Webinar starting shortly

Second Street

Ballot eCommerce Office Hours

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Welcome!

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We want your questions!

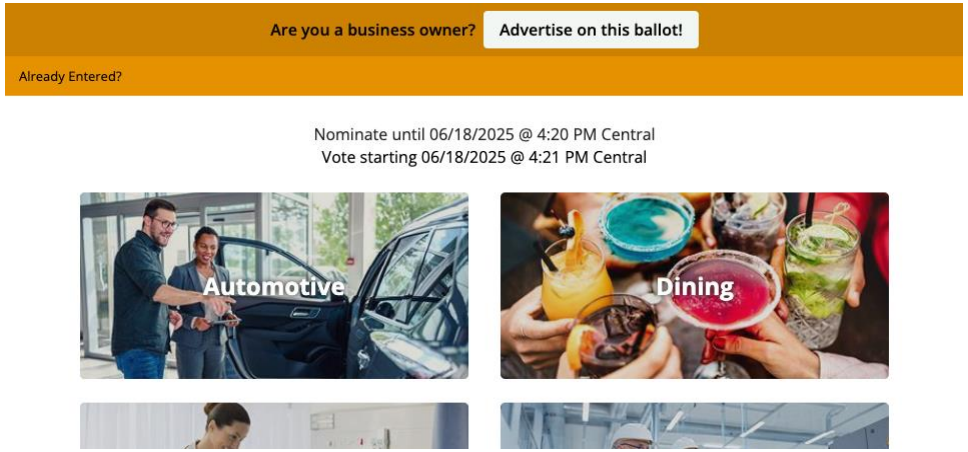
This webinar will be dedicated mostly to the Q&A!

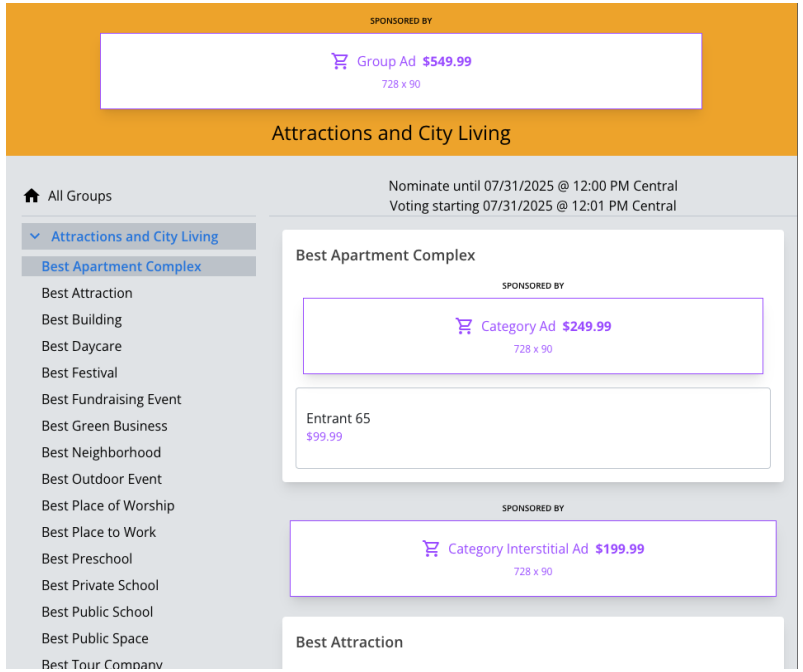
Ask in the GoToWebinar Panel

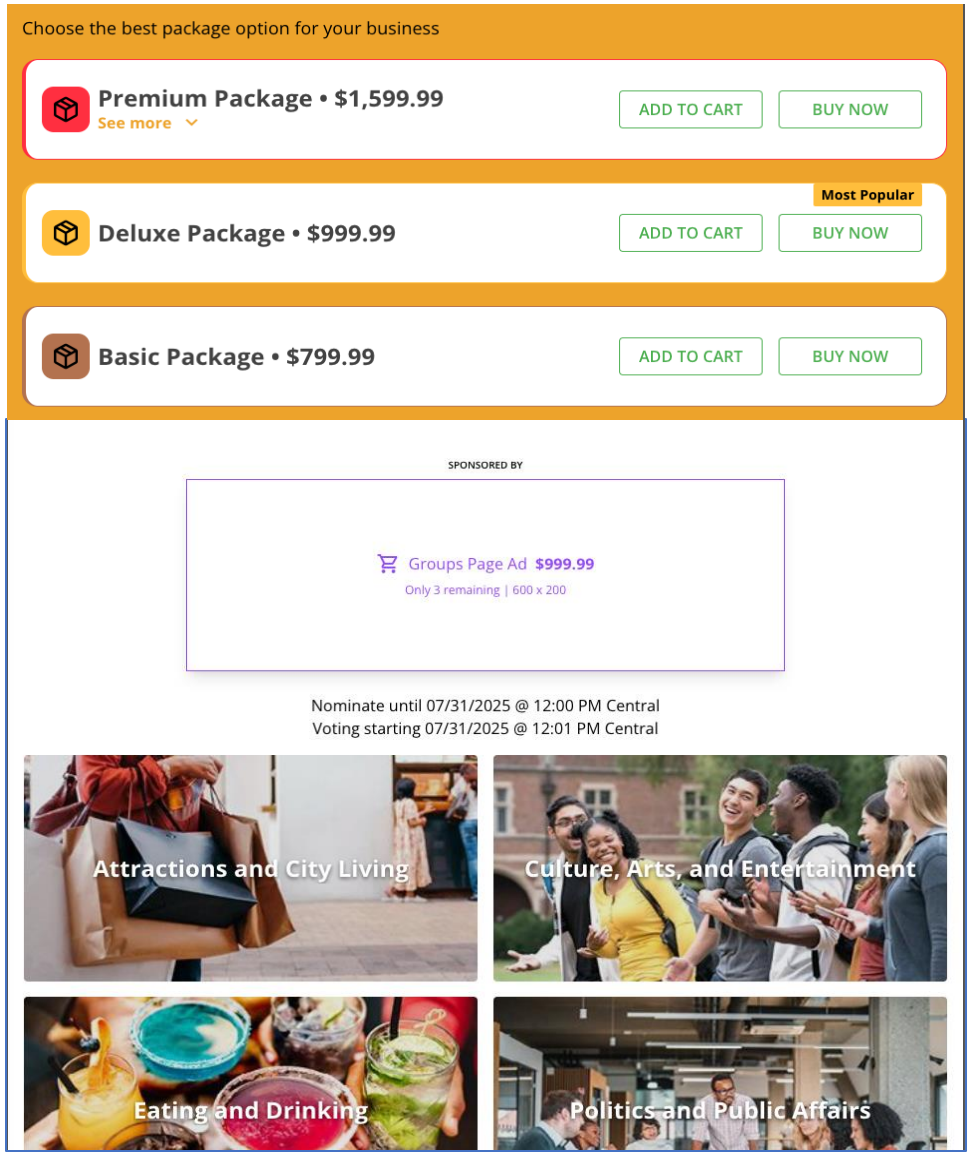
Agenda

- Best Practices
- Quick Feature Overview
- Q&A

The eCommerce Site







Why are we so excited about eCommerce?

The Challenge

Lots of prospects, not enough reps

200 categories x 10 businesses/category = 2,000 prospects

The Solution

Scale with self-serve ad buying

eCommerce gives every local business the opportunity to reach **your audience**

How?

One-to-Many Outreach

- Pop-up ads 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
- Email campaign

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.

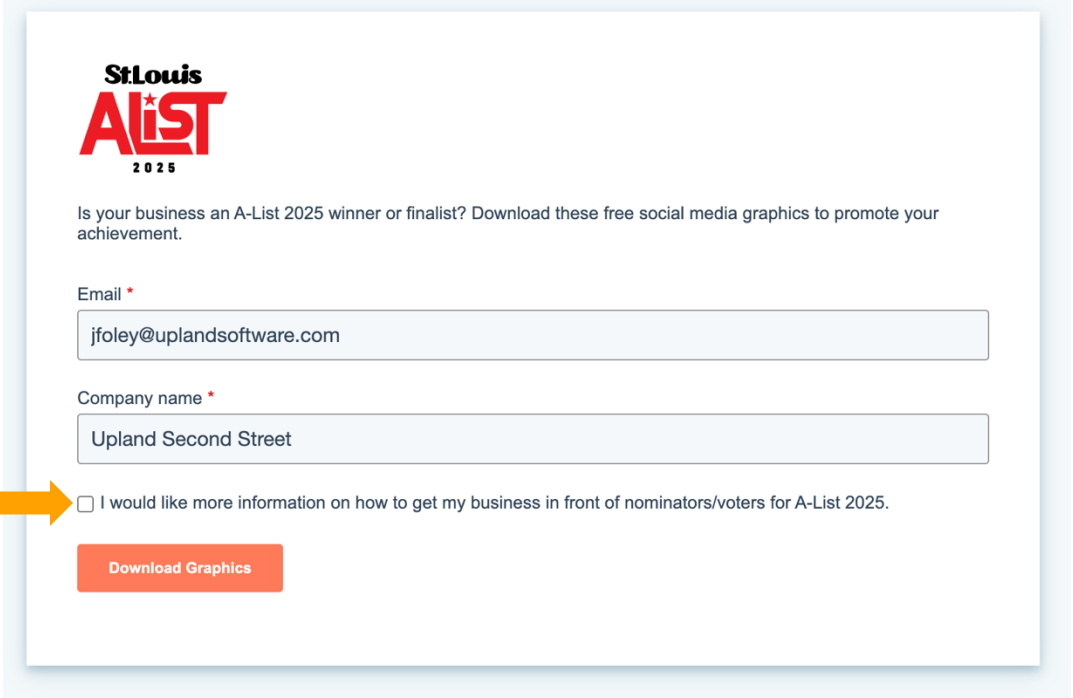
DEADLINE to claim Your Early Bird Rates: Wednesday, May 21

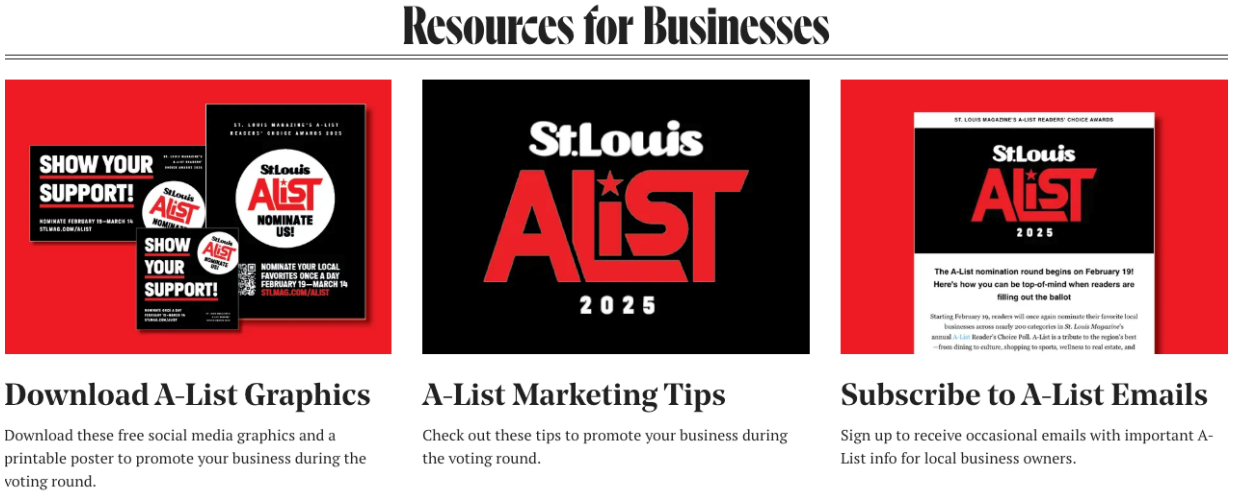
Please note: Advertising enhances your business's exposure but is not required and does not guarantee advancement to the final voting round or placement in the Top 3.

View Best of the Pines advertising opportunities

One-to-Many Outreach

- If you don't have an email list of business owners, START BUILDING ONE NOW
- How to build your list:
  - Create content that attracts local business owners to your program
  - Gated graphics, marketing tips, and/or media kit that include an opt-in on the form
  - Opt-in widget on your business resource page
  - Opt-in on the ballot registration form





One-to-Many Outreach

- Create a B2B email campaign
- **Link to eCommerce page**
  - eCommerce site has a standalone URL

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.

One-to-Many Outreach

- Campaign for each phase of your ballot
- Use strong sales language
  - "Claim and Defend"
- Call-to-Action: "Are you Ready to Win?"
  - Link to eCommerce site

TribLIVE's
Best of the Best 2024
is here!

LAST CALL! Reserve your
Best of the Best 2024 Nomination Package NOW!

Nomination Packages include multimedia marketing elements to help you stay top of mind with your customers as they are submitting their nominations.

New This Year
Individuals can submit ONE nomination per category, so nominations are more important than ever!

New Categories
Concrete, Fencing, Tree Service, Home Remodeling, Antiques & Resale, and more!

Nomination sales deadline TODAY! Get one step closer to claiming your title!

NOMINATION PACKAGES

Feature Overview

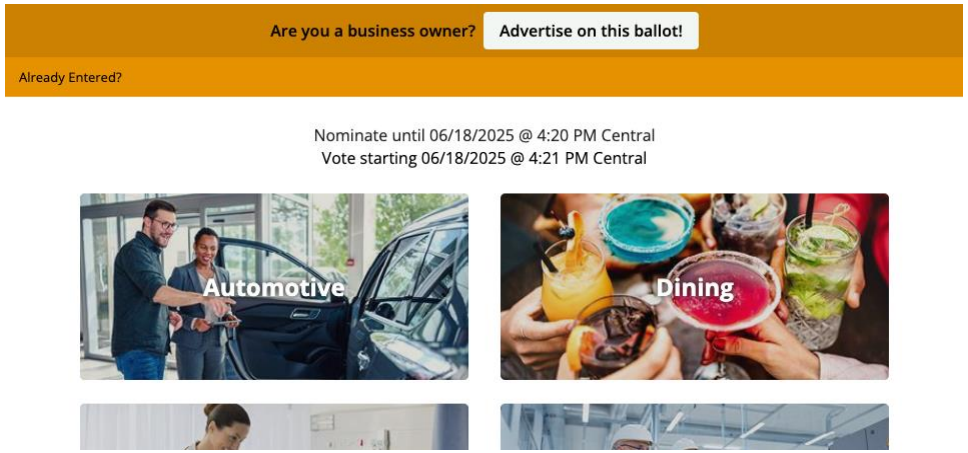
Connect with Stripe

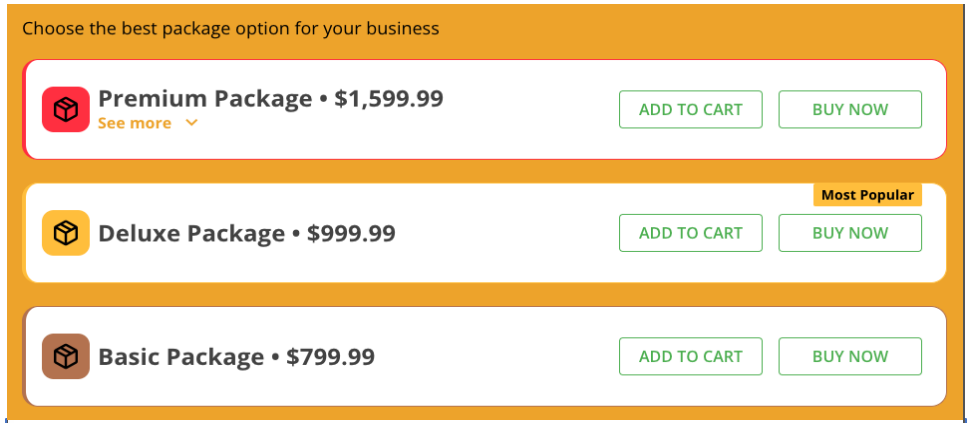
- No additional license fee to use eCommerce with Second Street
- No charge to create a Stripe account
- Stripe takes 2.9% + 30 cents per successful charge for domestic cards
  - $20 transaction = $0.88 Stripe fee + taxes

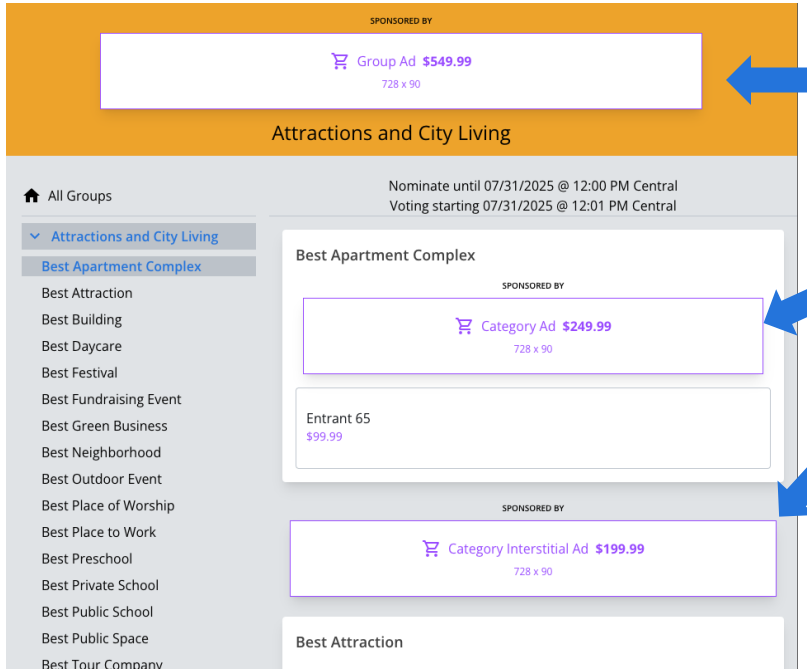
stripe

The eCommerce Site

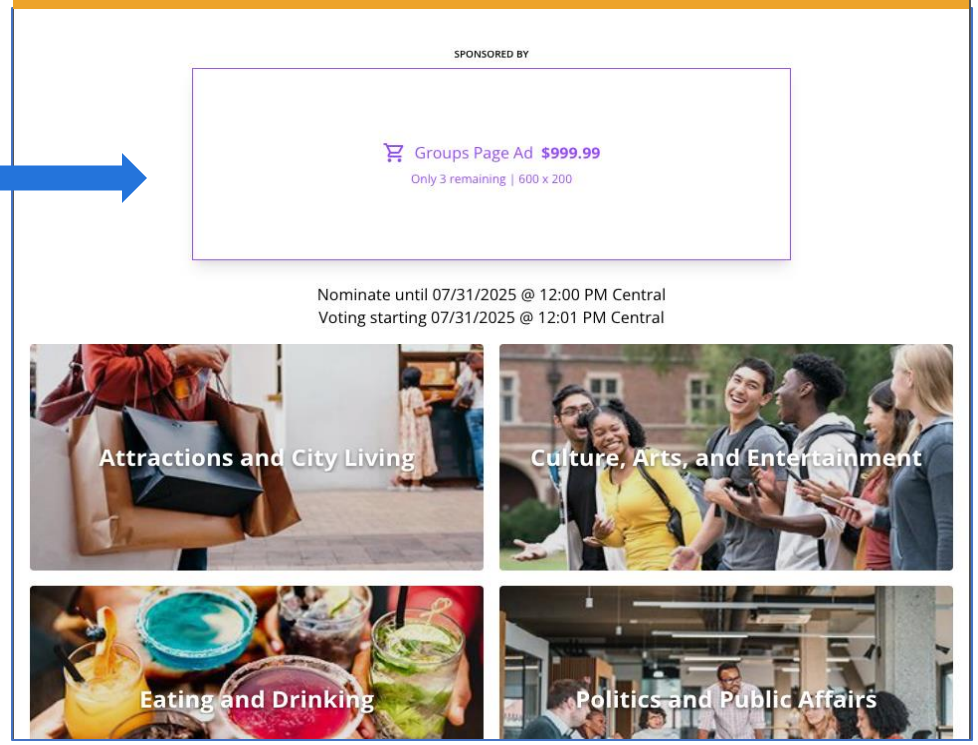
Click here to get to the site





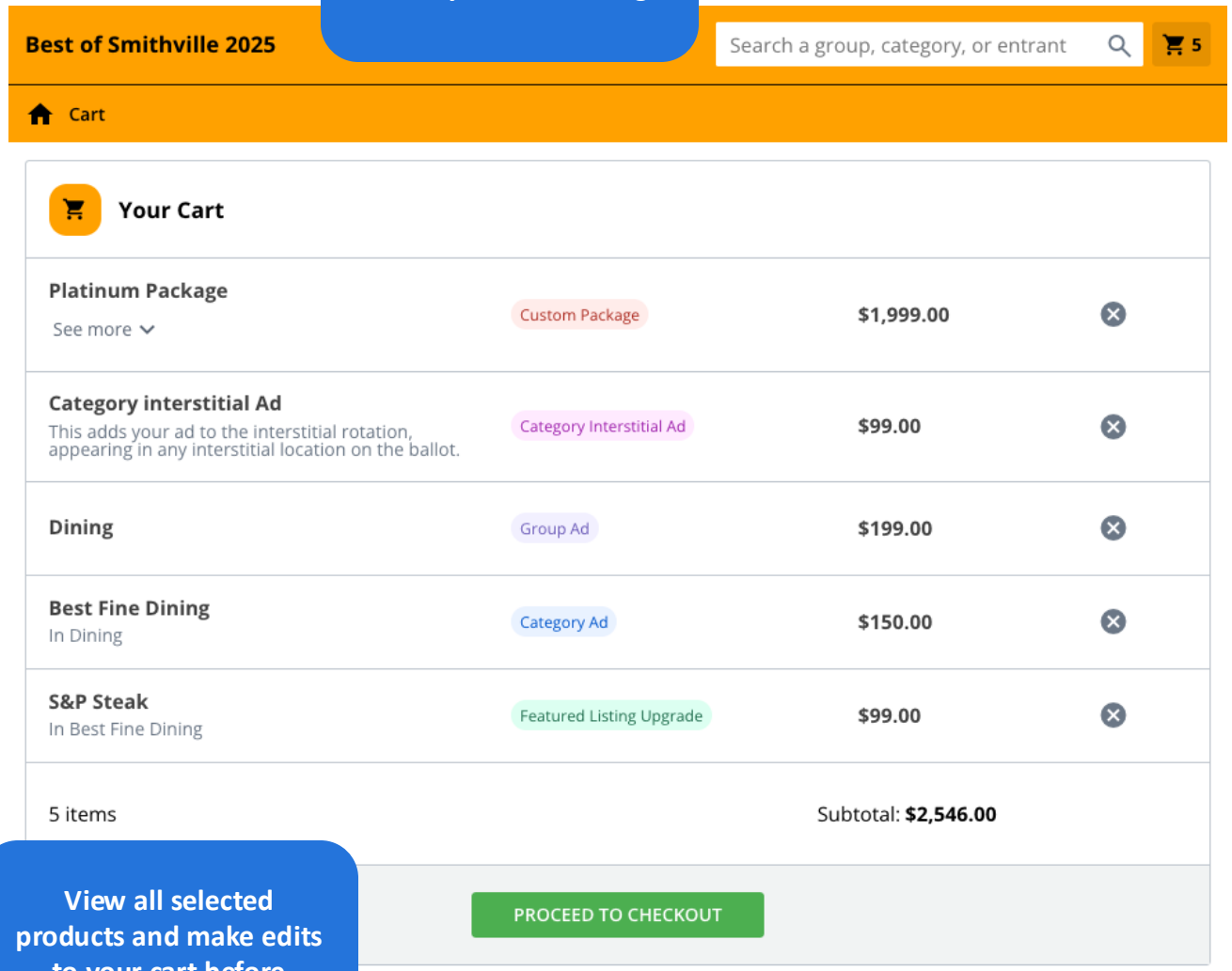


Browse packages and a la carte ad spaces for purchase



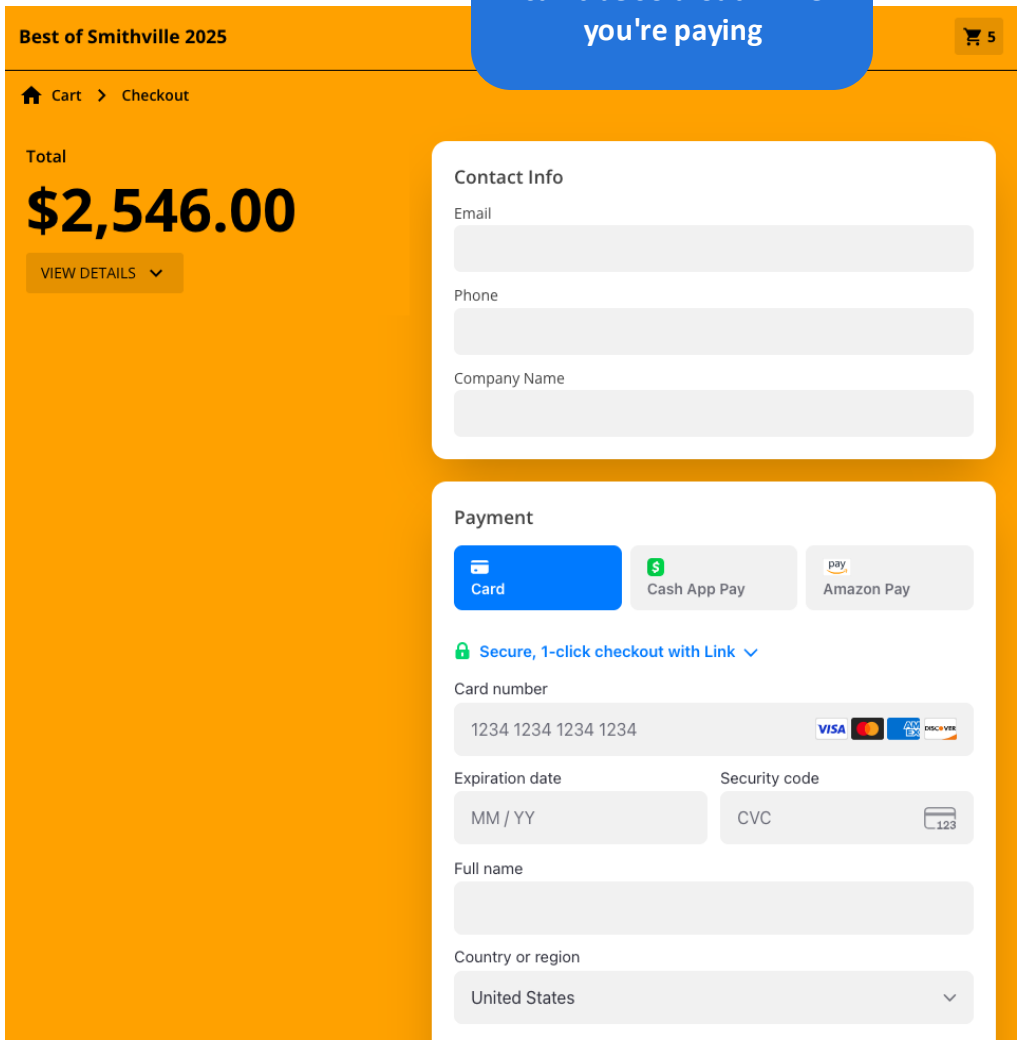
Checkout

The cart will adjust if items become sold out while you're browsing



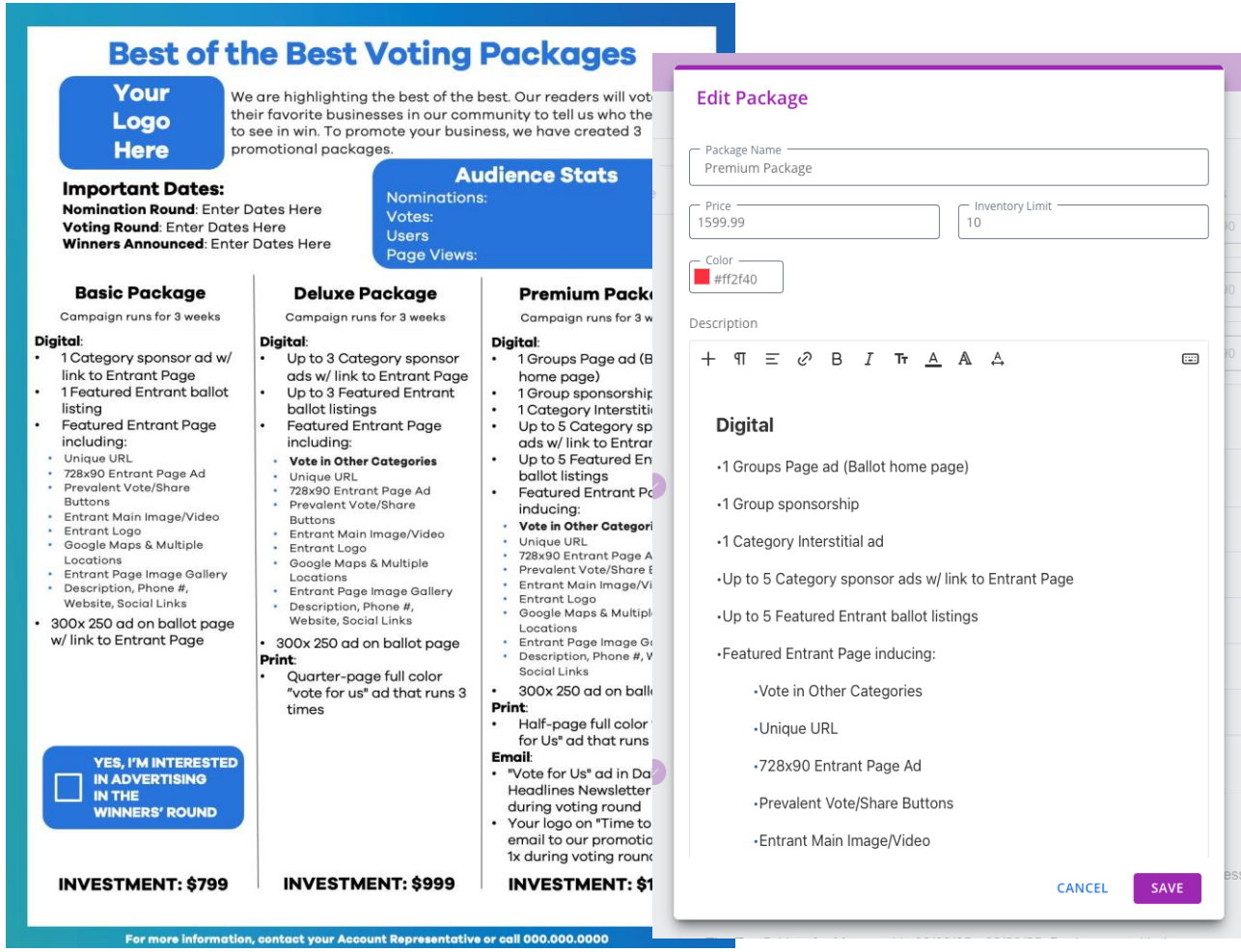
View all selected products and make edits to your cart before purchasing

While checking out, your purchases are locked and can't be sold out while you're paying



Package Selling Tips

- Multi-media offering
  - Advertising within the ballot
  - Core media (print, on-air, etc.)
  - Email
  - Social
  - Digital
- 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



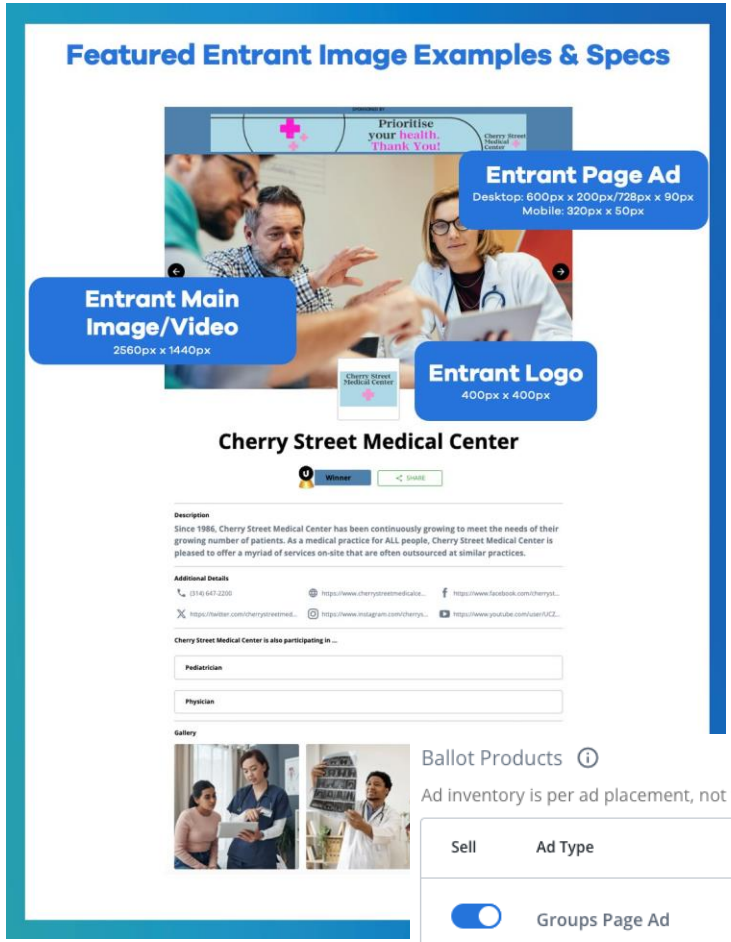
Custom Packages

Sell	Name	Price	Inventory
⠿ ON	Premium Package	$1,599.99	10
⠿ ON	Deluxe Package	$999.99	50
⠿ ON	Basic Package	$799.99	250

+ PACKAGE

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 5-7 categories



Ballot Products

Ad inventory is per ad placement, not total inventory

Sell	Ad Type	Price	Inventory	Recommended Size
✓	Groups Page Ad	999.99	3	600 px x 200 px
✓	Group Ad	549.99	5	728 px x 90 px
✓	Category Ad	249.99	5	728 px x 90 px
✓	Category Interstitial Ad	199.99	30	728 px x 90 px
✓	Entrant Ad	99.00	1	728 px x 90 px
✓	Featured Listing Upgrade	99.99		

Q&A

How do I get started?

Second Street: eCommerce

Updated 08/03/2025 10:56:53 PM by rroyce@uplandsoftware.com

Favorite PDF Print Email Comment Author Tools Copy To Clipboard

Resolution Summary

Provided details about the eCommerce feature within the Second Street Platform.

Answer

Overview

- How to Enable eCommerce in Second Street
- How to Enable eCommerce in Stripe
- Turtorial Videos

eCommerce Per Promotion Type

- Photo Contest
- Video Contest
- Community Gallery
- Voting Ballot
- Nomination & Voting Ballot
- Fulfilling Ballot eCommerce Sales with Stripe Reports

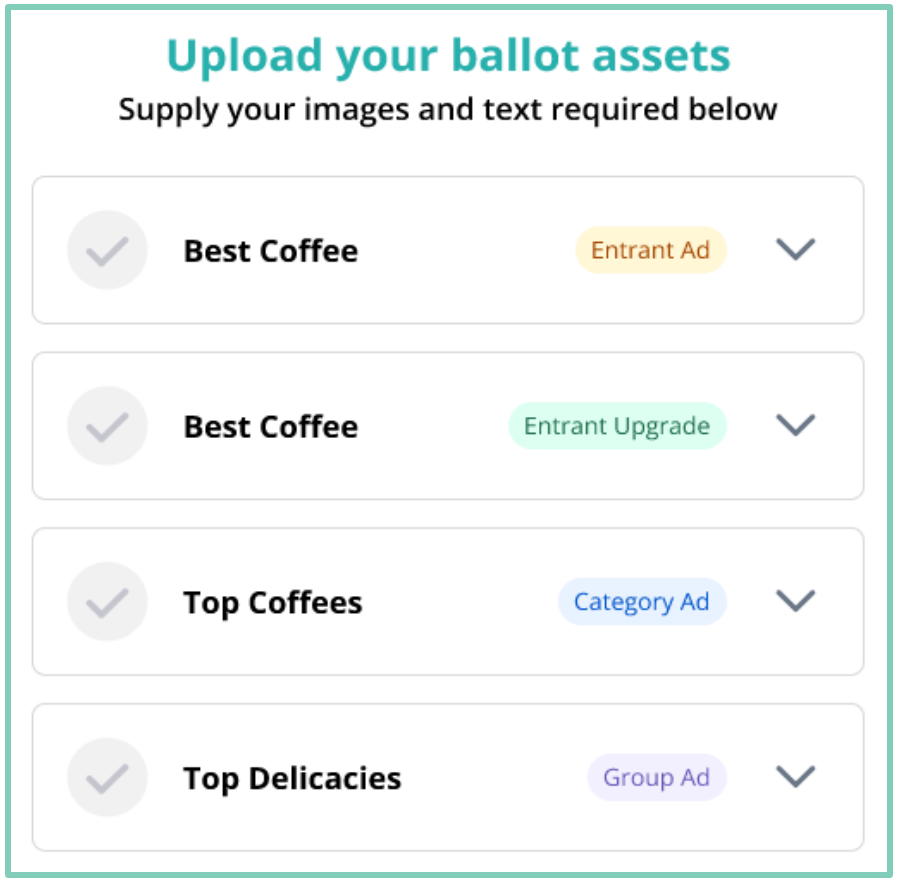
Should I sell packages or

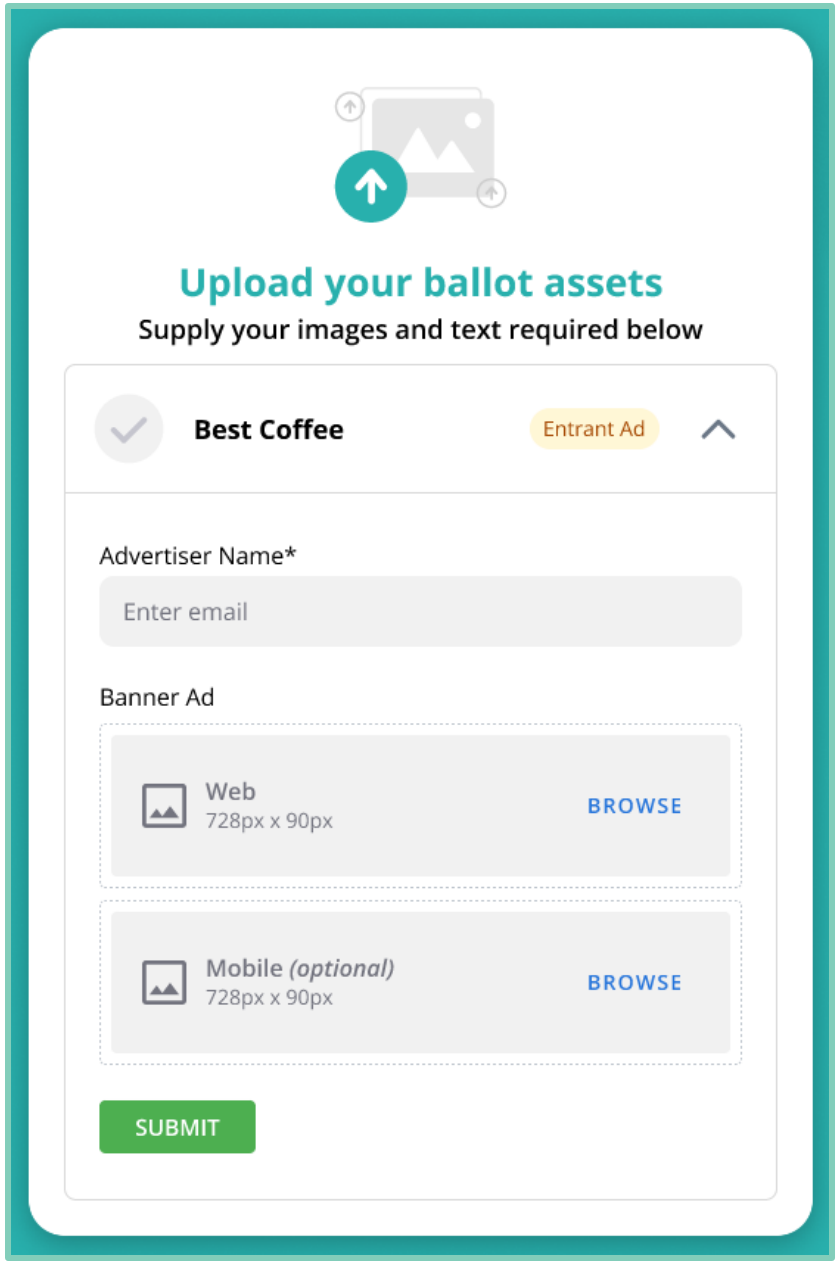
a la carte ads?

Where can I view purchases advertisers make?

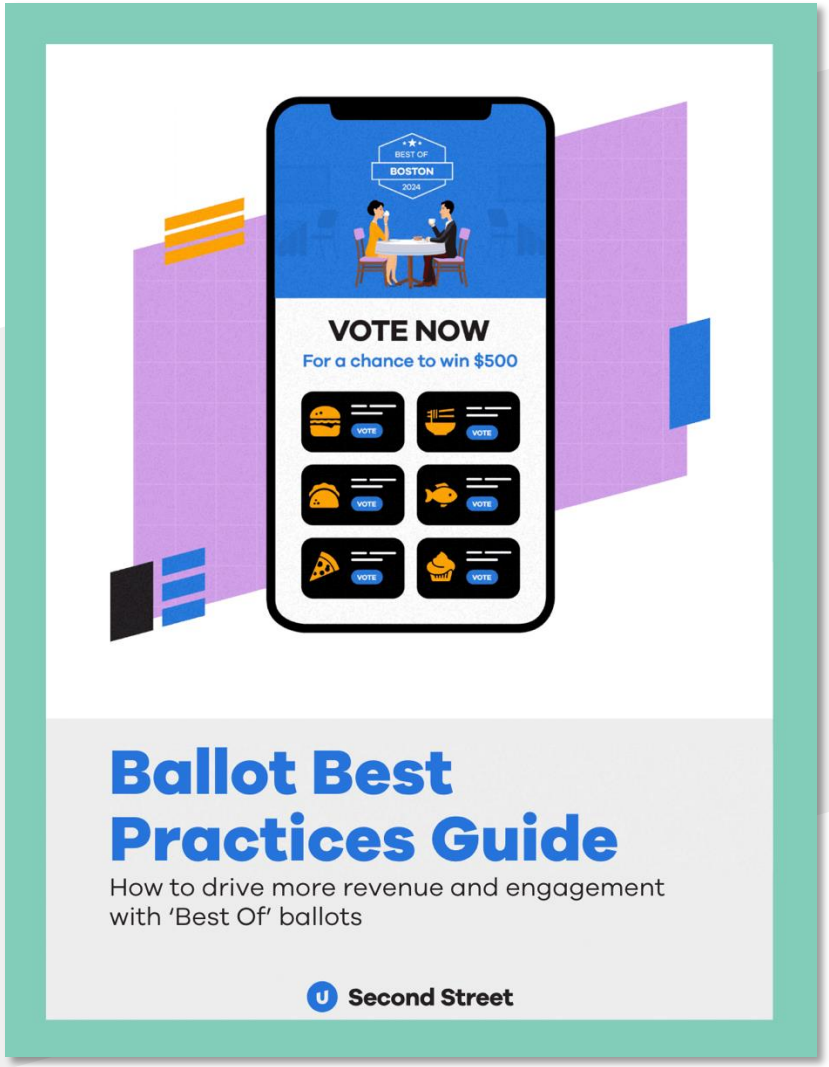
Can advertisers submit their own images/ads?

Coming Soon:
Ballot Asset Portal





Resources



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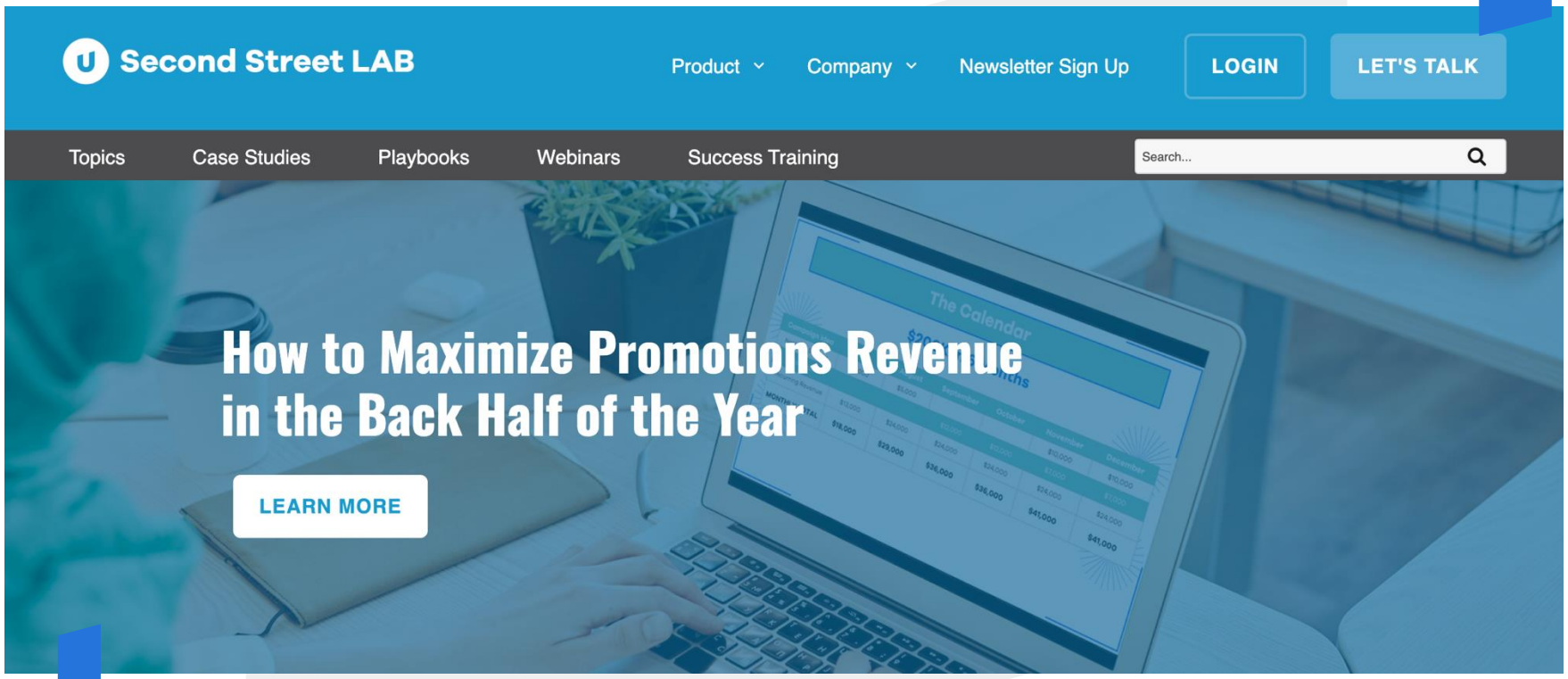

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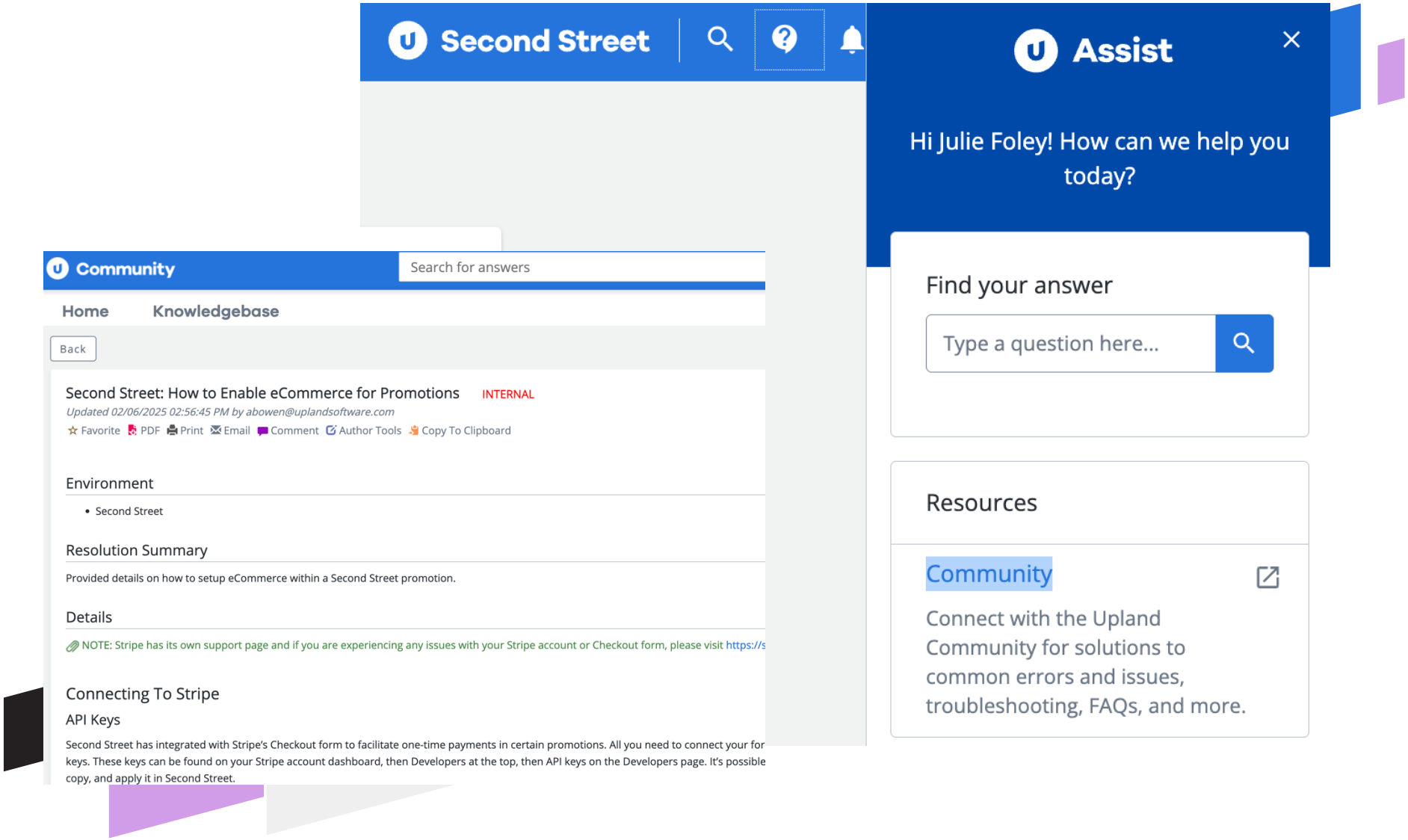
Second Street
Assist
Hi Julie Foley! How can we help you today?
Find your answer
Type a question here...
Resources
Community
Connect with the Upland Community for solutions to common errors and issues, troubleshooting, FAQs, and more.
Community
Search for answers
Home
Knowledgebase
Back
Second Street: 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

Thank you!

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