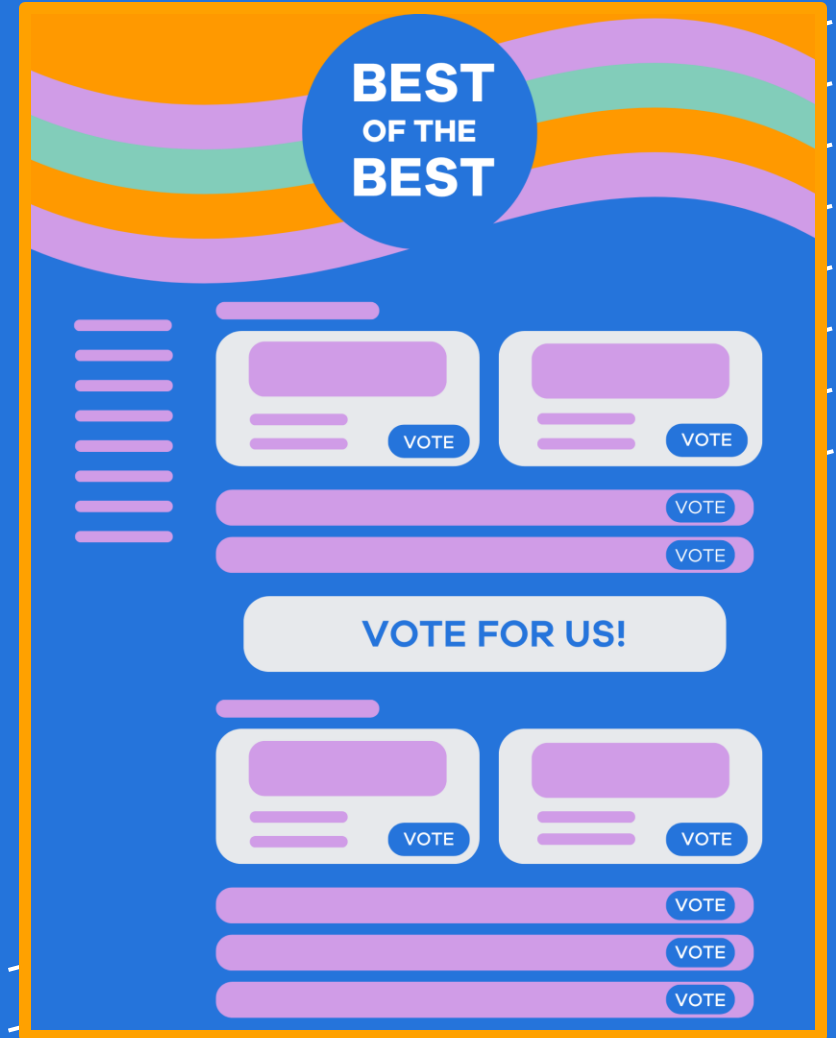




Best Of Ballot Series

Planning Your Best Of Program



Welcome!



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com

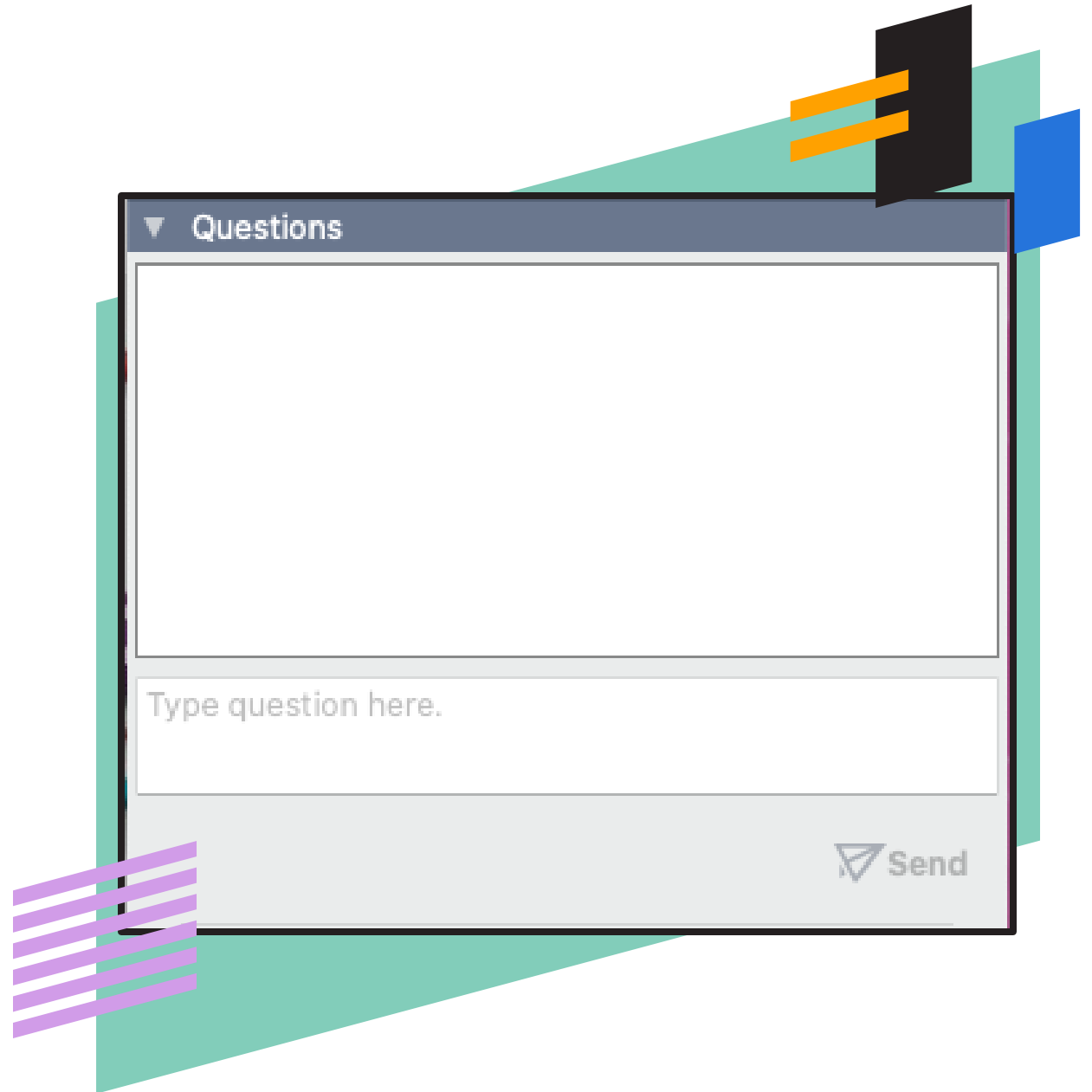


Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com

Send in your questions!

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



Planning Your Best Of

Your Team

The Timeline



Your Best Of Team



No matter the size of your team,
you NEED a LEADER

Your Best Of Team

Team Lead

Project Manager

Sales & Marketing

Sales Packages
Sales Kickoff
Email & Social
Event

Fulfillment

Ballot Admin
Ad Ops

Strategic Roles

Hire a temporary sales manager for 2-3 months or part-time to run sales team



If it goes well, it could turn into a full-time position!



Your Best Of Plan

Best Practice Alert!

Running a 3-
phase ballot
maximizes
revenue
opportunities

SELL all 3
phases

If you aren't
running a 3-phase
ballot, the time to
start is **NOW**



Start Planning 6 Months Before Best Of Kickoff



**A successful 'Best Of' is a
product of great PLANNING**

6 Months Before Nominations Launch

Dates Finalized



Name & Branding/Graphics Finalized



Finalize Groups and Categories (if this is your first ballot) OR Audit
last year's ballot



6 Months
Before

5 Months
Before

4 Months
Before

3 Months
Before

2 Months
Before

1 Month
Before

Nomination
Phase Starts



The plain
ribbon is
DEAD!



Create
BRANDING

Auditing Your Ballot Made Simple

Did it generate revenue?

Did it generate engagement?

Will it generate future
revenue/engagement?

3 Months Before Nominations Launch

Finalize Ballot Design Setup



All Sales Packages Completed



eCommerce Site Setup Completed



6 Months
Before

5 Months
Before

4 Months
Before

3 Months
Before

2 Months
Before

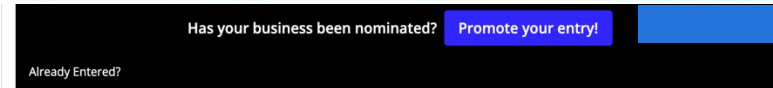
1 Month
Before

Nomination
Phase Starts

Ballot Design



Eye-catching
header graphic

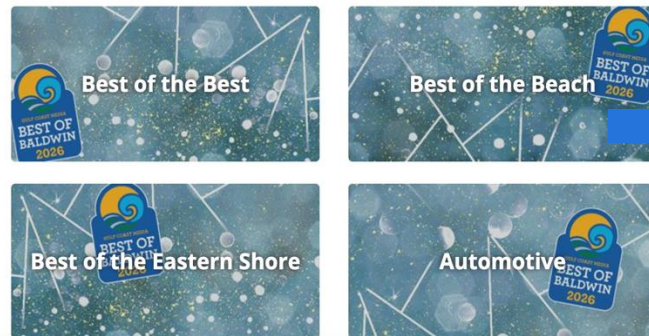


eCommerce Call-
Out

Nominate until 10/09/2025 @ 12:59 AM Eastern
Vote starting 10/22/2025 @ 1:00 AM Eastern
SPONSORED BY



Promotional Ads
linking to
eCommerce



Group Images

Sales Packages

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	Deluxe Package	Premium Package
Campaign runs for 3 weeks	Campaign runs for 3 weeks	Campaign runs for 3 weeks
Digital: <ul style="list-style-type: none">1 Category sponsor ad w/ link to Entrant Page1 Featured Entrant ballot listingFeatured Entrant Page including:<ul style="list-style-type: none">Unique URL728x90 Entrant Page AdPrevalent Vote/Share ButtonsEntrant Main Image/VideoEntrant LogoGoogle Maps & Multiple LocationsEntrant Page Image GalleryDescription, Phone #, Website, Social Links300x 250 ad on ballot page w/ link to Entrant Page	Digital: <ul style="list-style-type: none">Up to 3 Category sponsor ads w/ link to Entrant PageUp to 3 Featured Entrant ballot listingsFeatured Entrant Page including:<ul style="list-style-type: none">Vote in Other CategoriesUnique URL728x90 Entrant Page AdPrevalent Vote/Share ButtonsEntrant Main Image/VideoEntrant LogoGoogle Maps & Multiple LocationsEntrant Page Image GalleryDescription, Phone #, Website, Social Links300x 250 ad on ballot page Print: <ul style="list-style-type: none">Quarter-page full color "vote for us" ad that runs 3 times	Digital: <ul style="list-style-type: none">1 Groups Page ad (Ballot home page)1 Group sponsorship1 Category Interstitial adUp to 5 Category sponsor ads w/ link to Entrant PageUp to 5 Featured Entrant ballot listingsFeatured Entrant Page including:<ul style="list-style-type: none">Vote in Other CategoriesUnique URL728x90 Entrant Page AdPrevalent Vote/Share ButtonsEntrant Main Image/VideoEntrant LogoGoogle Maps & Multiple LocationsEntrant Page Image GalleryDescription, Phone #, Website, Social Links300x 250 ad on ballot page Print: <ul style="list-style-type: none">Half-page full color "Vote for Us" ad that runs 3 times Email: <ul style="list-style-type: none">"Vote for Us" ad in Daily Headlines Newsletter 1x during voting roundYour logo on "Time to Vote" email to our promotional list 1x during voting round
INVESTMENT: \$799	INVESTMENT: \$999	INVESTMENT: \$1,599

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

For more information, contact your Account Representative or call 000.000.0000

- Packages for all phases
 - Nomination
 - Voting
 - Winners
- Early bird pricing
- We've created a kit with everything!



eCommerce Site



Shout out your favorites! Cast your vote in OutSmart's 28th Annual Gayest & Greatest 2025 Readers' Choice Awards for your favorites in the LGBTQ community!

Turn Voters into Customers. [Advertise on this ballot! Click here for details!](#)

Already Voted?

Vote until 08/20/2025 @ 11:59 PM Central



2025 OutSmart Gayest and Greatest Readers' Choice Awards

Search a group, category, or entrant



Choose the best package option for your business



Ultimate Ballot Combo • \$850.00

[See more](#)

ADD TO CART

Most popular!

BUY NOW

Additional Details

The G&G is for Businesses *and* Heroes – Make a Difference!

The Gayest & Greatest Awards are a celebration with a purpose—they power the OutSmart Foundation's mission to keep independent LGBTQ journalism thriving. Your ad or sponsorship is tax-deductible and helps amplify voices, spark understanding, and strengthen our community.


Order online or request info [here](#). For concierge service, call the ad dept at 713-520-7237.

Vote until 08/20/2025 @ 11:59 PM Central



eCommerce Site

SPONSORED BY

 **Group Ad \$549.99**
728 x 90

Attractions and City Living

🏠 All Groups

▼ Attractions and City Living

Best Apartment Complex

Best Attraction

Best Building

Best Daycare

Best Festival

Best Fundraising Event

Best Green Business

Best Neighborhood

Best Outdoor Event

Best Place of Worship

Best Place to Work

Best Preschool

Best Private School

Best Public School


Best Public Space

Best Tour Company

Nominate until 07/31/2025 @ 12:00 PM Central
Voting starting 07/31/2025 @ 12:01 PM Central


Best Apartment Complex

SPONSORED BY

 **Category Ad \$249.99**
728 x 90


Entrant 65
\$99.99

SPONSORED BY


 **Category Interstitial Ad \$199.99**
728 x 90

Best Attraction


Choose the best package option for your business

 **Premium Package • \$1,599.99**
[See more](#) ▼

[ADD TO CART](#) [BUY NOW](#)


 **Deluxe Package • \$999.99**

[ADD TO CART](#) [BUY NOW](#) **Most Popular**


 **Basic Package • \$799.99**


[ADD TO CART](#) [BUY NOW](#)


SPONSORED BY


 **Groups Page Ad \$999.99**
Only 3 remaining | 600 x 200

Nominate until 07/31/2025 @ 12:00 PM Central
Voting starting 07/31/2025 @ 12:01 PM Central

 **Attractions and City Living**

 **Culture, Arts, and Entertainment**

 **Eating and Drinking**

 **Politics and Public Affairs**

eCommerce Site

Make sure you're signed up for Day 3 to
learn more!!



2 Months Before Nominations Launch

Media Kit & Landing Page Completed

Create & Launch Nomination Phase B2B Marketing Campaign

Sales Kickoff

6 Months
Before

5 Months
Before

4 Months
Before

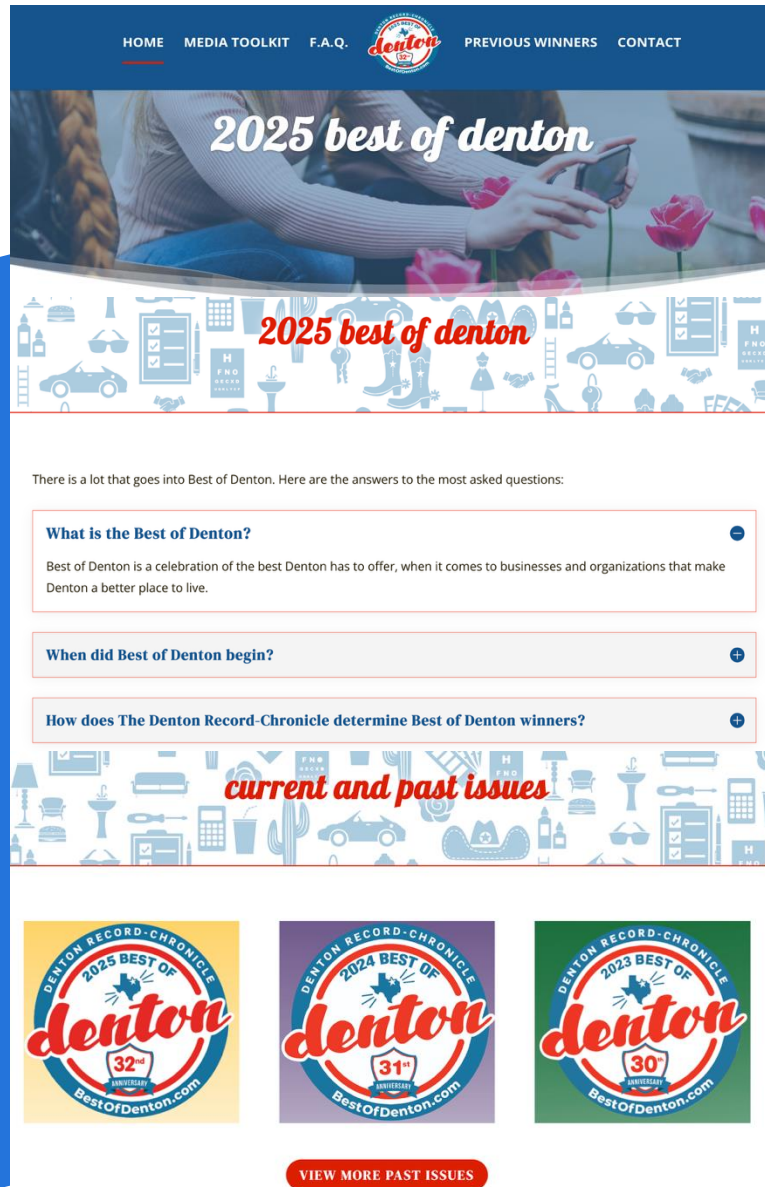
3 Months
Before

2 Months
Before

1 Month
Before

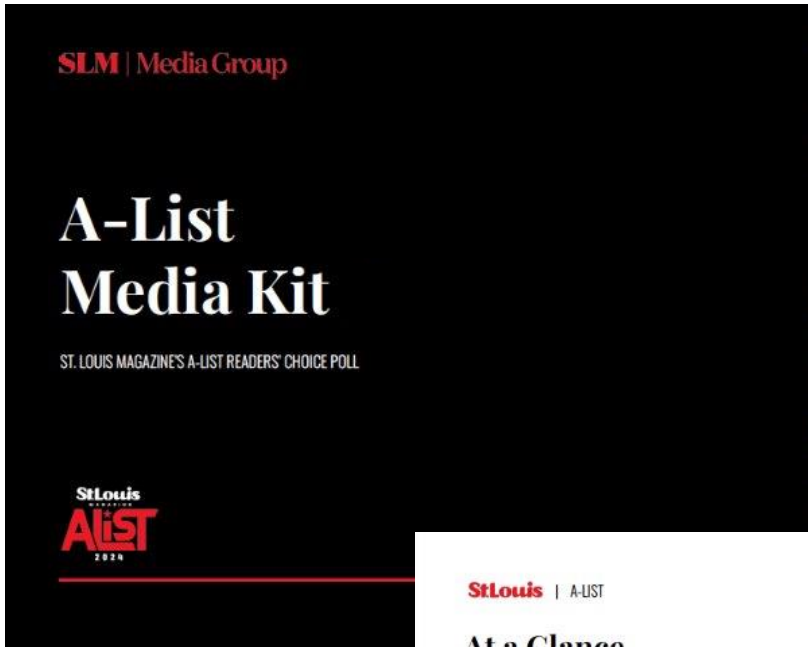
Nomination
Phase Starts

Landing Page



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

Media Kit



St. Louis | A-LIST

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



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

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

B2B Marketing



Secure Your Early Bird Rate Now for the 2025 Best of the Pines Awards!

Starting June 2, readers will once again nominate their favorite local businesses across nearly 200 categories in **The Pilot's annual Best of the Pines voter's choice poll**. This campaign celebrates Moore County's finest—from dining and services to shopping, arts, wellness, real estate, and more—as voted on by our vibrant community.

As a local business, it's crucial to garner nominations during the June nomination round. **Only the top 8 nominees in each category will advance to the final voting phase in July, where readers will select their favorites.** The winners and top two finalists in each category will be showcased in a special magazine insert in *The Pilot* newspaper and online in late September.

Early Bird Advertising Packages Available Now!

Take advantage of our early bird advertising packages, which include:

- Business logos featured on the ballot
- Social media feeds on the ballot page
- Advertisements in *The Pilot* newspaper
- And more!

*****Early Bird Pricing Ends 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.

Defend your title if you were a Best of the Pines winner in 2024, or claim your spot if you're hoping to win in 2025!

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

Best of the Best 2025

Want to be voted TribLIVE's Best of the Best?
Start here ↓

Last year,
96% of Best of the Best advertisers
made the final ballot.
80% were crowned winners

Coincidence? Hardly.

TribLIVE's Best of the Best **NOMINATION PACKAGES** do more than advertise—they position you *as the business to beat*.

We've got packages for every business and budget - featuring print, digital, and a high-visibility spot on the ballot.

Don't wait, deadline to advertise is July 11.

RESERVE MY NOMINATION PACKAGE

96% of advertisers
made the final
ballot

80% were
crowned winners

Sales Training



138,000+

Nominations cast in January
a record-breaking amount!

530,000+

Votes cast in A-List

67,800+

Individual participants in A-List

424,300+

A-List page views

- Invite all Sellers, Marketing, Admin, Leadership
 - Internal Buy-in is important!
 - Educate sellers and answer any questions they have before they pitch to advertisers
- Make it fun
 - Theme
 - Prizes
- What to cover
 - Categories
 - Timeline
 - Prospecting
 - Packages & Pitching
 - Stats
 - Goals

Want to learn more about sales tips,
promotional graphics, and B2B
marketing??

Make sure you're signed up for Day 2 to
learn more!!



Week of Nominations Launch

Finalize Ballot Registration Form & Emails

Create and Launch B2C Nomination Phase Marketing

Fulfillment of eCommerce purchases



Registration Form & Emails

Email

Required

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

First Name

Required

Last Name

Required

Postal Code

Required

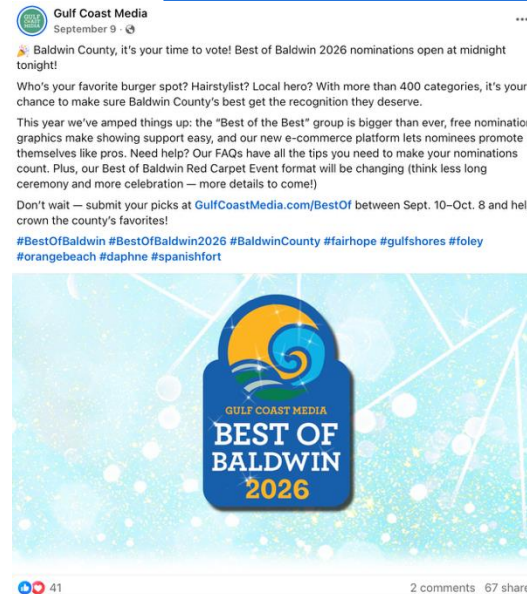
☐ Sign me up for St. Louis Magazine's Arts+Culture newsletter covering the local arts and entertainment scene; sent on Tuesdays.

☐ I'd like to receive St. Louis Magazine's Design+Home newsletter covering home and design inspiration; sent on Wednesdays.

- Ask only for the info you need
 - Email
 - First/Last Name
 - Postal Code
- Include your opt-in!
 - Name of your newsletter
 - What topics it will cover
 - When are they going to get it
 - *Sign me up for St. Louis Magazine's Arts+Culture newsletter covering the local arts and entertainment scene; sent on Tuesdays.*

B2C Marketing

- Digital and Core
- Social media posts
- Invitation emails
 - The day the nomination phase launches
 - 1 week before nominations close
 - The last day of the nomination phase



2025 Nominations Are Now Open!

It's that time of year again! We encourage you to take a few minutes to cast your nominations for your favorite local businesses, organizations and attractions that make Moore County a magical place to live.

Here are the basics:

- Nominations are open until Sunday, June 22.
- If you don't see your favorites listed on the ballot already, write them in! They won't show up immediately, but check back tomorrow and they should be listed.
- The ballot saves your nominations by your email address - no password needed. There is no "submit" button.
- Only the Top 8 nominees in each category make it to the Final Voting Round in July, so make sure to click the green "NOMINATE" button to help your favorites advance!

BREAKING NEWS: NEW CATEGORIES THIS YEAR

Automotive Customization • Chicken Sandwich
Customer Service / Hospitality • Fine Dining • French Fries
Gun Shop • Hair Removal • Mobile Bar

Notice some outdated or incorrect info on the ballot?

Please let us know! We try to double check everything, but sometimes mistakes do happen. Please tell us what's wrong, then point us to the correct info, and we'll get it fixed as soon as we can: bestofthepines@thepilot.com. Thanks!



Ballot Asset Portal



Payment Successful

Now it's time to submit assets! Check your inbox for an email with a portal, or go directly to the portal.

ASSET PORTAL



Upload your ballot assets

Supply your images and text required below



Groups Page Ad

Groups Page Ad



Attractions and City Living

Group Ad



Category interstitial Ad

Category Interstitial Ad



Entrant 67

Featured Listing Upgrade



Entrant Preview

ENTRANT PAGE

GALLERY PAGE



Entrant 67

The best fine dining establishment this side of the Mississippi! Enjoy savory, perfectly-cooked steaks, exquisite seafood offerings, and amazing wine pairings.

125 West Monroe Street, Chicago, IL, USA

1234567890

https://www.example.com

VOTE

- After eCommerce purchase, advertisers are prompted to upload their assets through secure portal
 - You have control to update/change assets if needed
- Ads and featured listings are automatically placed on the ballot
- Get notified when assets are submitted



Nomination Phase Begins

Runs for 3-4 weeks

Nomination Phase Ends



Transition Period

Nomination Phase to Voting Phase

Transition Period

Nominations tallied and top 5 picked



Update Media Kit & Landing Page with Voting
Phase Ads



Launch Voting Phase B2B Marketing Campaign &
Voting Phase Sales Begin



Nominations
End

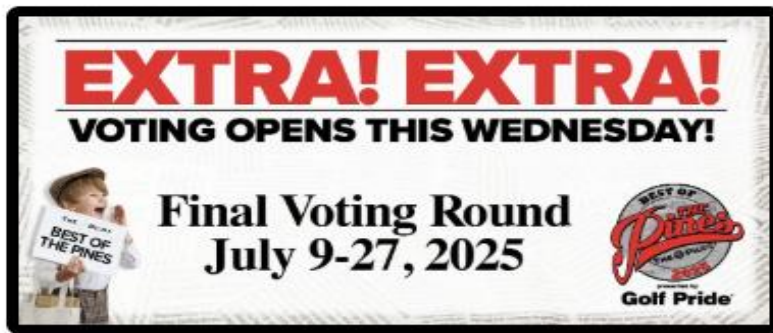
1 Week

2 Weeks

3 Weeks

Voting Begins

B2B Marketing



Want to reach our largest audience?

• Click [here](#) to view our media kit for voting. We have specially priced promotional packages that maximize exposure and increase awareness for your business during our largest audience of the year. Remember, you could reach 25,000 potential new customers!

• **Free Graphics & Voting Toolkit!** Once again, we're offering free social media graphics and tips to help you encourage your customers to vote for you.

****Please do not use these graphics before Wednesday, July 9.****

Why did I get this email?

Either the business or organization you manage has been nominated on the ballot. Congrats!

Have more questions?

Click [here](#) to read through our FAQ's. If your question isn't answered there, you can hit "reply" to ask.

How often can people vote?

One vote per category.

How long does voting last?

Voting will be open until 11:59 pm on Sunday, July 27.

Do people have to vote in every category?

Nope! You can choose the categories that are most important to you.

We always ask everyone to vote in at least 10 categories. This helps ensure that the playing field is fair and the results are accurate. *This is not required, but strongly encouraged.*

How can I get my business logo on the ballot?

Just hit the "reply" button, or contact your Account Rep at The Pilot directly.

You can [click here](#) for more info about Enhanced Listings – a.k.a. having your logo on the ballot.

- 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"
 - Link to Landing Page & eCommerce Site

Transition Period

Update Thank You Emails with Voting Language



B2C Marketing Campaign Starts



Fulfillment of eCommerce purchases



B2C Marketing



Hi {{User.FirstName}},

You have many ways to thank the good folks who feed you, help you around the home, fix your car, take care of your cat or dog, and more. But one of the best ways to thank them is to vote for your favorite businesses in the annual Best of Denton contest.

We invite you to vote for your favorites in over 200 categories. If you vote in more than 25 categories, you'll be automatically entered for a chance to win a **\$250 gift card!**

The deadline to submit your votes is **July 20th.**

Thanks!
Denton Record-Chronicle

[Vote Today!](#)

- Invite Emails
 - The day the voting phase launches
 - ½ way into the voting phase
 - 1 week before voting closes



Voting Phase Begins

Runs for 3-4 weeks

Voting Phase Ends



Transition Period

Voting Phase to Winners' Phase

8 Weeks Before Winners Announcement

Votes tallied & Winners/Finalists selected

Create & Launch B2B/B2C Marketing Campaign

Winners Phase Sales

Create & Finalize Special Issue Layout



B2B Marketing



EXTRA! EXTRA! YOU'VE MADE THE TOP 3!

After another intense summer of voting, our community has spoken... and your business has been voted among the very best in Best of the Pines 2025!

You've placed in the Top 3 in one or more categories. Your exact placement (1st, 2nd or 3rd place) will be revealed at our celebration in September.

VERY IMPORTANT: This information is **TOP SECRET** until the official reveal on September 17.

We appreciate your cooperation and understanding.



Your Win, In Print!

Your business will be featured in the **2025 Best of the Pines** magazine, publishing with The Pilot on **Sunday, September 21** and shared digitally with all voters.

Want to make an even bigger splash?

Secure your spot in the glossy magazine announcing the winners! This keepsake reaches 30,000+ local readers and lives on as a year-round resource for locals and visitors.

Want to reserve an ad? We offer complimentary graphic design services!

Click [here](#) to reserve your ad space using our **self-service portal**, Contact your Account Rep at The Pilot directly Or reply to this email and we'll connect you with someone who can help.



**You're a Top Performer...
so make sure you make headlines!**

Say "Thank You" to all who voted for you with an ad in the 2025 magazine.

Reach 30,000 readers in print and online!

Click [here](#) to see sizes and rates.

Haven't reserved your space yet?

We're extending the deadline through the weekend.

Contact your sales rep or click **REPLY** and we'll connect you with someone who can help.

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!"

B2C Marketing & Special Issue

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

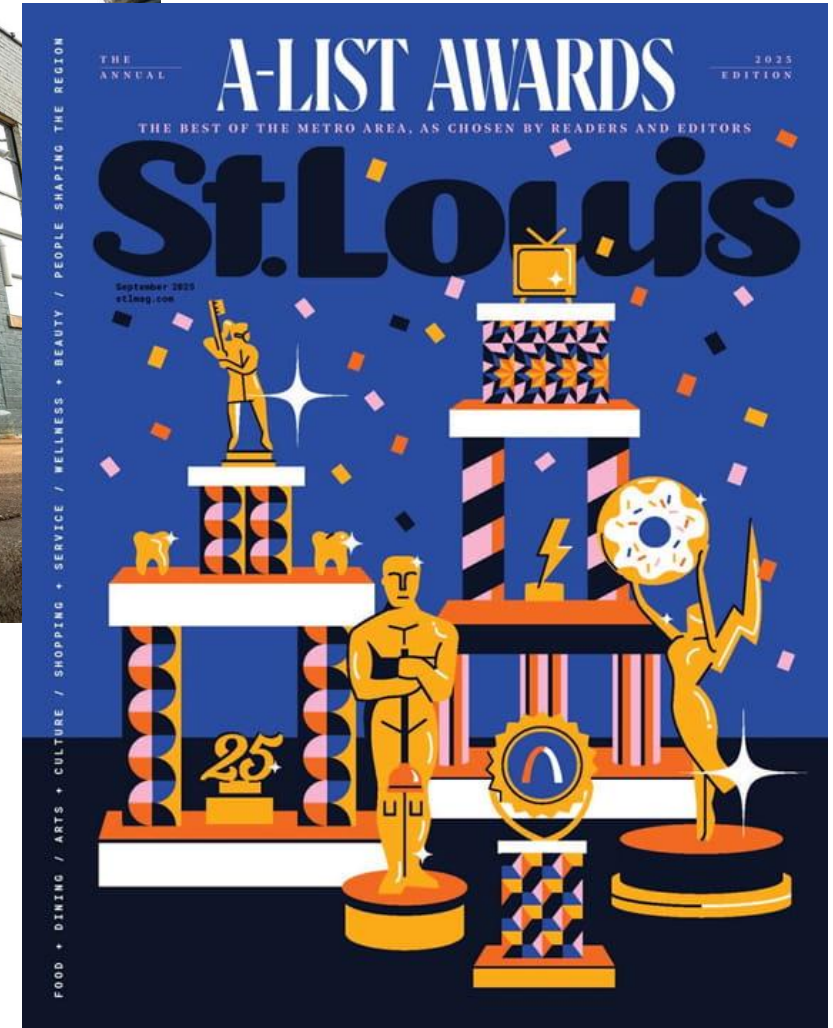
St. Louis A-LIST 2025

A-List winners announced! See if your picks made the list

We are pleased to announce the [honorees](#) of the 2025 A-List Readers' Choice Awards, an annual celebration of the region's finest, as voted on by YOU! With more than 136,000 nominations and 350,000 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.



Come Back for Days 2 & 3!

Day 2: Converting Your Local Business Audience to Unlock Revenue

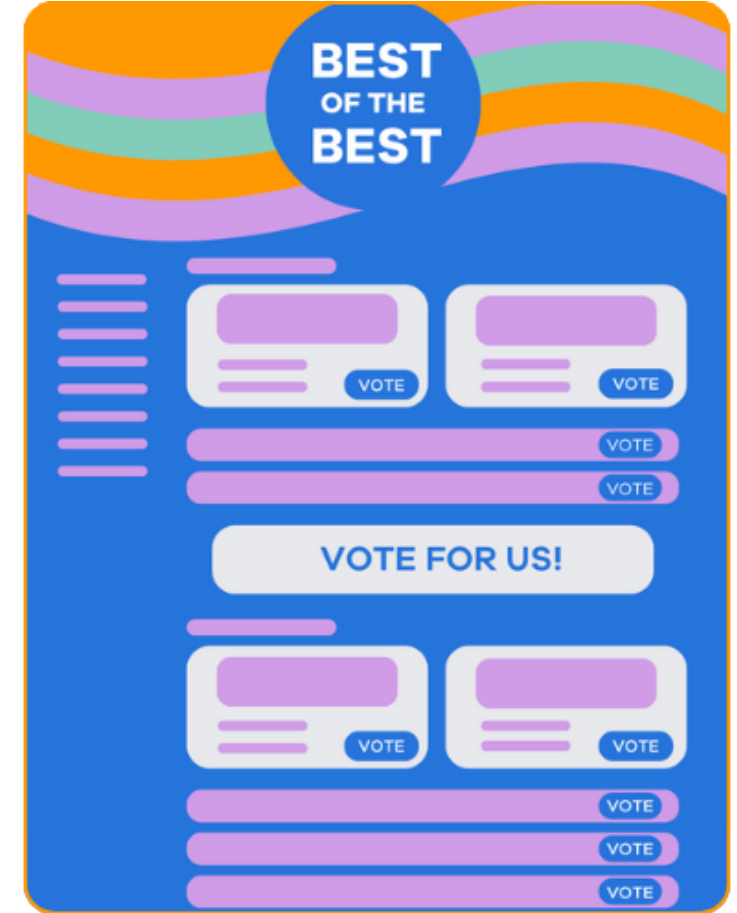
Wednesday, October 29 | 12 PM CDT | 1 PM EDT

We'll show you how to access the untapped revenue potential of your Best of Ballot by capturing advertiser data, converting your local business owners from unknown leads into revenue.

Day 3: Next-Level Revenue Growth

Thursday, October 30 | 12 PM CDT | 1 PM EDT

We'll talk about how you can utilize our new ballot features to take that local business advertising data and turn it into next-level revenue. Join to learn about what we have planned to help you drive even more success with your Best Of.



<https://info.uplandsoftware.com/Best-Of-Ballot-Series-2025-Registration.html>





Resources

Smashing Best Of Revenue with Ballot eCommerce

LEARN MORE

Custom Package Selling Tips

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

Use one highlighting the best of the best. Our members will vote for the best packages in each category. To be eligible for the award, you must have a minimum investment of \$100,000.

Important Dates:
 Nominations: March 1 - March 15
 Voting: March 16 - March 31
 Winner Announcement: March 31

Package Type	Investment Range
Basic Package	\$100,000 - \$250,000
Deluxe Package	\$250,000 - \$500,000
Premium Package	\$500,000 - \$1,000,000

Basic Package: Includes a 1-page ballot, 1-page sales sheet, 1-page voter guide, 1-page candidate list, 1-page ballot box, 1-page ballot box cover, 1-page ballot box label, 1-page ballot box sticker, 1-page ballot box string, 1-page ballot box seal, 1-page ballot box lock, 1-page ballot box key, 1-page ballot box handle, 1-page ballot box latch, 1-page ballot box hinge, 1-page ballot box pin, 1-page ballot box screw, 1-page ballot box bolt, 1-page ballot box nut, 1-page ballot box washer, 1-page ballot box gasket, 1-page ballot box O-ring, 1-page ballot box sealant, 1-page ballot box glue, 1-page ballot box tape, 1-page ballot box string, 1-page ballot box seal, 1-page ballot box lock, 1-page ballot box key, 1-page ballot box handle, 1-page ballot box latch, 1-page ballot box hinge, 1-page ballot box pin, 1-page ballot box screw, 1-page ballot box bolt, 1-page ballot box nut, 1-page ballot box washer, 1-page ballot box gasket, 1-page ballot box O-ring, 1-page ballot box sealant, 1-page ballot box glue, 1-page ballot box tape.


Deluxe Package: Includes a 2-page ballot, 2-page sales sheet, 2-page voter guide, 2-page candidate list, 2-page ballot box, 2-page ballot box cover, 2-page ballot box label, 2-page ballot box sticker, 2-page ballot box string, 2-page ballot box seal, 2-page ballot box lock, 2-page ballot box key, 2-page ballot box handle, 2-page ballot box latch, 2-page ballot box hinge, 2-page ballot box pin, 2-page ballot box screw, 2-page ballot box bolt, 2-page ballot box nut, 2-page ballot box washer, 2-page ballot box gasket, 2-page ballot box O-ring, 2-page ballot box sealant, 2-page ballot box glue, 2-page ballot box tape.

Premium Package: Includes a 3-page ballot, 3-page sales sheet, 3-page voter guide, 3-page candidate list, 3-page ballot box, 3-page ballot box cover, 3-page ballot box label, 3-page ballot box sticker, 3-page ballot box string, 3-page ballot box seal, 3-page ballot box lock, 3-page ballot box key, 3-page ballot box handle, 3-page ballot box latch, 3-page ballot box hinge, 3-page ballot box pin, 3-page ballot box screw, 3-page ballot box bolt, 3-page ballot box nut, 3-page ballot box washer, 3-page ballot box gasket, 3-page ballot box O-ring, 3-page ballot box sealant, 3-page ballot box glue, 3-page ballot box tape.




lab.secondstreet.com

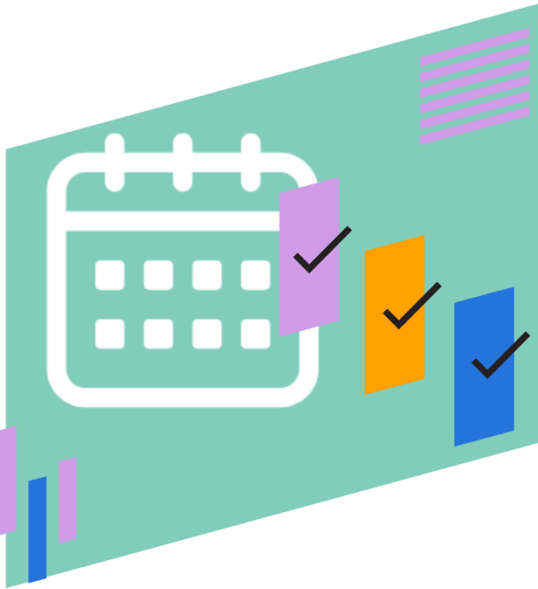





VOTE NOW
For a chance to win \$500

Ballot Best Practices Guide
How to drive more revenue and engagement with 'Best Of' ballots

 **Second Street**



Best Of Ballot Resources
Calendar, Sample Sales Sheets, & Revenue/Growth Calculator

 **Second Street**



lab.secondstreet.com/playbooks/





**Start nominating for the
2025 Second Street Awards
NOW!**



<https://secondstreet.secondstreetapp.com/Second-Street-Awards-Nominations-2025/>



Thank You!



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com



Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com