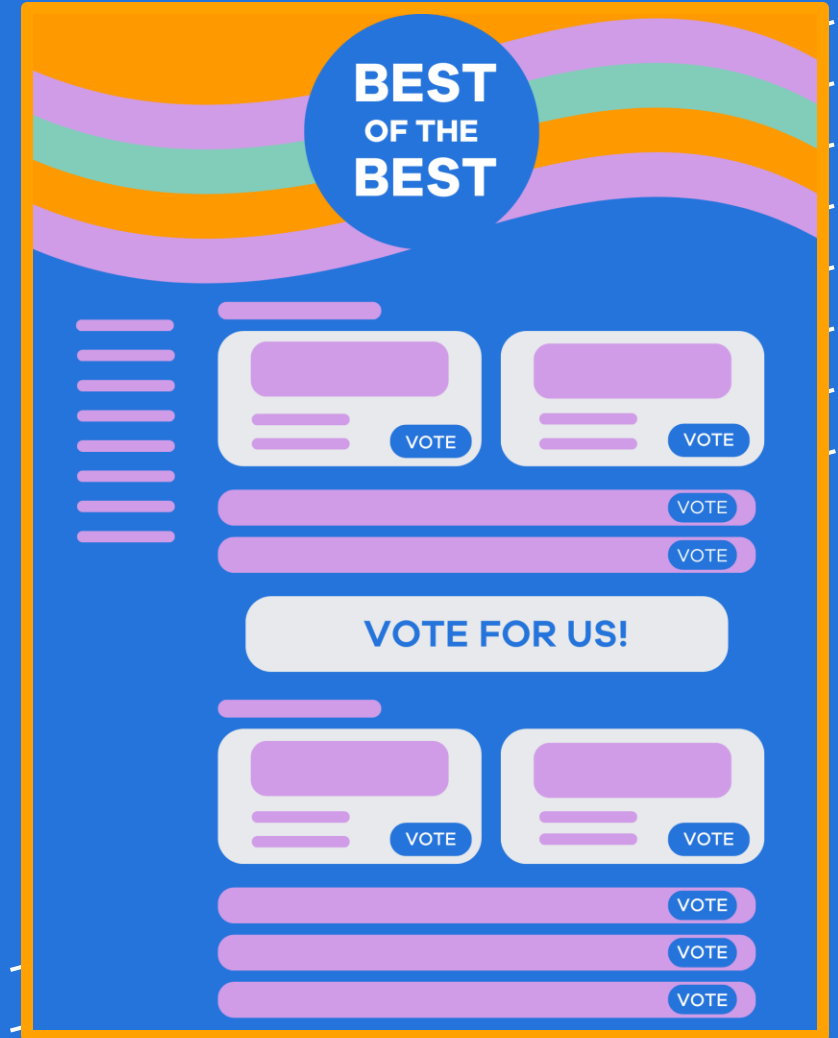




# Best Of Ballot Series

## Next-Level Revenue Growth



# Welcome!



**Julie Foley**

Senior Customer Success Manager  
[jfoley@uplandsoftware.com](mailto:jfoley@uplandsoftware.com)



**Matt Hummert**

Customer Success Manager  
[mhummert@uplandsoftware.com](mailto:mhummert@uplandsoftware.com)

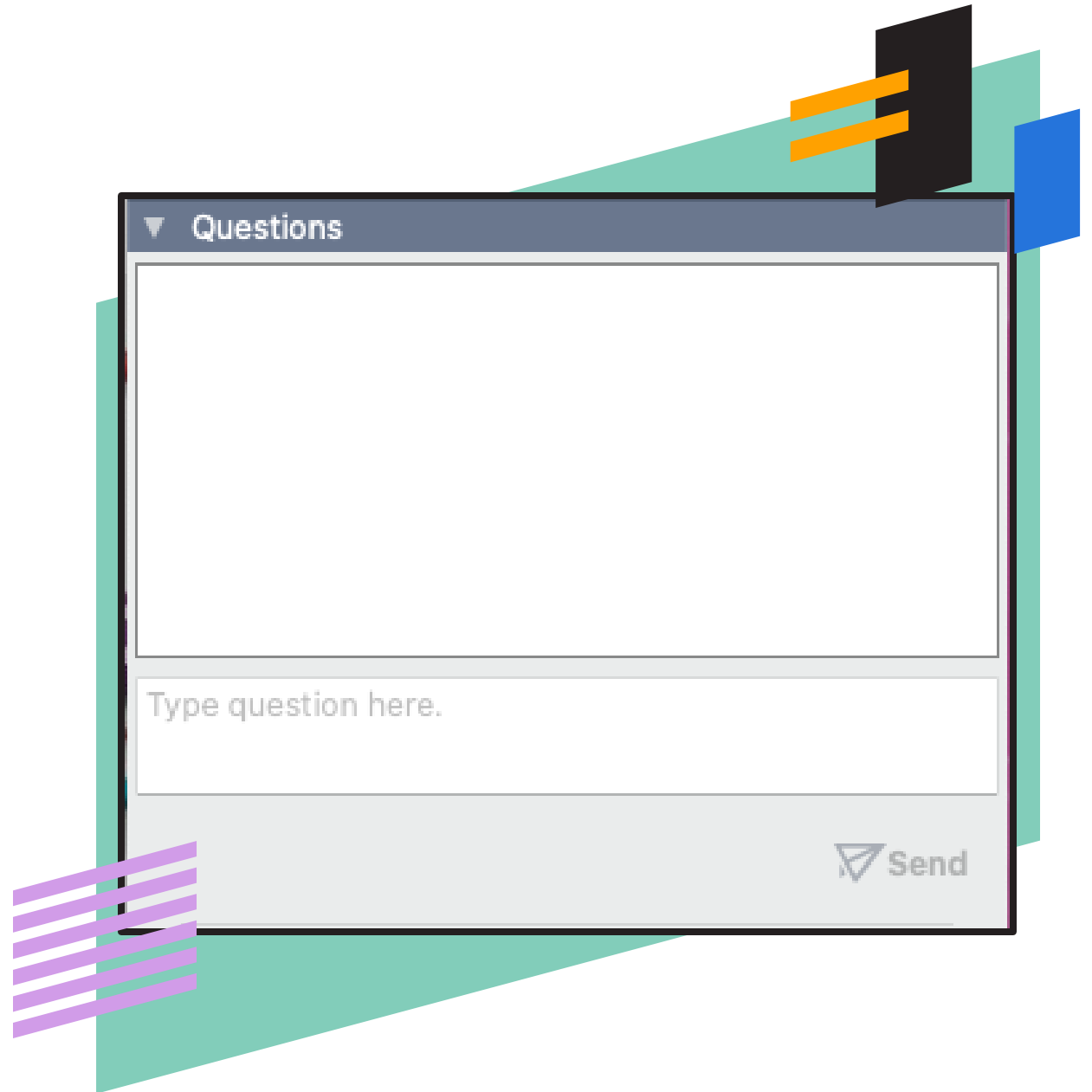


**Kristen Wehe**

Customer Success Manager  
[kwehe@uplandsoftware.com](mailto:kwehe@uplandsoftware.com)

# Send in your questions!

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

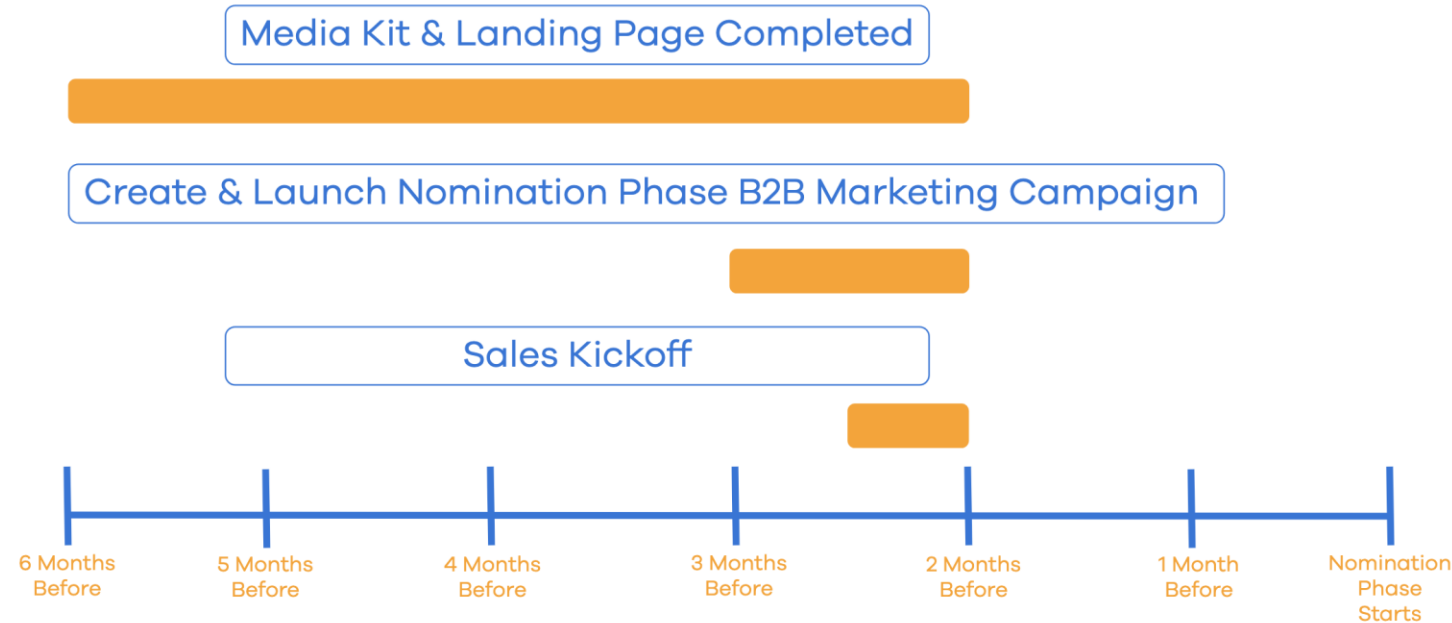




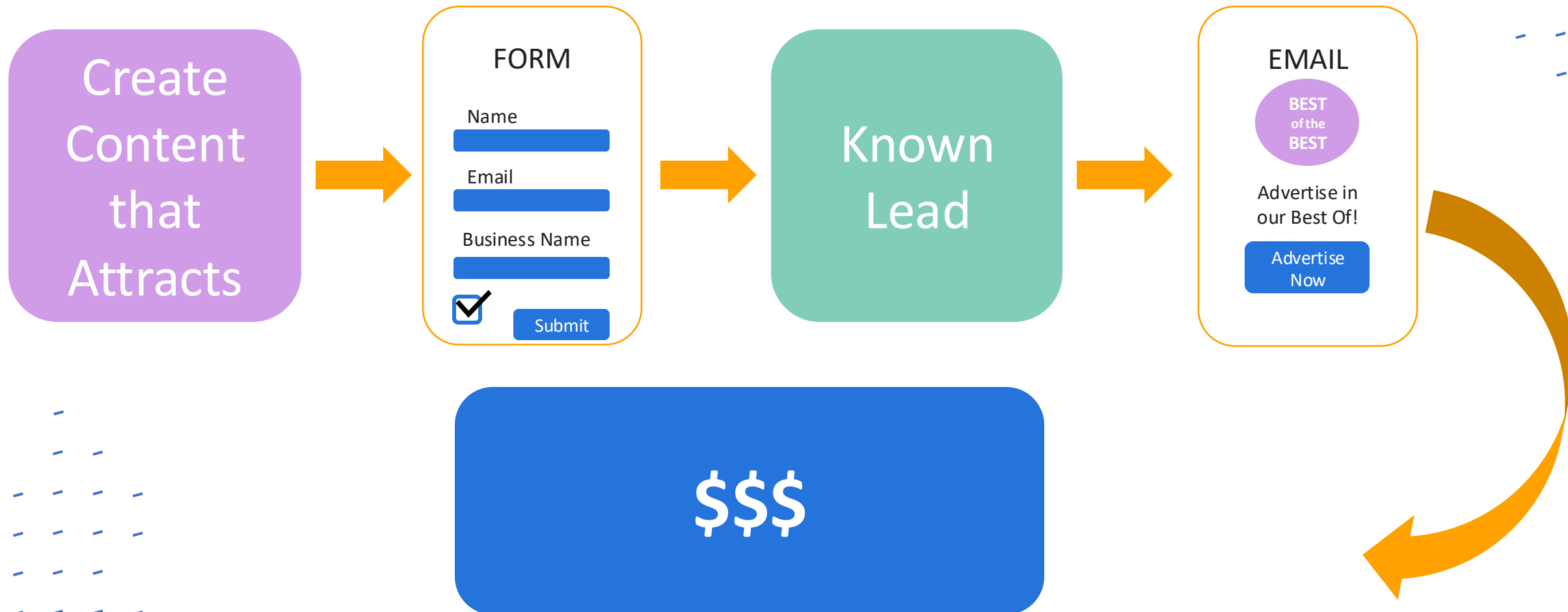
**We've learned how to Plan and  
Capture, now let's Monetize!**

# Planning

- Start 6 months prior to Best Of start date
- Make sure you have a Best Of leader
- Follow our calendar to cover all checklist items



# Capturing Business Owner Information





**We're going to show you how to  
add \$100K to your Best of Program  
in 2026**



# Why Sell a 3 Phase Ballot



## Revenue per Ballot Phase

Nomination  
Phase

15%

of Overall Revenue

**\$15,000**

Voting Phase

25%

of Overall Revenue

**\$25,000**

Winners'  
Phase

60%

of Overall Revenue

**\$60,000**

## 3 Phase Ballot Revenue

You typically make  
\$60,000 selling  
Winners' Phase



Revenue Opportunity  
during Nomination/  
Voting Phases?



**40%**  
revenue increase =  
**\$40,000**



**You're leaving money on the  
table if you're not selling all 3  
phases**

# Why aren't you selling 3 phases?

"Our sales team is too small"

"There's not enough time"

"We don't have business owner contact info"

"It's hard to prioritize our time"

# What we can easily solve...



“Our sales team  
is too small”



“There's not  
enough time”



# Unlocking Passive Revenue



**Remember capturing business  
owner contact info?**

**This is where we USE IT!**

# Ballot eCommerce

GULF COAST MEDIA



[Donate](#) [Newsletter](#) [Best of Baldwin](#) [Calendar](#) [News](#) [Sports](#) [E-Editions](#) [Obits](#) [Classifieds](#) [Public Notices](#)

Has your business been nominated? [Promote your entry!](#)

[Already Entered?](#)

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

SPONSORED BY



25% of eCommerce  
packages sold were  
NEW customers

## BEST OF BALDWIN 2026: Baldwin County and the Alabama Gulf Coast's Best



Choose the best package option for your business



"BEST OF" PACKAGE • \$1,099.00

[See more](#) ▼

[ADD TO CART](#)

[BUY NOW](#)

"BETTER OF" PACKAGE • \$699.00

[See more](#) ▼

[ADD TO CART](#)

[BUY NOW](#)

Featured Entrant (1st category) • \$249.00

[See more](#) ▼

[ADD TO CART](#)

[BUY NOW](#)



Enhanced Featured Entrant (1st category) • \$399.00

[See less](#) ▲

Includes everything in a Featured Entrant PLUS:

- A trackable 600x200 banner ad at the top of your page throughout nomination/voting period
- Button promoting nomination/voting for your entry in multiple categories directly on your page.
- A photo gallery of up to 8 photos promoting your business/entry.

\$60 for each additional category (sold separately).

[ADDED](#)

[BUY NOW](#)



# eCommerce


## How it Works

- Integration with Stripe
- Sell ad spaces, featured listing upgrades, or custom packages
- You can sell in both nomination and voting phases
- Purchasing can happen BEFORE nomination ballot opens – until the end of voting phase
- Businesses can upload their own assets!

**BEST OF BALDWIN 2026: Baldwin County and the Alabama Gulf Coast's Best**


Search a group, category, or entrant

Choose the best package option for your business

 "BEST OF" PACKAGE • \$1,099.00  
See more ▾


ADD TO CART

BUY NOW

 "BETTER OF" PACKAGE • \$699.00  
See more ▾


ADD TO CART

BUY NOW

 Featured Entrant (1st category) • \$249.00  
See more ▾


ADD TO CART

BUY NOW

 Enhanced Feature category) • \$399.00  
See more ▾

ADD TO CART

BUY NOW

 Additional Feature category) • \$60.00  
See more ▾

ADD TO CART

BUY NOW

Group Ad \$200.00  
728 x 90


### Health & Fitness

Voting starting 11/21/2025 @ 11:00 PM Central

All Groups

- > Arts & Entertainment
- > Automotive
- > Food & Drink
- ▼ Health & Fitness
  - Assisted Living Facility
  - Audiologist
  - Chiropractic Practice
  - Chiropractor (and Practice)
  - Day Spa
  - Dental Practice
  - Dentist (and Practice)
  - Dermatologist

Sponsored by

 Category Ad \$100.00  
728 x 90

Century Fields Retirement Community  
\$50.00


Primrose Retirement Communities  
\$50.00


# eCommerce

## Custom Packages


- Craft 3 tiers of packages
- Include multi-media offerings
- Utilize call-outs to drive sales
  - “Most Popular”
  - “Best Value”
  - “Early Bird Special”


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**

**Premium Package • \$1,599.99**  
[See less ▲](#)

**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 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
- 300x250 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

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

# eCommerce

## One-off Ad Purchases

- 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 / 2-3 inventory
  - \$2,000 for exclusivity
- Groups Ad
  - \$550 / 5 inventory per group
- Category Ad
  - \$245 / 5 inventory per category
- Category Interstitial
  - \$199 / 30+ inventory
  - Best Practice: every 7 categories

Group Ad \$200.00  
728 x 90

### Health & Fitness

Voting starting 11/21/2025 @ 11:00 PM Central

Assisted Living Facility

SPONSORED BY

Category Ad \$100.00  
728 x 90

Century Fields Retirement Community  
\$50.00

Primrose Retirement Communities  
\$50.00

All Groups

- > Arts & Entertainment
- > Automotive
- > Food & Drink
- > Health & Fitness
- Assisted Living Facility
- Audiologist
- Chiropractic Practice
- Chiropractor (and Practice)
- Day Spa
- Dental Practice
- Dentist (and Practice)
- Dermatologist

# eCommerce

## Asset Portal

- If an advertiser purchases one-off ads (not a package), they can import ads through the Ballot Asset Portal!
- Advertisers can submit image and text assets for self-serve fulfilment
- Automatically added to the ballot once uploaded!

### Upload your ballot assets



Supply your images and text required below

✓	Best Coffee	Entrant Ad	▼
✓	Best Coffee	Entrant Upgrade	▼
✓	Top Coffees	Category Ad	▼
✓	Top Delicacies	Group Ad	▼



### Upload your ballot assets

Supply your images and text required below

✓	Best Coffee	Entrant Ad	▲
Advertiser Name*			
<input type="text" value="Enter email"/>			
Banner Ad			
<div> Web 728px x 90px <a href="#">BROWSE</a></div>			
<div> Mobile (optional) 728px x 90px <a href="#">BROWSE</a></div>			
<input type="button" value="SUBMIT"/>			



**But what about commissions for my  
reps?**

# Remember this?



“Our sales team  
is too small”



“There's not  
enough time”

# eCommerce Revenue

If you're overall ballot  
generates \$150,000



**12%**  
more packages sold  
on eCommerce



**\$18,000**  
Passive revenue  
increase



# Next-Level Sales Strategy



## Next-Level Growth Tip

# Early Bird Specials

- Discount if you pre-commit to multiple phases
- Limited time pricing with clear end date



# EXTRA! EXTRA!

## SECURE YOUR EARLY BIRD PRICING TODAY!

**NOMINATIONS: JUNE 2-22 • VOTING: JULY 9-27 • MAGAZINE: SEPTEMBER 21**

Secure your monthly rate for both the nominations phase in June and the voting phase in July! Early bird pricing is only available if you pre-commit to both phases by May 21, 2025. If your business makes it to the Top 8 voting phase in July, we can automatically renew your package to make things easy for you. Don't delay—lock in your rate now!

**23K**  
VOTERS

### PREMIER PACKAGE

- Two 1/3 page ads in The Pilot during nominations or voting
- Up to 3 category Enhanced Listings on the ballot during nominations or voting
- Link your Facebook posts to Best of the Pines AND The Pilot's live social media feeds during nominations or voting

Value: \$1351

~~PRICE: \$1199~~ **\$1049**

### DELUXE PACKAGE

- Two 1/8 page ads in The Pilot during nominations or voting
- Up to 2 category Enhanced Listings on the ballot during nominations or voting
- Link your Facebook posts to Best of the Pines live social media feed during nominations or voting

Value: \$728

~~PRICE: \$699~~ **\$599**

### BASIC PACKAGE

- One 2x5 page ads in The Pilot during nominations or voting
- 1 category Enhanced Listings on the ballot during nominations or voting
- Link your Facebook posts to Best of the Pines live social media feed during nominations or voting

Value: \$404

~~PRICE: \$349~~ **\$299**

**EARLY BIRD RATES END MAY 21, 2025**

☐ 2X "NOMINATE US" BANNER AD IN THE PILOT'S BRIEFING EMAIL: \$300

ENHANCED LISTING ONLY:

- ☐ 1 CATEGORY – \$125
- ☐ 2 CATEGORIES – \$250
- ☐ 3+ CATEGORIES – \$375

☐ SOCIAL MEDIA LIVE FEED DURING NOMINATIONS: \$200

**Deadline to guarantee your Enhanced Listing will be live at launch of nominations: May 21**

Please note: Advertising does not guarantee advancement to voting round. Nominations are tracked and validated by a third party ballot platform.

CATEGORIES

**A2**

ENHANCED LISTINGS

**A3**



Printed on  
100% recycled  
paper

**FOR MORE INFORMATION, CONTACT  
YOUR PILOT ACCOUNT REPRESENTATIVE  
OR CALL 910.692.7271**

## Next-Level Growth Tip

# Early Bird Specials

### Case Study

- The Pilot increased their rates for the 1st time in 5 years, so they offered early bird rates to lock in last years' rates
  - Incentive to purchase packages early
- Early bird rates for both nomination & voting packages available until about 1 week prior to nominations opening
- 86% of the packages we sold in the nomination round were Early Bird rates
- 64% of the packages sold in voting were Early Bird rates



# EXTRA! EXTRA!

## SECURE YOUR EARLY BIRD PRICING TODAY!

**NOMINATIONS: JUNE 2-22 • VOTING: JULY 9-27 • MAGAZINE: SEPTEMBER 21**

Secure your monthly rate for both the nominations phase in June and the voting phase in July! Early bird pricing is only available if you pre-commit to both phases by May 21, 2025. If your business makes it to the Top 8 voting phase in July, we can automatically renew your package to make things easy for you. Don't delay—lock in your rate now!

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- Link your Facebook posts to Best of the Pines AND The Pilot's live social media feeds during nominations or voting

Value: \$1351

~~PRICE: \$1199~~ **\$1049**

### DELUXE PACKAGE

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- Up to 2 category Enhanced Listings on the ballot during nominations or voting
- Link your Facebook posts to Best of the Pines live social media feed during nominations or voting

Value: \$728

~~PRICE: \$699~~ **\$599**

### BASIC PACKAGE

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- 1 category Enhanced Listings on the ballot during nominations or voting
- Link your Facebook posts to Best of the Pines live social media feed during nominations or voting

Value: \$404

~~PRICE: \$349~~ **\$299**

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- ☐ 3+ CATEGORIES – \$375

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CATEGORIES

**A2**

ENHANCED LISTINGS

**A3**



Printed on  
100% recycled  
paper

**FOR MORE INFORMATION, CONTACT  
YOUR PILOT ACCOUNT REPRESENTATIVE  
OR CALL 910.692.7271**

# Early Bird Package Revenue

If you're overall ballot  
generates \$150,000



**75%**  
packages sold came  
from Early Bird  
packages



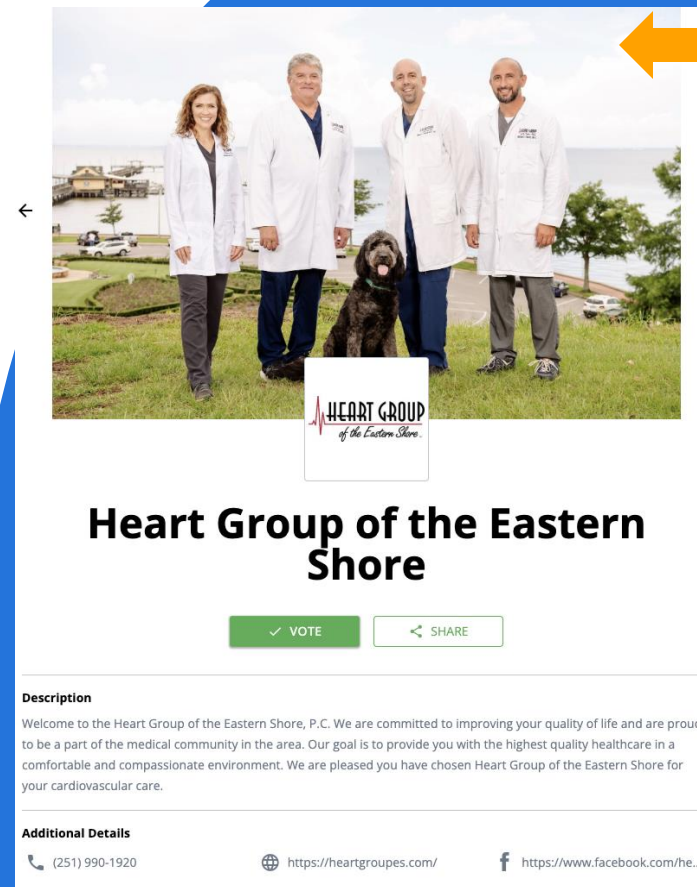
**\$112,500**  
revenue booked via  
Early Bird



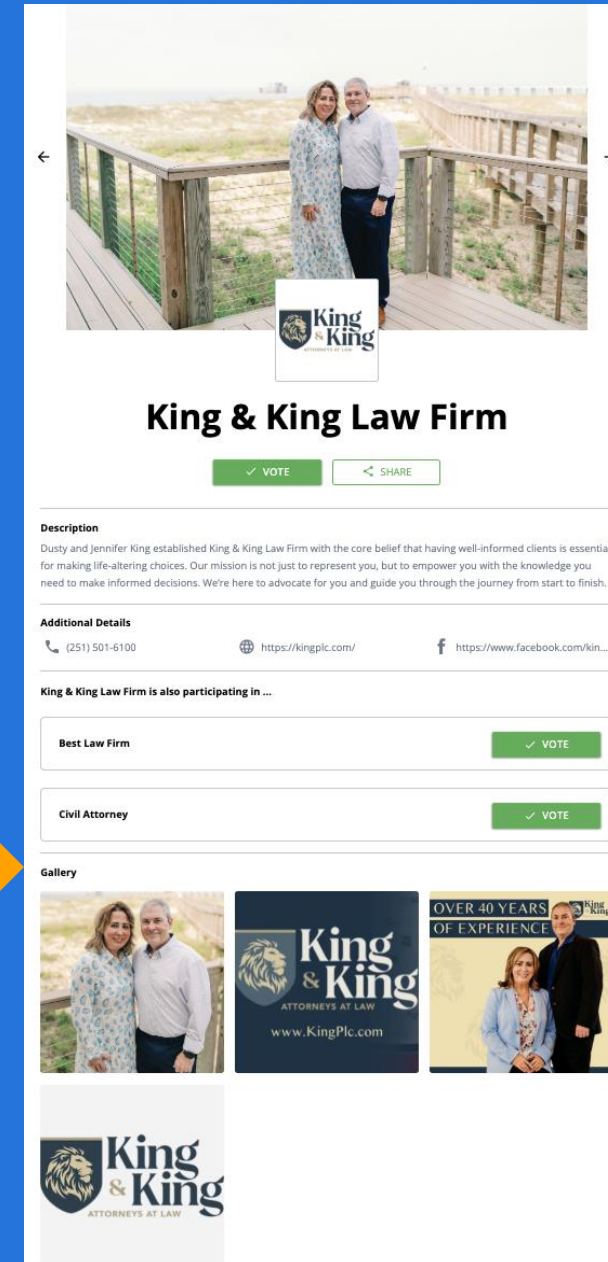
## Next-Level Growth Tip

# Tiered Featured Entrants

- Basic Tier - \$249
  - Logo
  - Short description
  - Links to your website & social pages
  - Unique URL
- Premier Tier - \$399
  - Logo
  - Short description
  - Links to your website & social pages
  - Unique URL
  - QR Code – **New!**
  - trackable 600x200 entrant page banner ad
  - Button promoting nomination/voting for your entry in multiple categories
  - Photo gallery of up to 8 photos promoting your business/entry
- \$60 for each additional category



Basic



Premier

# Featured Listing Revenue

If you sold 100  
Featured Listings last  
year at \$249



70%  
of those upgraded to  
Premier Featured  
Listings at \$399



**\$10,500**  
revenue increase

## Next-Level Growth Tip

# QR Codes

- New!
- Can be branded for the client
- High value – include in special ad packages
- Use in core media to drive audience to Featured Listings





# Year-Round Ballot Revenue

# Next-Level Growth Tip

## Year-Round Ballot Revenue

- Winners' Directory

SHAW LOCAL

Sauk Valley Favorites

HOMEABOUT THE CONTESTBLOGSAUK VALLEY NEWS  
SAUK VALLEY EVENTS

Winners have been announced!

Check the ballot below to see who wins the title of Sauk Valley Favorite!

Already Entered?

All Groups > Health & Beauty

Health & Beauty

All Groups

> Auto Sales, Service & Equipment

> Food & Beverage

> Health & Beauty

Favorite Assisted Living Facility

Favorite Barbershop

Favorite Beauty Salon

Favorite Chiropractic Clinic

Favorite Dental Clinic

Favorite Fitness Center

Favorite Home Health Care Agency

Favorite Massage/Day Spa

Favorite Nursing Home

Favorite Place to get a Manicure/Pedicure

Favorite Place to Purchase Eyeglasses

Favorite Yoga Studio

> Home Services

> Local Arts, Leisure & Entertainment

> Local Retail

> Professional Services

Favorite Assisted Living Facility

SPONSORED BY

Thank You!

For voting us one of your favorites in the Sauk Valley!

SHAW LOCAL

Sauk Valley Favorites

Assisted Living Facility

Heritage Woods

an Affordable Assisted Living Community for the Older Adult

Managed by Lorant Management Services

VISIT US

FAVORITE

Resthava Care & Rehabilitation

SHARE

ONE OF THE FAVORITE

Heritage Square

SHARE

ONE OF THE FAVORITE

Heritage Woods of Sterling

SHARE

Loescher

HEATING AND AIR CONDITIONING

THANK YOU, SAUK VALLEY!

Top-Rated HVAC Pros

Trusted For Over 50 Years

LOESCHER SERVICES ALL BRAND

24

OFFERING COMMERCIAL & RESIDENTIAL SERVICES

1 855 499 HEAT

GET ESTIMATE

Stay in the loop!

Sauk Valley Favorites Newsletter

Sauk Valley Favorites

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

Email

Required

SIGN UP

Thank You for Voting Us One of the Favorite Travel Agencies

SHAW LOCAL

Sauk Valley Favorites

Travel Consultants of Dixon

PLAN YOUR TRIP



# Next-Level Growth Tip

## Year-Round Ballot Revenue

- Pickup Ads
  - Publish ads for winners when the ballot is not live
  - \$25,000 additional revenue

**Simply the Best**  
Highlighting 2024 Best of the Pines First Place Winners  
BESTOFTHEPINES.COM

**Beefeaters**  
Still **BEST STEAK IN TOWN**  
Monday-Sunday: Open at 5:00pm  
Lounge-Space  
910-692-5500 • 672-126 Broad St.  
Southern Pines, NC  
beefeatersofthesouthernpines.com

**SEVEN LAKES KENNELS**  
Thanks For All The Support!  
DOG TRAINING  
910-673-2060  
info@sevenlakeskennels.com  
347 MACDONOUGH DR. IN SEVEN LAKES

**Drum & Quill**  
Cocktails and Casual Kitchen  
Voted "Best Authentic Pub" 4 Years Running!  
Visit www.DrumandQuill.com or  
our Facebook page for upcoming events  
40 Chaucer Rd • Village of Pinehurst • 910-226-2135

**MAFURO**  
SUSHI, ASIAN CUISINE - AND - HIBACHI  
**BEST JAPANESE/ HIBACHI RESTAURANT**  
MONDAY - FRIDAY LUNCH 11AM - 2:30PM  
MONDAY - THURSDAY DINNER 3PM - 9PM  
FRIDAY DINNER 3PM - 10PM  
SATURDAY 3PM - 10PM  
SUNDAY 11AM - 9PM ALL DAY  
790 BRUCEWOOD RD | SOUTHERN PINES | 910-246-2106  
VISIT BOORDASH.COM FOR MENU

**MASSAGE BY KATHLEEN**  
BLISSFUL BODYWORK & SKINCARE  
NOW FEATURING  
BABOR FACIALS  
www.blissfulbodyworkandskincare.com  
150 N Bennett Street, Southern Pines  
(910) 691-1889

**KARMA**  
SPA • BEAUTY • BAR  
Voted Best Nail Salon  
YOUR PREMIER SPA & SALON OF THE SANDHILLS  
Spa Services:  
Advanced Skin Treatments • Massage Hair  
Salon • Nail Bar • Waxing  
Infrared Sauna • Cocktails & MORE!  
132 TURNER DR. • SOUTHERN PINES • KARMABEAUTYBAR.COM • 910-246-2106

**THANK YOU TO OUR AMAZING CUSTOMERS!**  
4 Seasons Heating & Air  
132 Westgate Dr.  
West End, NC 27376  
910.235.0606

**ELITE ROOFING**  
"CUSTOMER SATISFACTION ONE JOB AT A TIME"  
THANK YOU FOR VOTING FOR US!  
Best Roofing Company  
VISIT OUR SHOWROOM AT  
301 FIELDS DR. - ABERDEEN, NC  
**910-757-0505**

## Next-Level Growth Tip

# Year-Round Ballot Revenue

- Hall of Fame
- Anniversary Packages (5,10,15, etc)
  - \$20,000 additional revenue



**FEATURED WINNER**

**BEST OF THE Pines**  
THE PILOT 10 YEARS  
HALL of FAME 2024

**THE WINE CELLAR**  
LOCALLY OWNED & INDEPENDENT

### Ten Years: *Best Wine Shop*

The Wine Cellar is a locally owned wine bar and bottle shop in downtown Southern Pines, serving the Sandhills for over 25 years. It staffs two nationally certified sommeliers who select each of the 400 different wines and beers in the store. Specializing in small production wines from family owned wineries, The Wine Cellar offers superior quality and better value than a grocery store's shelf. Serving wines by the glass daily with eight craft beers rotating on tap, live music every weekend, a covered patio and a large event room, The Wine Cellar truly is a wine lover's dream.

## Next-Level Growth Tip

# Year-Round Ballot Revenue

- Single Thank You email
  - Sold to Winners
  - Part of Premium Packages






# Next-Level Growth Tip

## Year-Round Ballot Revenue


- Best of Winners Newsletter
  - Category specific
  - Sold to Winners
  - \$500-\$800 per sponsor
  - 1-2 newsletters per month
  - \$20,000 additional revenue



There's no need to go looking high and low for the Best Health Specialists in your area. These local professionals were voted by your friends and neighbors as FourLeaf Best of the Boro 2025 winners. Start your search here, and don't miss hundreds of other winning businesses at [bestof.qns.com](https://bestof.qns.com).

**Best Nursing Home**  
**Best Rehabilitation Center**

The [Parker Jewish Institute](https://www.parkerjewishinstitute.org) for Health Care and Rehabilitation is a leading provider of Short-Term Rehabilitation and Long-Term Care. At the forefront of innovation in patient-centered health care and technology, the Institute is a leader in teaching and geriatric research. Parker Jewish Institute features its own medical team, and is nationally renowned as a skilled nursing facility, as well as a provider of community-based health care, encompassing Home Health Care, Medical House Calls, Palliative Care and Hospice. Parker Jewish Institute is always striving to expand access to essential health-care services to adults in the greater New York metropolitan area. For more information, please visit [www.parkerjewishinstitute.org](https://www.parkerjewishinstitute.org) or call 877-727-5373.




THEY GAVE YOU THE BEST  
NOW IT'S YOUR CHANCE  
TO GIVE THEM THE BEST


[VISIT PARKER JEWISH INSTITUTE](#)

**Best OB-GYN Practice**

In the world of OB-GYN practice, few names command as much respect as [The Woman's Health Pavilion](https://www.thewomanshealthpavilion.com). This esteemed establishment has earned its place as the 2025 Winner in the OB-GYN Practice category. With a reputation built on trust, skill and unwavering dedication, their commitment to customer satisfaction is second to none. Clients rave about their expertise and the personalized service that makes every visit worthwhile. Whether you're a long-time customer or discovering them for the first time, expect top-tier quality and unmatched professionalism. With a focus on comprehensive care and patient well-being, The Woman's Health Pavilion continues to set the standard for OB-GYN excellence. Experience the award-winning service today!




[VISIT THE WOMAN'S HEALTH PAVILION](#)



There's no need to go looking high and low for the best service providers in your area. These local professionals were voted by your friends and neighbors as FourLeaf Best of the Boro 2025 winners. Start your search here, and don't miss hundreds of other winning businesses at [bestof.qns.com](https://bestof.qns.com).

**Best Real Estate Team: Amorelli KB Team**  
**Best Real Estate Agency: Amorelli Realty**  
**Best Real Estate Agent: Dillon DePinto**  
**Best Real Estate Broker: Paul Halvatzis**


[Amorelli Realty](https://www.amorellirealty.com) has been crowned Best Real Estate Agency, and it's no surprise—if you're lucky enough to work with them, you'll be wondering how you ever survived the real estate jungle without them. Anita Halvatzis, alongside her sons Paul and Jim, transformed the once-sleepy Astoria into the vibrant, sought-after neighborhood it is today. For over forty years, Amorelli Realty has combined their deep local knowledge with a personalized approach to help their clients with both residential properties and new developments.



[VISIT AMORELLI REALTY](#)

**Best Lawyer**  
**Best Personal Injury Lawyer**

Providing exceptional legal services, [John J. Ciafone, Esq.](https://www.ciafone-esq.com) has earned the title of this year's winner in the Lawyer category. This esteemed law firm is known for its unwavering commitment to justice and client advocacy. Whether navigating complex litigation, offering sound legal advice or representing clients in critical cases, their expertise ensures favorable outcomes. Years of experience, a results-driven approach and a dedication to personalized service have solidified their reputation as a trusted legal resource. Clients appreciate their professionalism, strategic guidance and steadfast dedication to achieving the best possible results. For those seeking skilled legal representation, this firm is a top choice.



[VISIT JOHN J. CIAFONE, ESQ.](#)

## Next-Level Growth Tip

# Year-Round Ballot Revenue

- Blog
  - Lives on the Best of Landing Page
  - Repurposes Winners into content
  - Part of your Premier Package
  - “National Cheeseburger Day is Sept 18<sup>th</sup> – where to find the best burger in the Illinois Valley”
  - Way to drive traffic back to your winner’s directory all year long!

### Best of the Illinois Valley Blog



#### Award-winning pizza places to visit during National Pizza Month

Check out these award-winning pizza places in Kane, Kendall and McHenry counties, as well as the Sauk Valley and Illinois Valley, to celebrate National Pizza Month during October.

By Aimee Barrows



#### Celebrate National Taco Day this week at one of these award-winning Mexican restaurants

Here are the winners for Best Taco and Best Mexican Restaurant in the 2025 Best of the Fox, Best of the Illinois Valley and Sauk Valley Favorites contests.

By Aimee Barrows



#### Where to find the best burger in the Illinois Valley

National Cheeseburger Day is Thursday, Sept. 18!

By Aimee Barrows



#### Smith's Sales and Services helps beautify the Illinois Valley

Smith's Sales and Service was voted Best Lawn and Garden Equipment Dealers.

By Shaw Local News Network

## Next-Level Growth Tip

# Year-Round Ballot Revenue

- Promotions
  - Sold to winners
  - Lead-gen solution
  - Audience growth
  - Continue the celebration
  - \$20,000 additional revenue
  - Sell 2 per quarter



Home improvement shows have become a staple of television programming for decades now. Even since Bob Vila first graced our TV screens, we have been entertained, educated, and inspired by the possibility of improving our living spaces. We've partnered with our friends at **Friedman's Home Improvement** to help settle which home improvement show is officially the region's favorite. We've assembled a lineup of the best 32 home improvement programs from the past decades, seeded them in a bracket, and now it's up to you to decide! Select your favorite from each matchup and be entered to win a **\$1,000 Friedman's Gift Card!**

Already Voted?

Vote until 11/04/2024 @ 1:59 AM Central

[Vote Now](#)





The Press Democrat

ULTIMATE  
HOME IMPROVEMENT SHOW  
CHALLENGE!



Presented by **Friedman's**  
HOME IMPROVEMENT





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dy Voted?

Vote until 11/04/2024 @ 1:59 AM Central

Vote Now



# Year-Round Ballot Revenue

**\$85,000**

revenue increase





**Coming Soon**  
**Text to Vote**

## Text to Vote

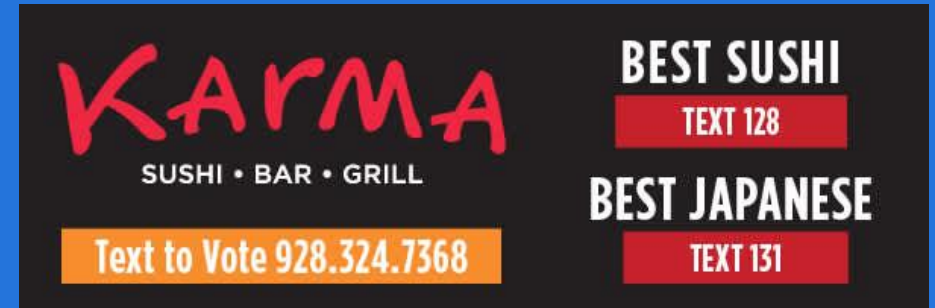
- Text a keyword to vote for a business in your best of ballot
- Convenient for voters, increased engagement, more visibility
- Generate additional revenue



## Text to Vote Case Study

*Arizona Daily Star*

- Sold for \$250 per keyword x 200 keywords =
- \$50,000 additional revenue for their best of ballot



**KARMA**  
SUSHI • BAR • GRILL

Text to Vote 928.324.7368

**BEST SUSHI**  
TEXT 128

**BEST JAPANESE**  
TEXT 131



VOTE FOR US FOR BEST OF FLAGSTAFF!  
TEXT "622" TO (928) 324-7368  
FOR BEST SHOE STORE

VOTE FOR US  
**Best of Flag**  
2024



Vote Us  
**Best of Flag**  
2023

Daily Sun  
azdailysun.com

**Vote for Us!** MAKE US THE BEST IN 2023!

VOTE FROM  
OCTOBER 5TH-  
OCTOBER 31ST  
go.azdailysun.com/  
bestofflag23  
TO START VOTING



**VOTE FOR US!**

**JBRE & Co.** COLDWELL BANKER NORTHLAND

VOTE FOR OUR TEAM AS  
BEST OF FLAG FOR 2024!

TEXT 788 TO 928.324.7368  
TO VOTE NOW

VOTE FOR US  
**Best of Flag**  
2024

Scan Here To Vote

# Text-to-Vote Revenue

\$200 per keyword x  
100 keywords



**\$20,000**  
revenue increase



# Revenue Growth Potential

# Revenue Growth Potential

New Revenue	Amount
Sell all 3 Phases	\$40,000
eCommerce	\$18,000
Text to Vote	\$20,000
Tiered Featured Listings	\$10,500
Year-Round Ideas	\$85,000
<b>TOTAL</b>	<b>\$173,500</b>

# No more objections!

“Our sales team is too small”  
eCommerce

“There's not enough time”  
eCommerce + Asset Portal

“We don't have business owner contact info”  
Gated Content

“It's hard to prioritize our time”  
Planning & Prospecting



# 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

We are highlighting the best of the best. Our members will vote for the best packages in their category to be included in the next year's ballot.

Important Dates: Voting begins on 10/1/2020. Voting ends on 11/1/2020. Results announced on 11/15/2020.

Basic Package

Deluxe Package

Premium Package

Investment: \$750


Investment: \$950

Investment: \$1,100




lab.secondstreet.com

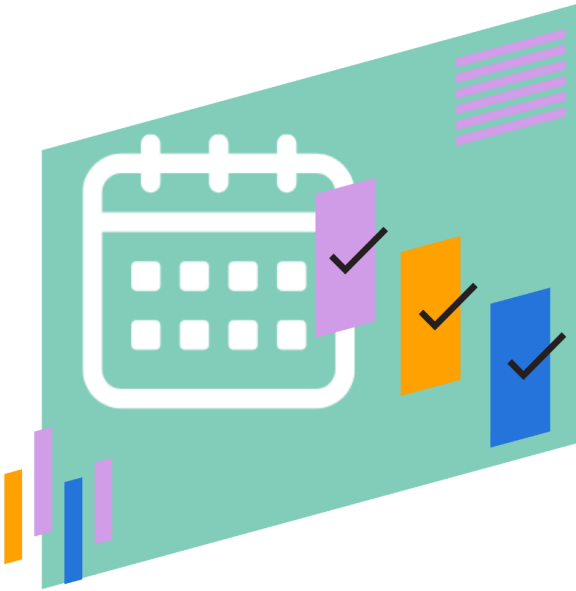




**Ballot Best Practices Guide**


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





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



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



# Thank you!



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