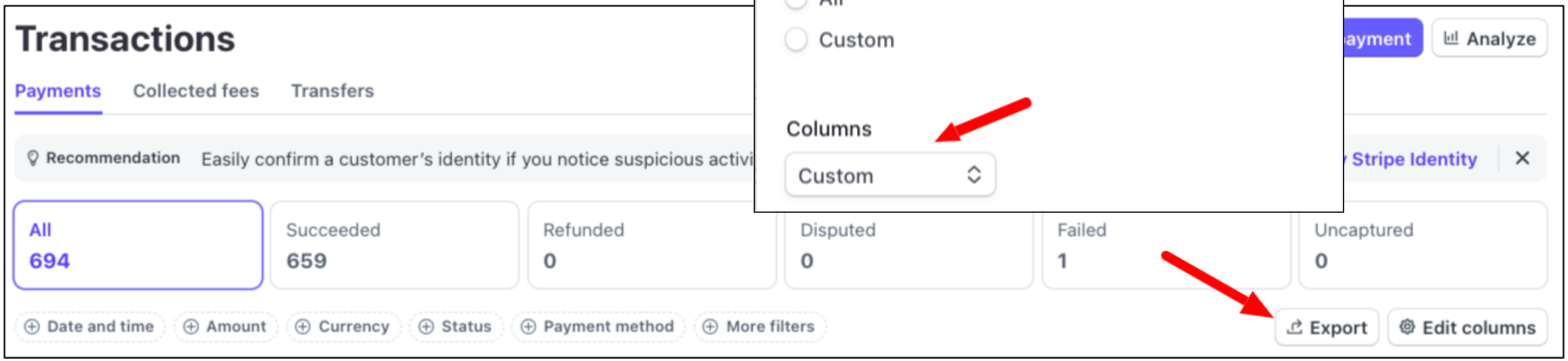


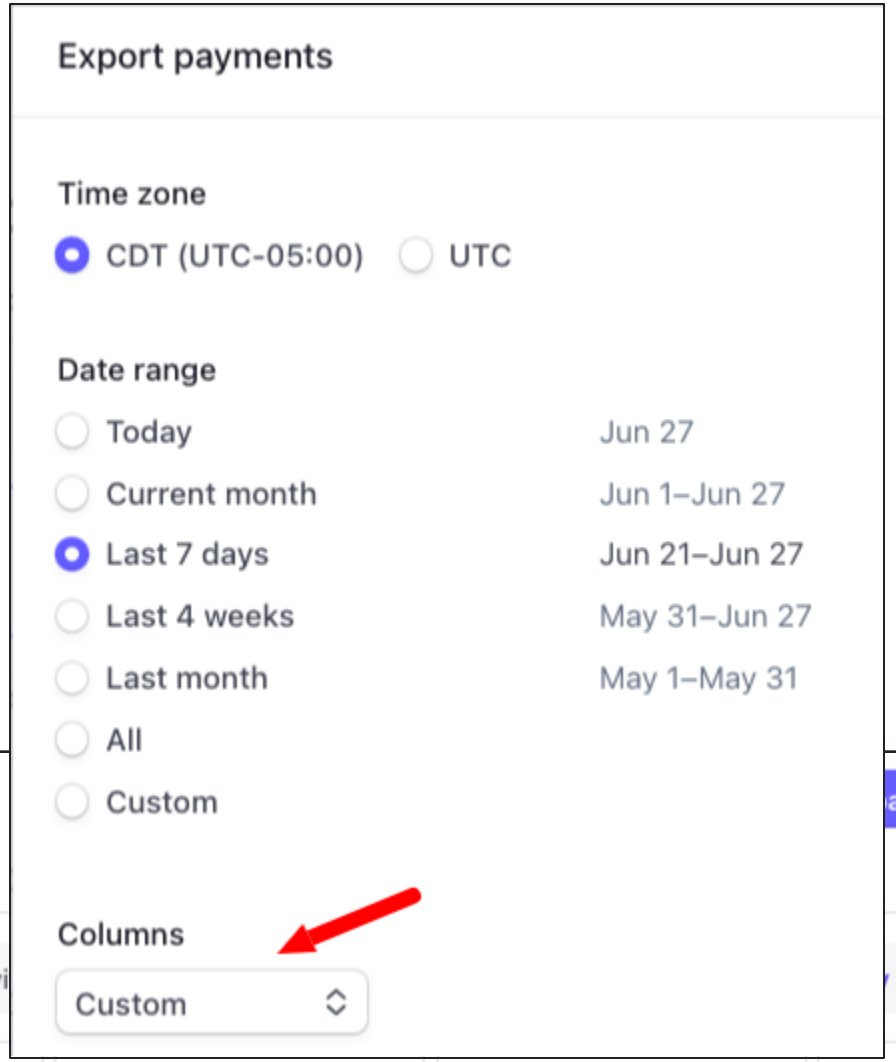


Fulfillment

Reporting

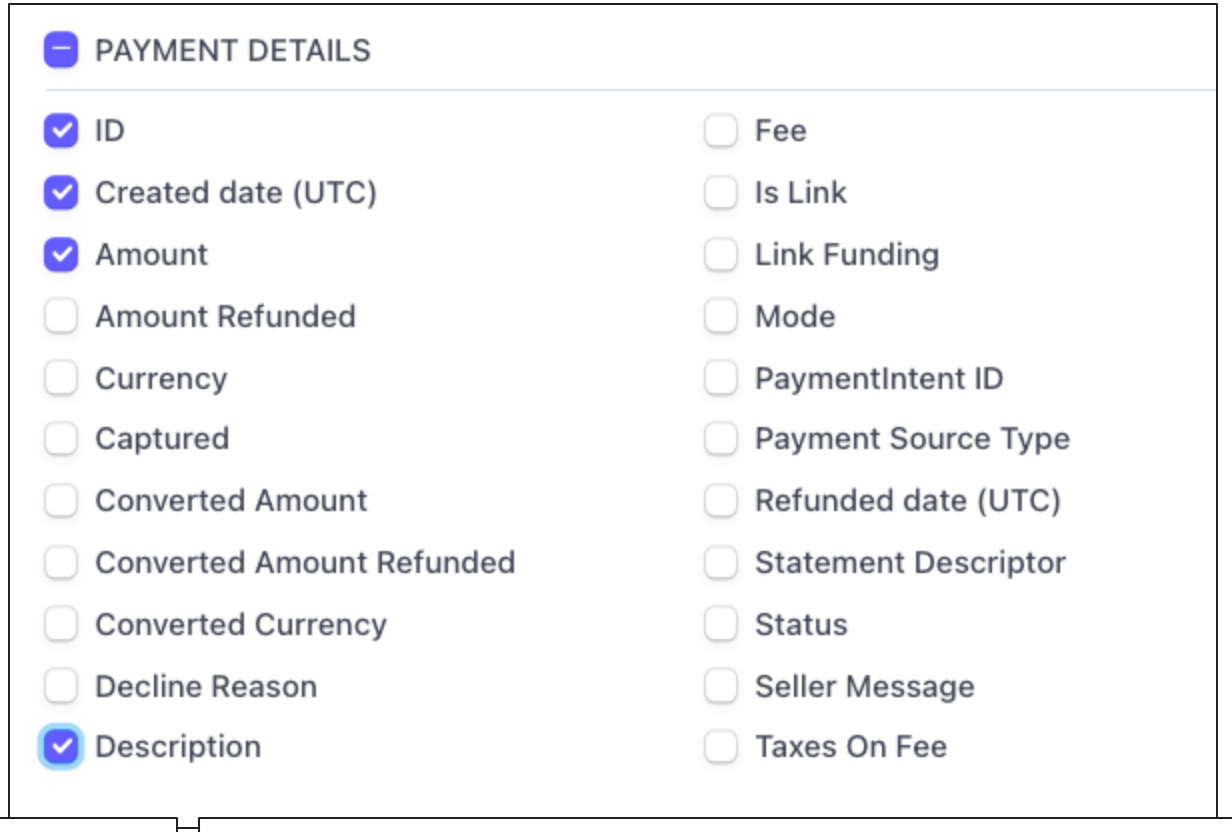
- Stripe has all transaction data
- Transactions page > Export
- Choose a date range and custom columns

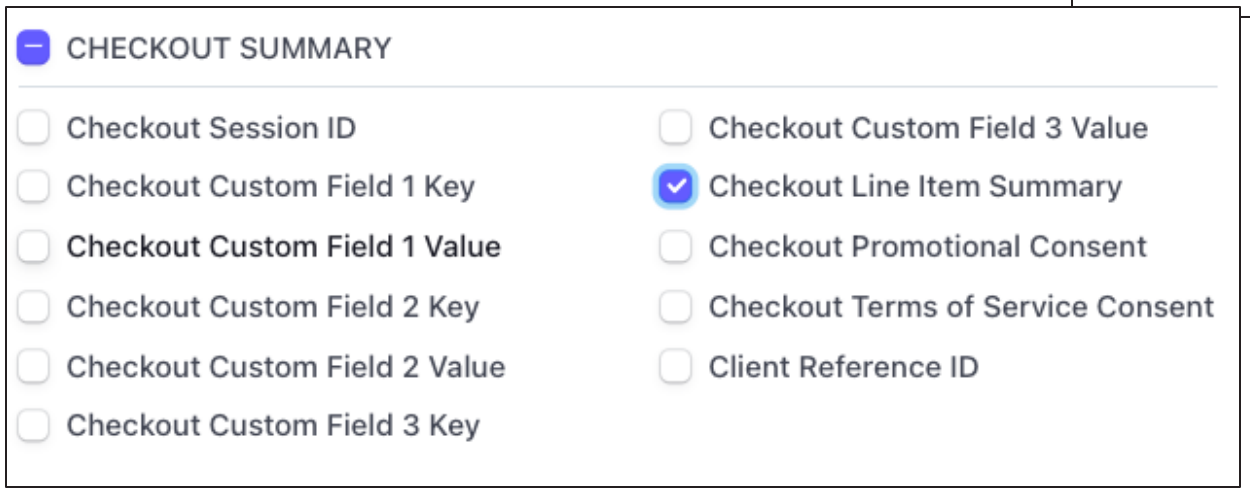


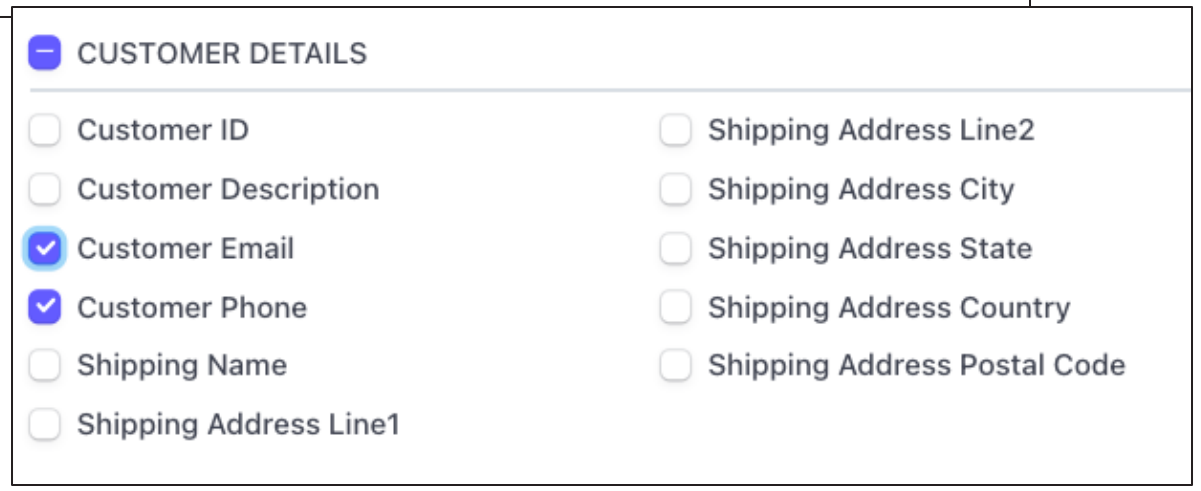


Reporting

- Not all columns are useful - select the ones shown here
- Additional "metadata" columns will automatically be included

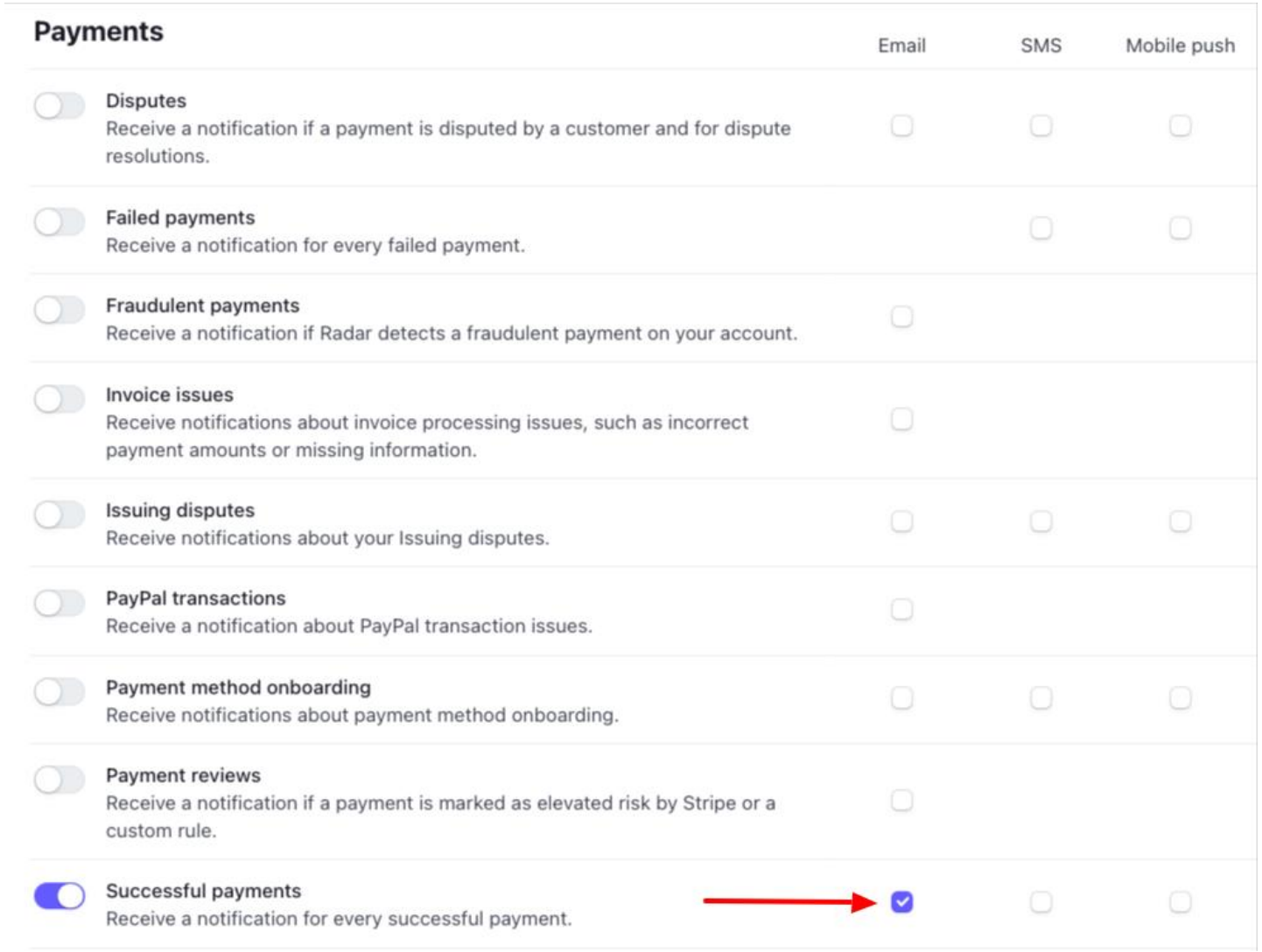






Reporting

- **Success Tip!** Set up notification emails within Stripe



Reporting

- Use the downloaded report for fulfillment
- Create date tells you when the transaction occurred
- Description tells you for what ballot and organization
  Ballot products for "ballot name" - "organization name"

id	Created date (UTC)	Amount	Description
ch_3RdqG5JU7VLptXmq1gyzF9tD	6/25/25 10:08	2	Ballot products for Best of Smithville - Smithville Courier

Reporting

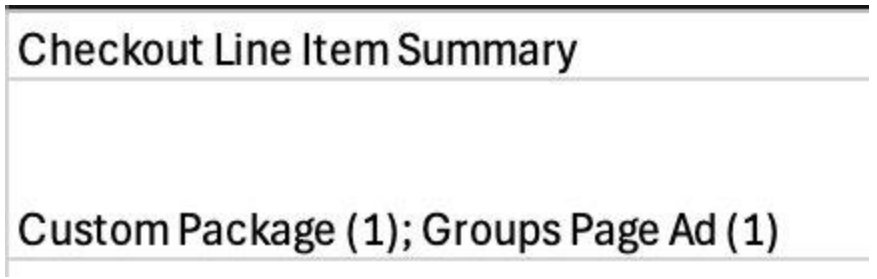
- Customer Email, Customer Phone, and Company Name (metadata) provide contact details and who purchased

Company Name (metadata)
Flowers R Us

Customer Email	Customer Phone
test@gmail.com	123456789

Reporting

- Checkout Line Item Summary tells you which products were purchased



Reporting

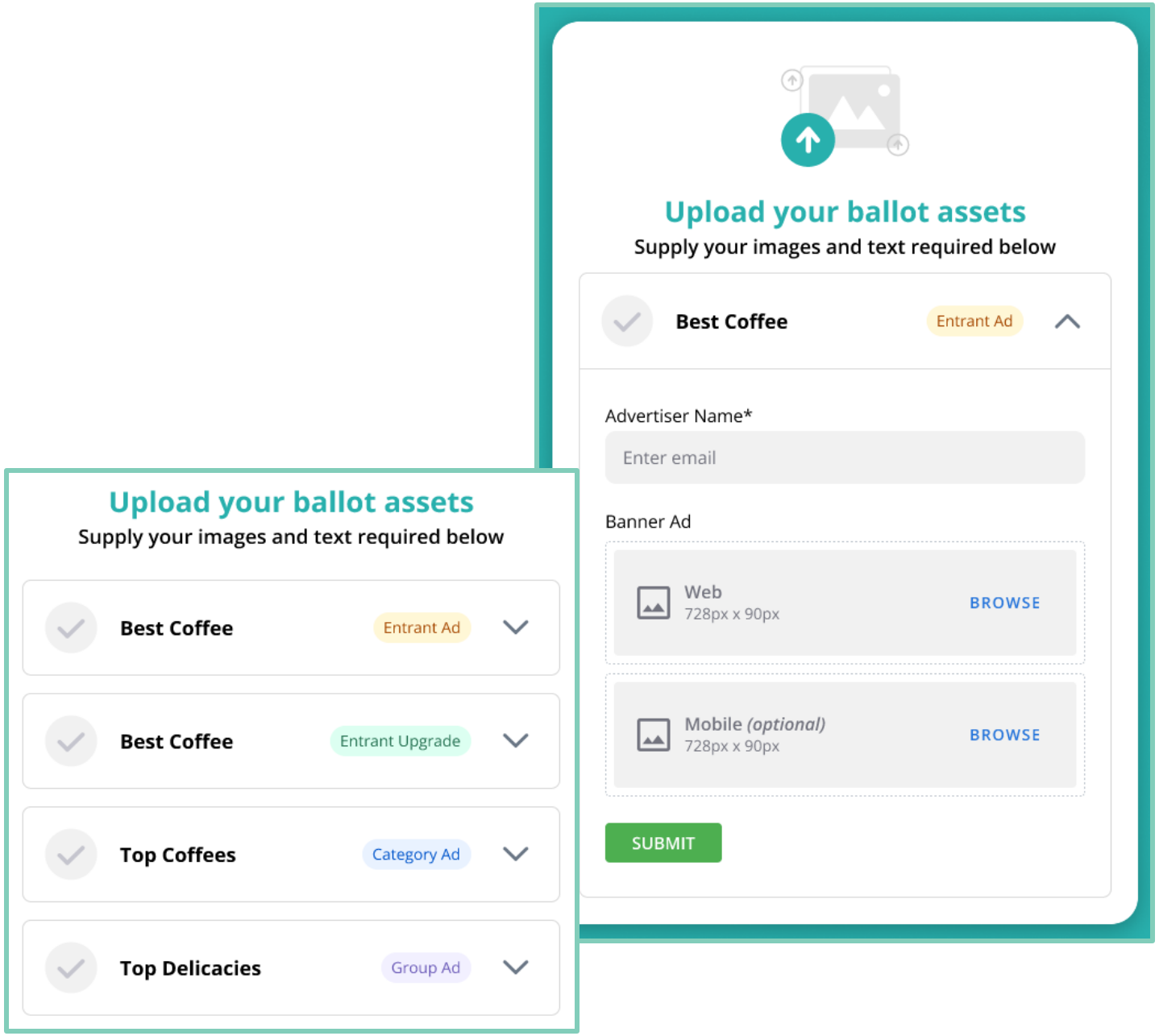
- Purchased Product (metadata) columns tell you specifically what was bought

Purchased Product 4 (metadata)	Purchased Product 3 (metadata)	Purchased Product 2 (metadata)	Purchased Product 1 (metadata)

{
"type": "Featured Listing Upgrade",
"price": 12,
"id": "4345441",
"entrant name": "FARMBloomington",
"category name": "Sub/Deli/Sandwich Shop",
"group name": "Dining"
}
	{
	"type": "Category Ad",
	"price": 32.22,
	"id": 301066,
	"category name": "Photographer/Videographer (Person's Name and Company Name)",
	"group name": "Services - People"
	}
		{
		"type": "Groups Page Ad",
		"price": 1,
		"name": "Groups Page Ad"
		}
			{
			"type": "Custom Package",
			"price": 1,
			"name": "gold"
			}

Coming Soon…

- Ballot Asset Portal!
- Advertisers can submit image and text assets for self-serve fulfilment
- **Success Tip!** Scale your fulfilment efforts by allowing a la carte asset collection to be handled by the site

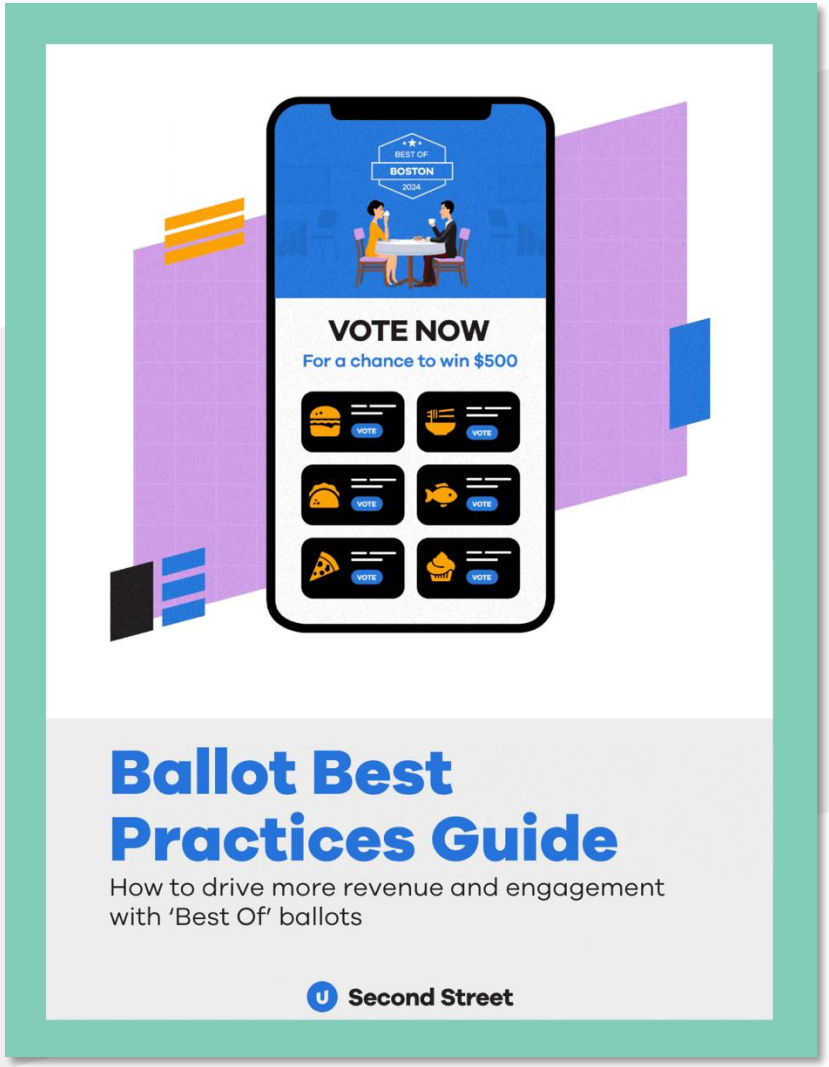


Q&A

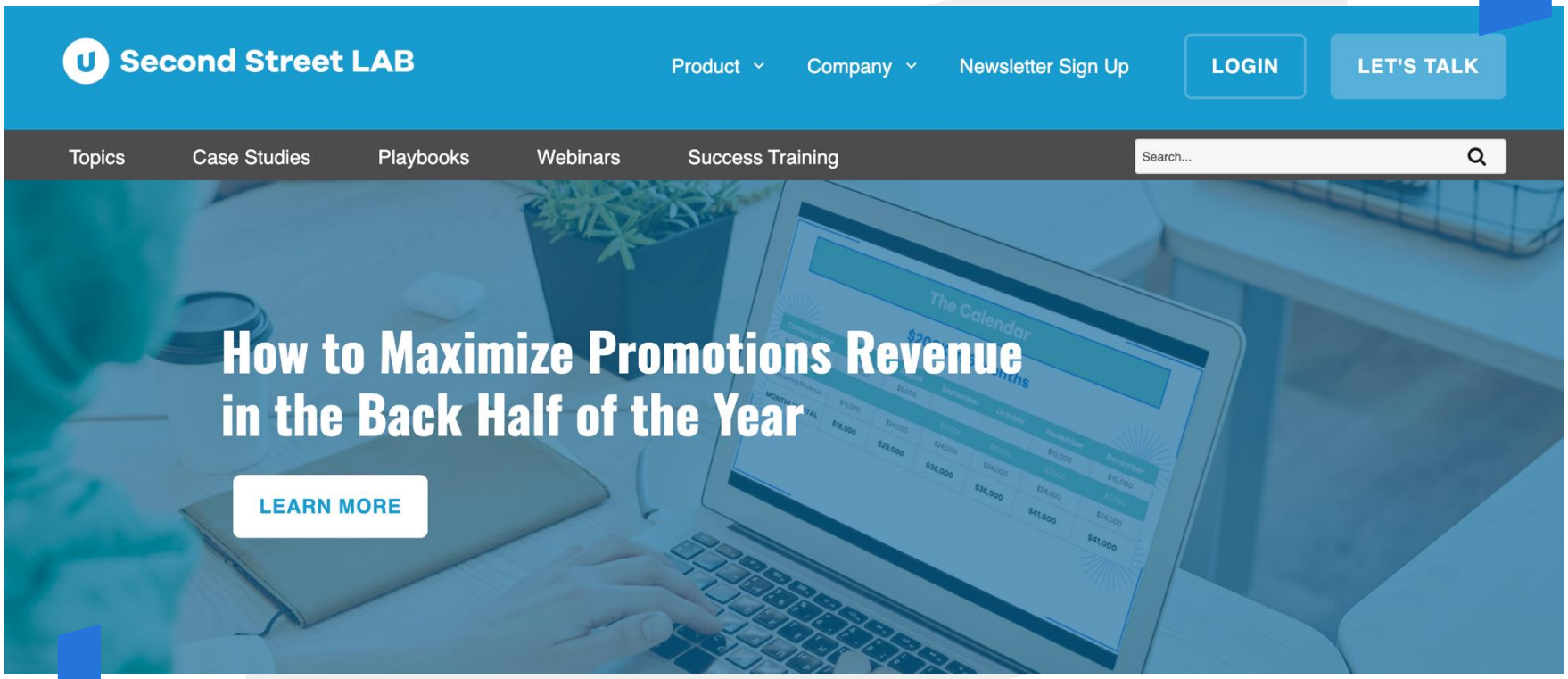
Have some follow-up questions after checking out the feature? We're hosting an Office Hours next week!

https://info.uplandsoftware.com/ballot-ecommerce-office-hours.html

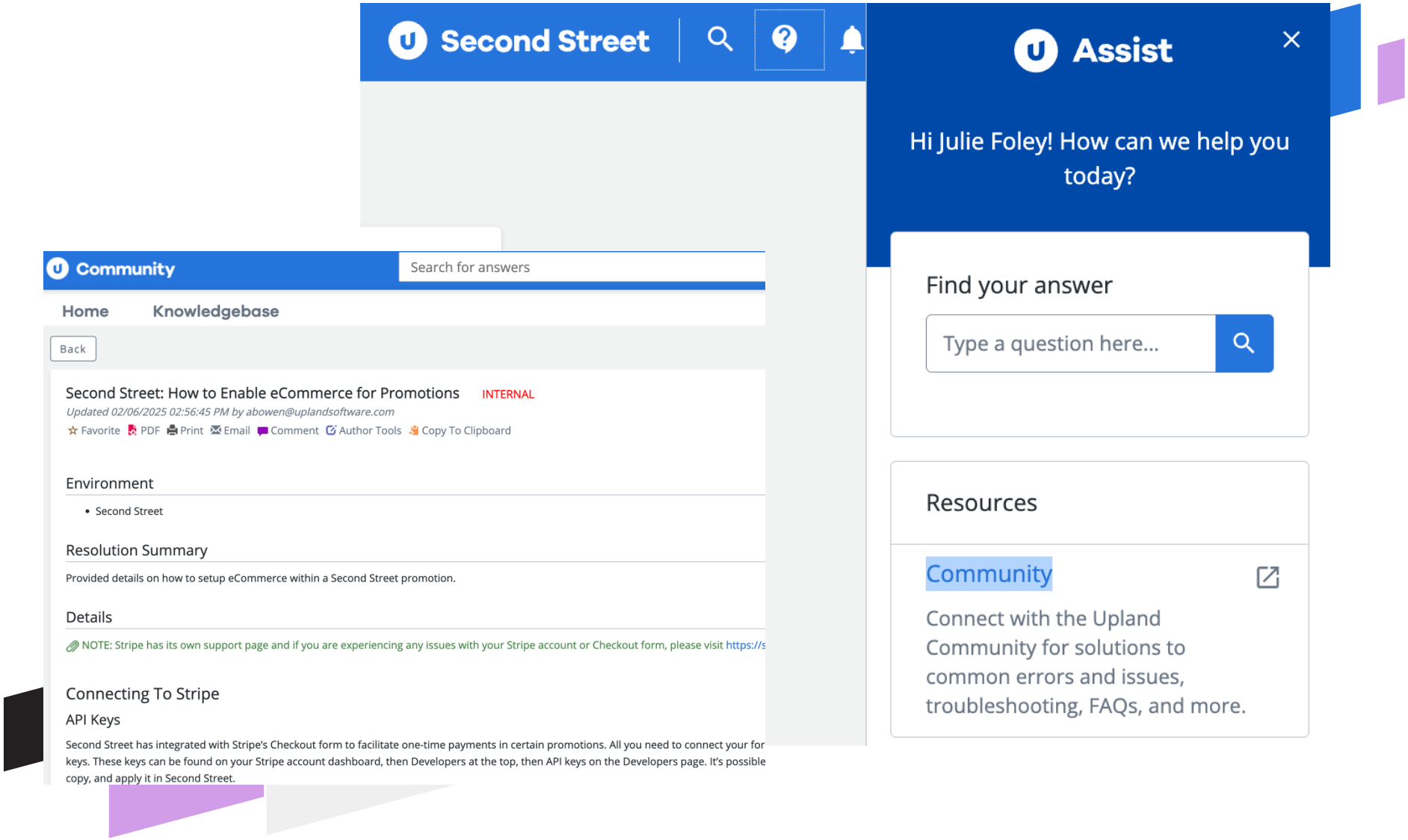
Resources



lab.secondstreet.com/playbooks/



lab.secondstreet.com


Second Street
Assist
Hi Julie Foley! How can we help you today?
Find your answer
Type a question here...
Resources
Community
Connect with the Upland Community for solutions to common errors and issues, troubleshooting, FAQs, and more.
Community
Search for answers
Home
Knowledgebase
Back
Second Street: How to Enable eCommerce for Promotions
INTERNAL
Updated 02/06/2025 02:56:45 PM by abowen@uplandsoftware.com
Favorite PDF Print Email Comment Author Tools Copy To Clipboard
Environment
Second Street
Resolution Summary
Provided details on how to setup eCommerce within a Second Street promotion.
Details
NOTE: Stripe has its own support page and if you are experiencing any issues with your Stripe account or Checkout form, please visit https://s
Connecting To Stripe
API Keys
Second Street has integrated with Stripe's Checkout form to facilitate one-time payments in certain promotions. All you need to connect your for
keys. These keys can be found on your Stripe account dashboard, then Developers at the top, then API keys on the Developers page. It's possible
copy, and apply it in Second Street.

Community

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

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!

Thank You!

Julie Foley
Sr. Customer Success Manager
jfoley@uplandsoftware.com

Walt Mutschlar
Senior Product Manager