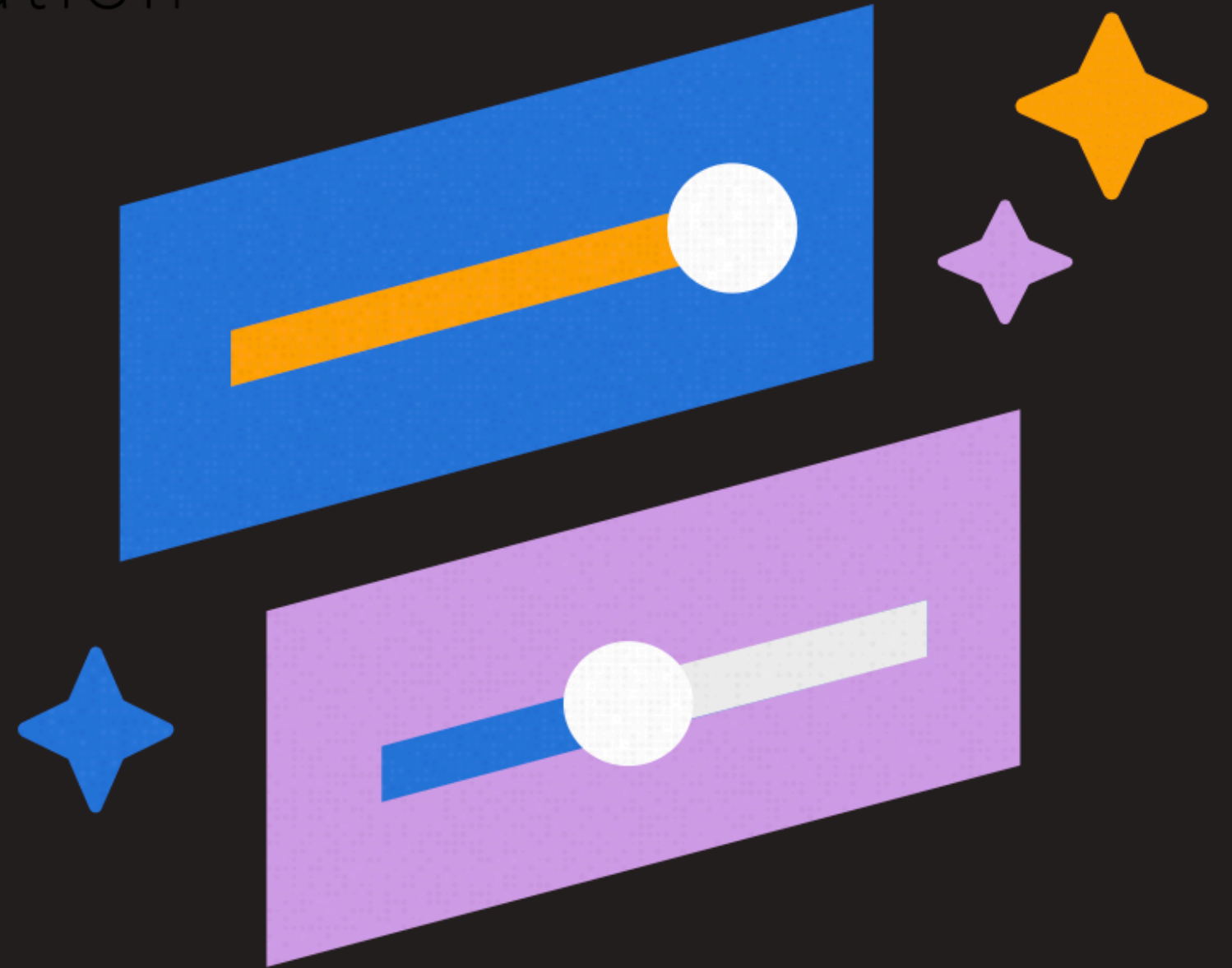


U Second Street |

Local
Association

Beyond Traditional Advertising:

How Branded Content &
Promotions Drive Real Revenue





Welcome!

Julie Foley

Sr. Customer Success Manager
jfoley@uplandsoftware.com

 **Second Street**





Send in your questions!

Submit your questions in the Questions panel during the webinar, and we will answer them at the end or follow up with you!



What is **Branded Content**?

THINK YOU KNOW WHAT IT TAKES TO FINANCE A COLLEGE EDUCATION?

SPONSORED BY



Getting into college is just the first step in your academic journey. Having a strategy to pay for your education is the next important one.

Test your knowledge on the information you read in the College Admissions Guide with this quick quiz, sponsored by AAA. See if you know what it takes to finance a college education.

At the conclusion of the quiz, you can also opt-in for a free consultation with a [AAA Student Lending Specialist](#). Learn more about financial aid, student loans and other options to finance higher education at Newsday.com/collegeguide.

Question 1

#1

When looking for need-based student aid, what should you apply for?

Free Application for Federal Student Aid (FAFSA)

Excelsior Scholarship Program

Tuition Assistance Program (TAP)

Pell Grant



What is Branded Content

A marketing strategy that uses engaging content via **education & storytelling** to provide a **valuable benefit to advertisers** while **increasing audience engagement** and **revenue** for local media publishers.

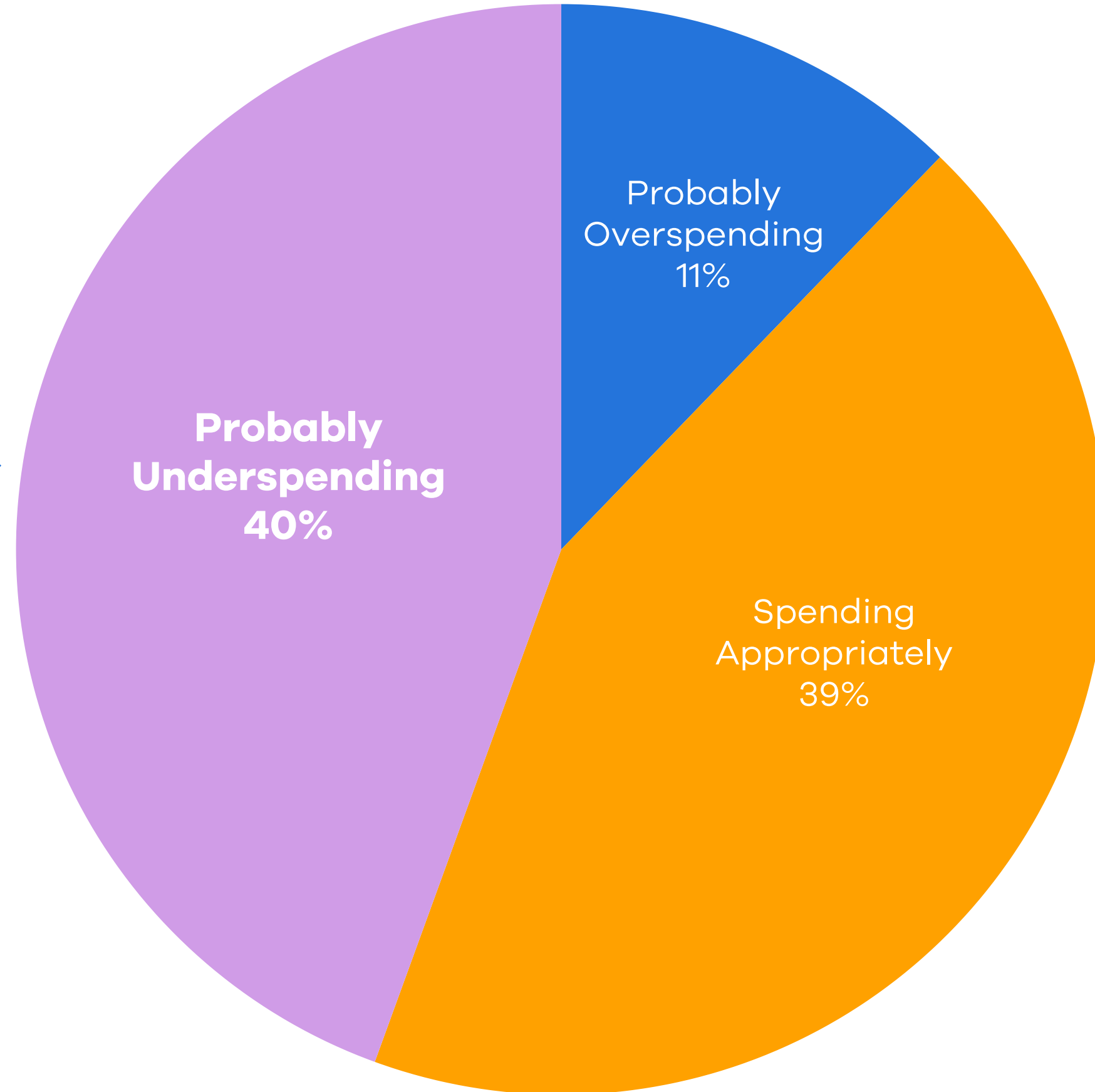




Branded Content Marketing
is an **\$85+ billion industry** with
over three-quarters of spending in
digital formats, **growing more than
5% year over year**

Spending Budgets for Those Using Content Marketing

This is your opportunity!

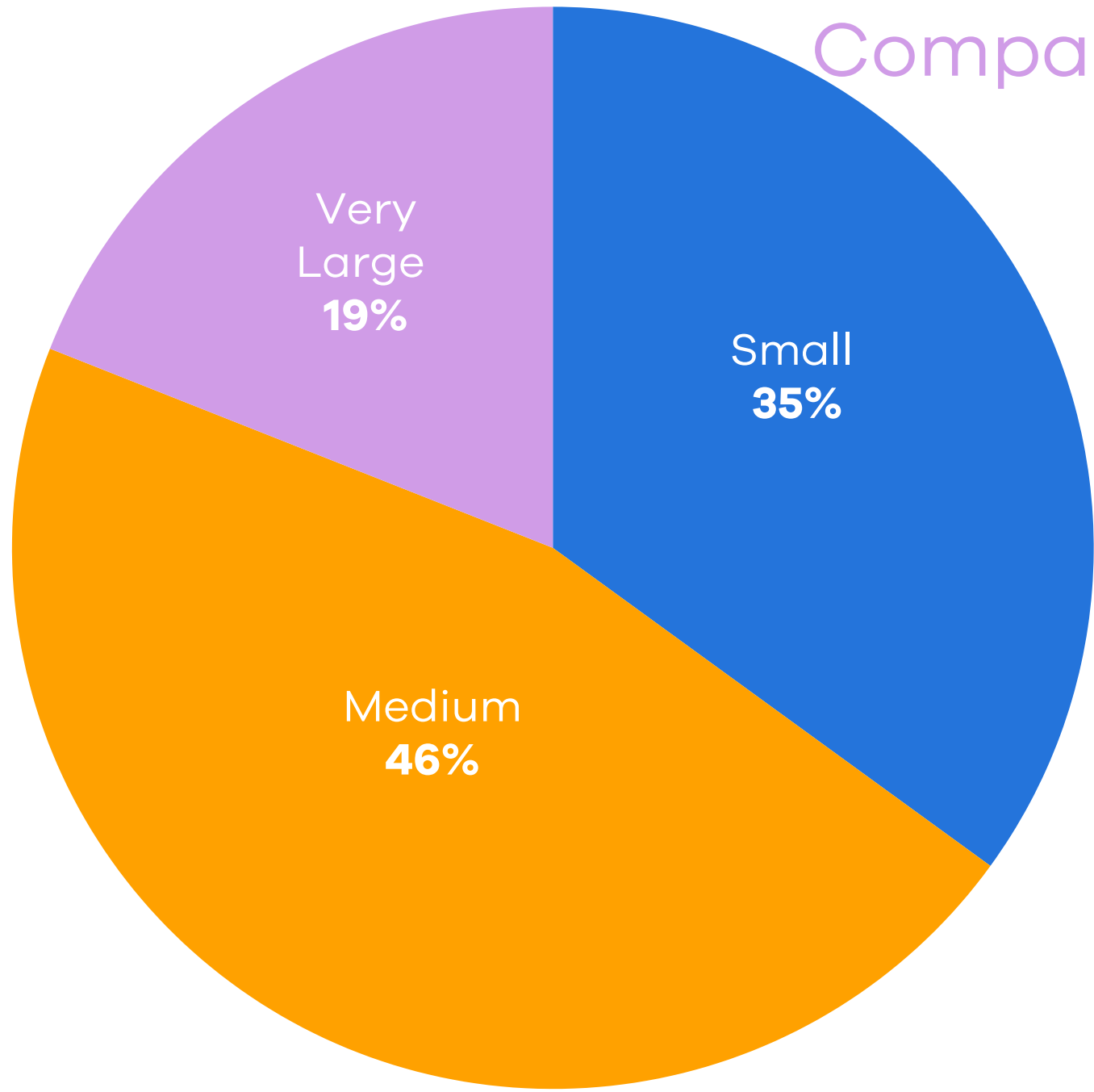




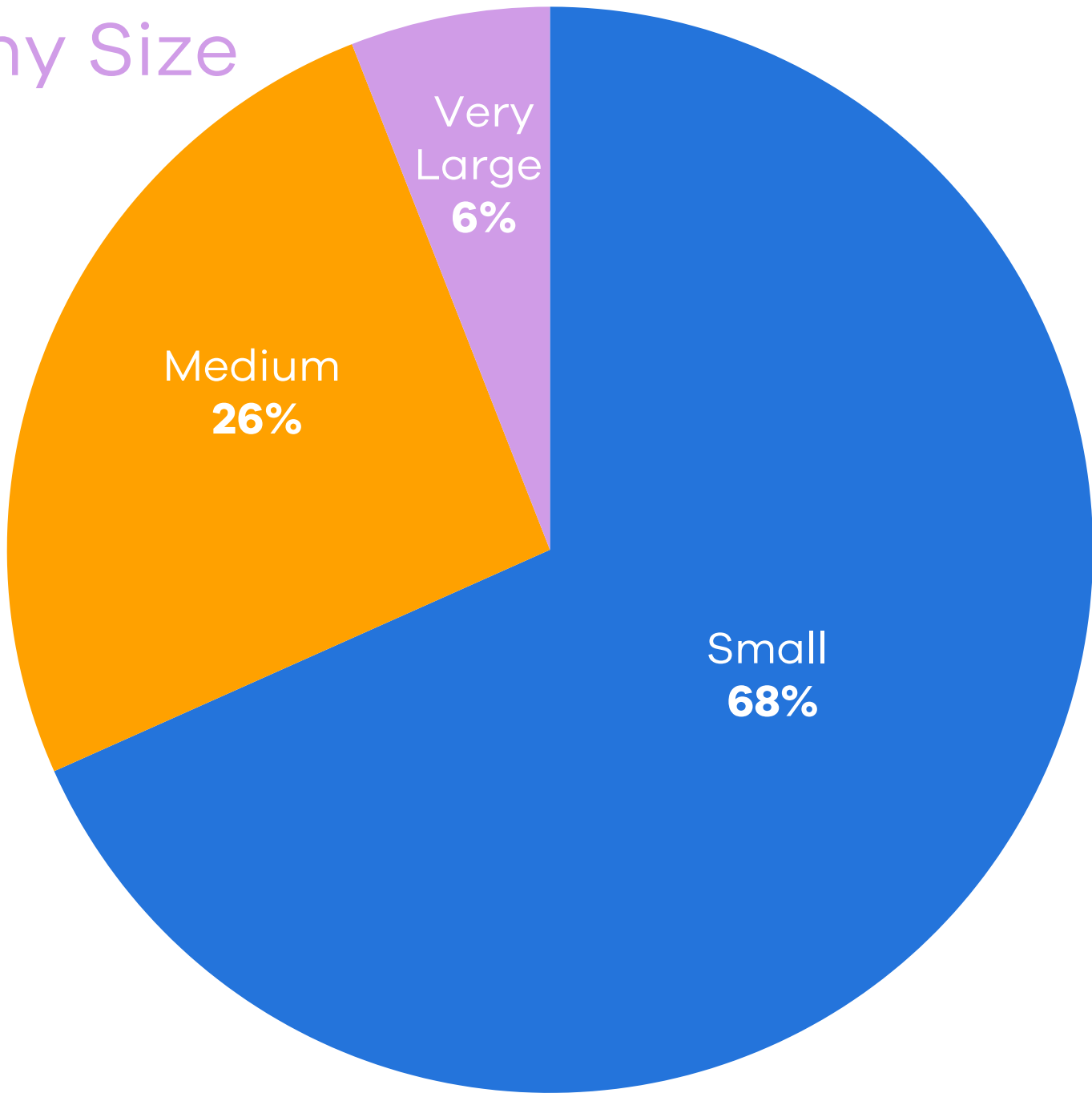
Who is interested in Branded
Content Marketing?

Spending on Branded Content Marketing

Profile by
Company Size



Buying Branded
Content Marketing



NOT Buying Branded
Content Marketing

Focus on Medium-
Large companies
with the money to
spend and need for
content



Who to Target

Each Industry Spends Over \$1 Billion Annually on Branded Content Marketing

Credit & Mortgage Services	Government	Colleges & Universities
Automotive Sales	Banks	Medical Doctors
Telecommunications Services	Grocery/Food Stores	Other Medical Professions
Digital Businesses	Financial Services	Hospitals
Real Estate Services	Home Improvement/Retail	Travel Services
Eating & Drinking Places	Miscellaneous Retail	Do these all sound familiar??

Case Study

MidWest America FCU

Savings Quizzes

WQHK-FM

Goals:

- Educate audience
- Data collection
- Promote mobile app

Results:

- 100+ sponsor opt-ins
- Lead-gen data
 - Have you heard about the ZOGO Mobile App
- 20+% follows on FB & Insta
- **Five figure revenue**

YOUR MONEY - MADE SIMPLE
Presented by MidWest America Federal Credit Union



Take our quiz now!

Question 1 of 5

1. What's the best first step when planning your back-to-school shopping?

Head to the store and buy the deals

Buy whatever your kids ask for, they know best

Create a budget and make a shopping list

Wait until the day before school starts

MidWest America + zogo
FEDERAL CREDIT UNION

Get paid to boost your financial knowledge.

1. Go to the app store and download Zogo:



2. Enter Access Code:

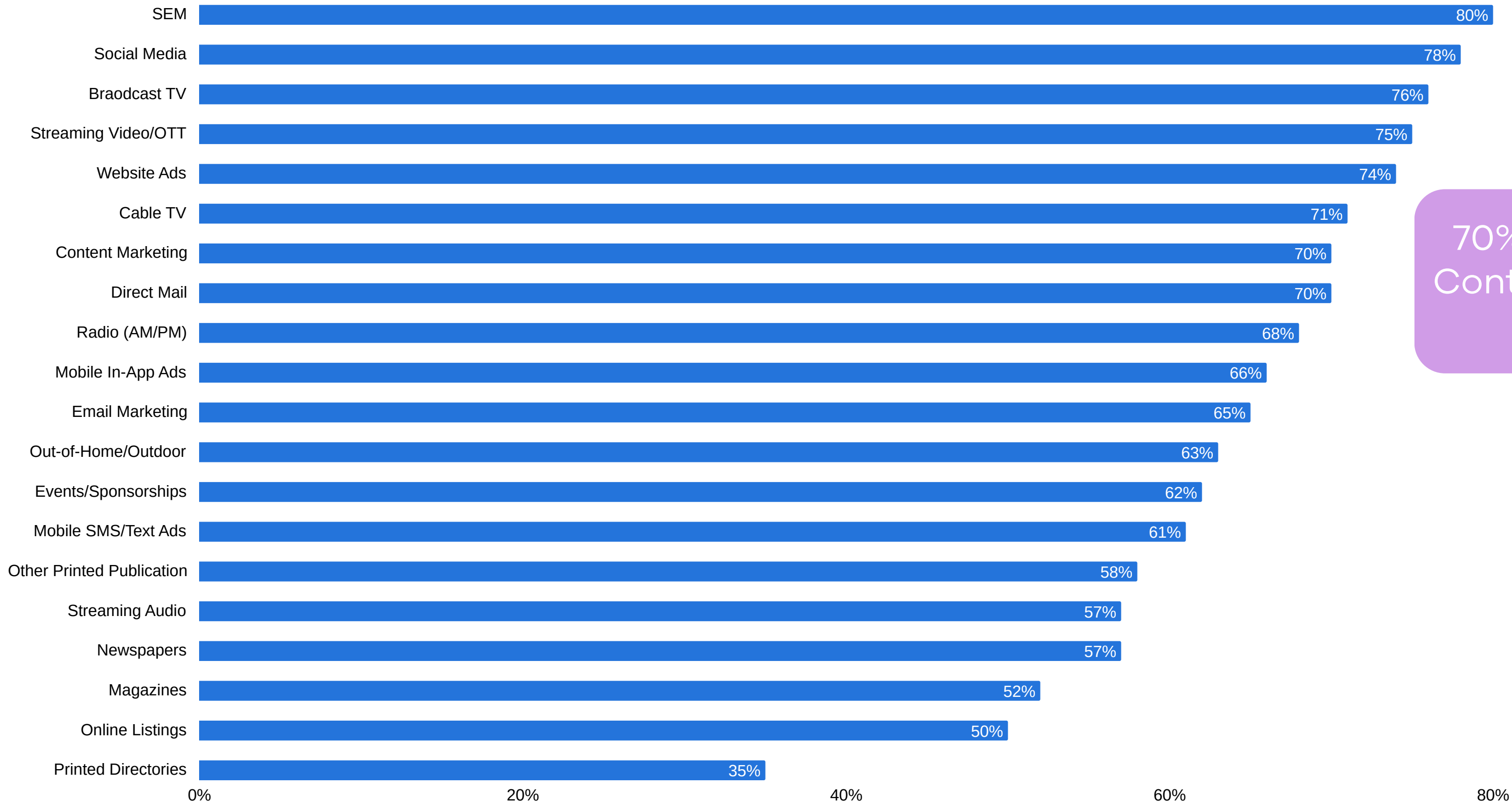
MWAFCU





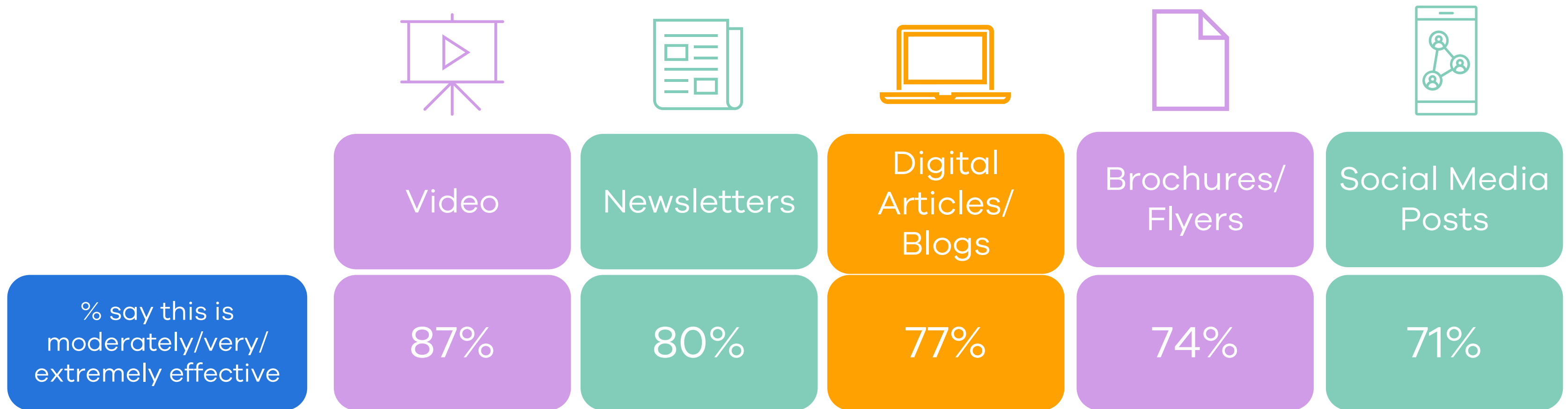
How Effective is Branded Content Marketing?

% Rating Advertising Type Moderately Effective or Better



70% think Branded Content Marketing is Effective

Which Channel is Most Effective for Marketing Your Content



Case Study

Power Your Future Quiz

The Columbus Dispatch

Goals:

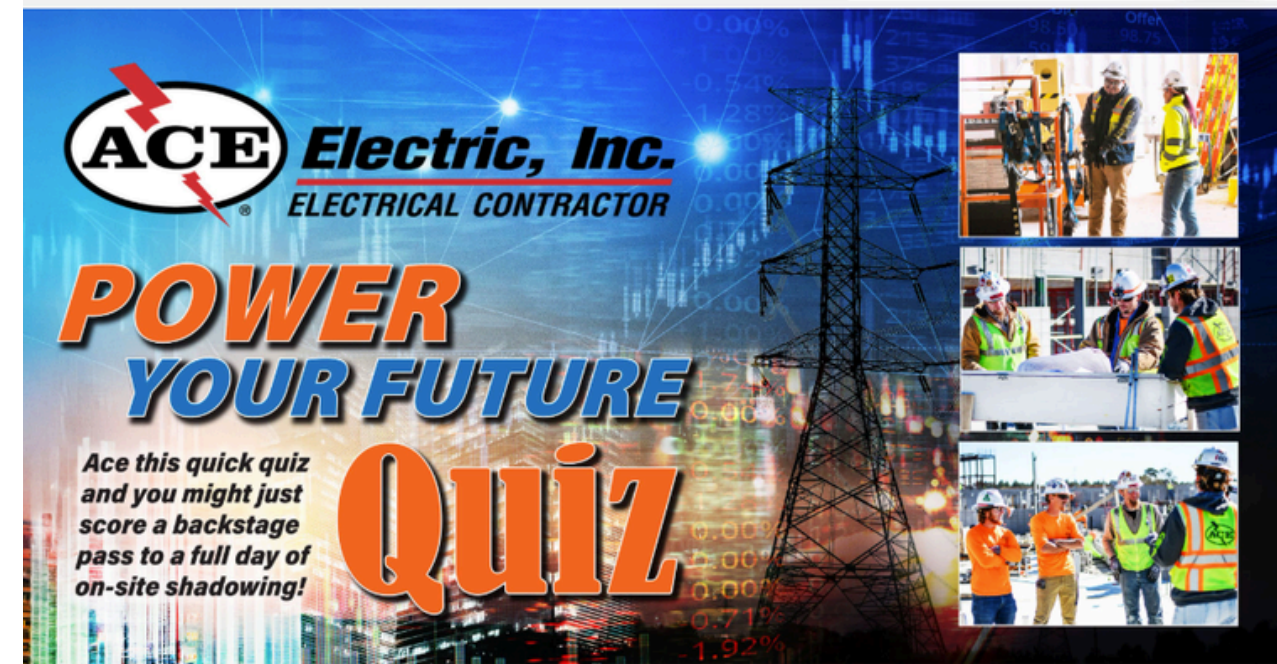
- Educate audience
- Quality leads

Results:

- 58 recruitment leads
- 122 advertiser opt-ins
- Lead-gen data:
 - Are you currently working independently or with a company?
- **\$42,000**

ACE **POWERING THE FUTURE**
with Safety, Integrity, People and Quality

We Want YOU On Our Team
APPLY TODAY!



ACE Electric, Inc.
ELECTRICAL CONTRACTOR

POWER YOUR FUTURE Quiz

Ace this quick quiz and you might just score a backstage pass to a full day of on-site shadowing!

QUIZ TIME!

Answer the questions to this **quick quiz** below and learn more about a career as an electrician.

Ace it and register, you might just score a backstage pass to a full day of on-site shadowing with Ace Electric!

Question 1 of 5



1. What does a transformer primarily adjust in an electrical circuit?

Resistance

Voltage

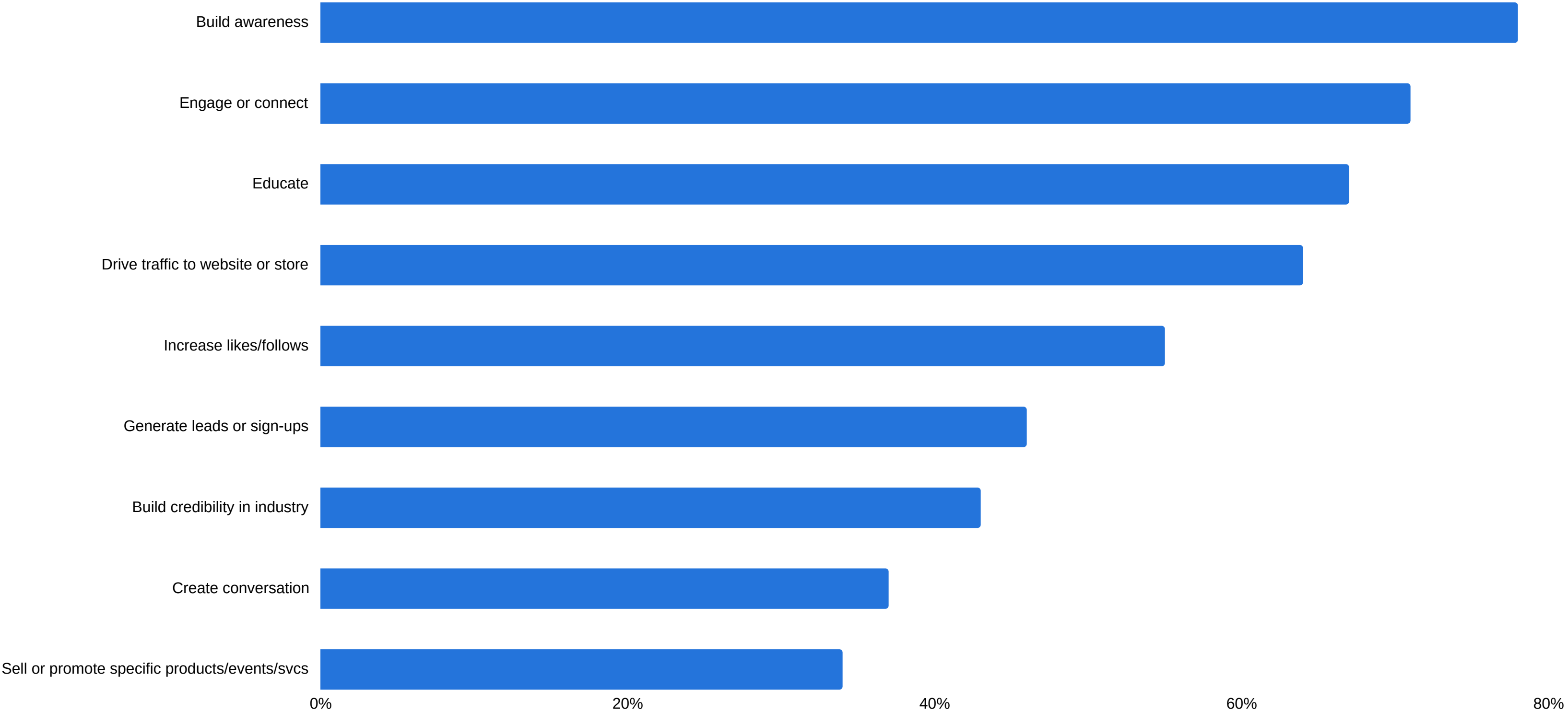
Current

Frequency



What is the Value Proposition
of **Branded Content**?


% Who Selected Each as a Purpose of their Content Marketing



The Value of Branded Content

Audiences are tuning out
passive ads

Branded content is **22x**
more engaging than
display ads



The image shows a screenshot of a branded content quiz. The top header features a close-up of a motorcycle's rear wheel and chain, with the text "Do you know PHILLY'S RIDING RULES?" overlaid. Below the header, a blue bar indicates "Question 1 of 9". The main content area contains a question: "#1 In which direction should cyclists on the street be traveling?". Three answer options are presented in white boxes: "Whichever direction the rider chooses", "The same direction as traffic", and "The opposite direction as traffic". At the bottom, there are social media sharing icons for Facebook, Twitter, Email, and Pinterest. The footer includes links for "Terms of Service" and "Privacy Policy", and a logo for "secondstreet" with the text "Powered by secondstreet".



The Value of Branded Content

Audiences are tuning out
passive ads

Interactive content
(promotions) is **consumed**
intentionally, not ignored



1. What's your Southern-style vacation kickoff in the Smokies?

Sippin' sweet tea with your sweetheart on your balcony at Laurel Valley Mountain Resort.

Plannin' a day of family fun with the kids by the Little River.

Roundin' up friends for a big group adventure at Tuckaleechee Caverns.

Savorin' a hand crafted brunch at Blackhorse Pub & Brewery in Alcoa.



The Value of Branded Content

Audiences are tuning out passive ads

Brand recall is **59% higher** for branded content than other digital ads



LET'S SPICE IT UP!

Vote for your favorite FreshJax Spice!
You could win a **Backyard BBQ Party** for 25 people catered by a private chef, along with a YEARS worth of Rosy Cheeks BBQ Rub!

FreshJax™

WOLFL 4
The local station

Already Voted?

Vote until 6/29 @ 10:59pm Central



Rosy Cheeks

With a passion for great barbecue, we have pioneered a unique and flavorful BBQ rub with a big goal in mind. As soon as you taste this, your Cheeks are sure to turn Rosy with joy and satisfaction. Forged in Jacksonville, Florida we're making BBQ simply delicious by bringing the gourmet to your backyard.

VOTE



Maple Cinnamon Seasoning

Who doesn't love the taste of cinnamon sugar? Deliciously sweet, you'll enjoy topping oatmeal, pancakes, cereal, fresh fruit, nuts, and ice cream with Maple Cinnamon!

VOTE



The Value of Branded Content

Engagement is inherently higher

Branded Content with promotions invites **action**, meaning advertisers receive **time & attention**, not just impressions



Fraud,
the Crime
You Pay for
New York Alliance Against Insurance Fraud

fraudny.com

How well do you know Insurance Fraud? Trivia Quiz

Question 1



TAX

Insurance Fraud Is Like a Tax!
Don't Be Trapped
fraudny.com

Fraud,
the Crime
You Pay for
New York Alliance Against Insurance Fraud

1. You pay for insurance fraud through higher prices on everything they buy.

TRUE **FALSE**

True False



The Value of Branded Content

Advertisers are looking
for **data**
collection solutions

Branded Content with promotions
drives
measurable results and real
leads that are far more valuable
than impressions



Ready to see what your ideal kitchen looks like? Take Mosby Building Arts' Kitchen Style Quiz to uncover your perfect aesthetic and be entered to win a \$550 Breville espresso machine!

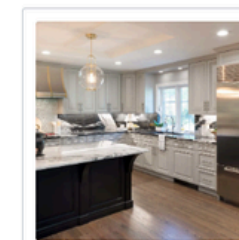
Mosby Building Arts believes your kitchen should be more than just beautiful—it should be designed around you. Mosby creates custom kitchens that perfectly match your style, needs, and lifestyle. Take the quick quiz below to discover your ideal kitchen style—whether it's contemporary, farmhouse, or something in between. When you take the quiz, you'll be automatically entered to win a [Breville Barista Express® Espresso Machine](#) (a \$550 value)!

Subscribe to *St. Louis Magazine's* newsletters to earn extra chances. Giveaway runs through April 2, 2025. Good luck!

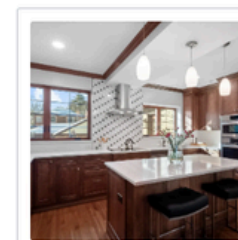
Question 1 of 6



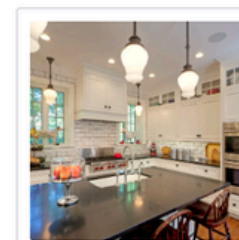
1. Which kitchen design matches your style?



Option 1



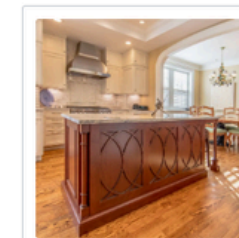
Option 2



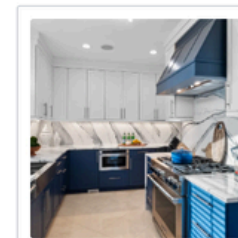
Option 3



Option 4



Option 5



Option 6



Case Study Cruise Line Quiz

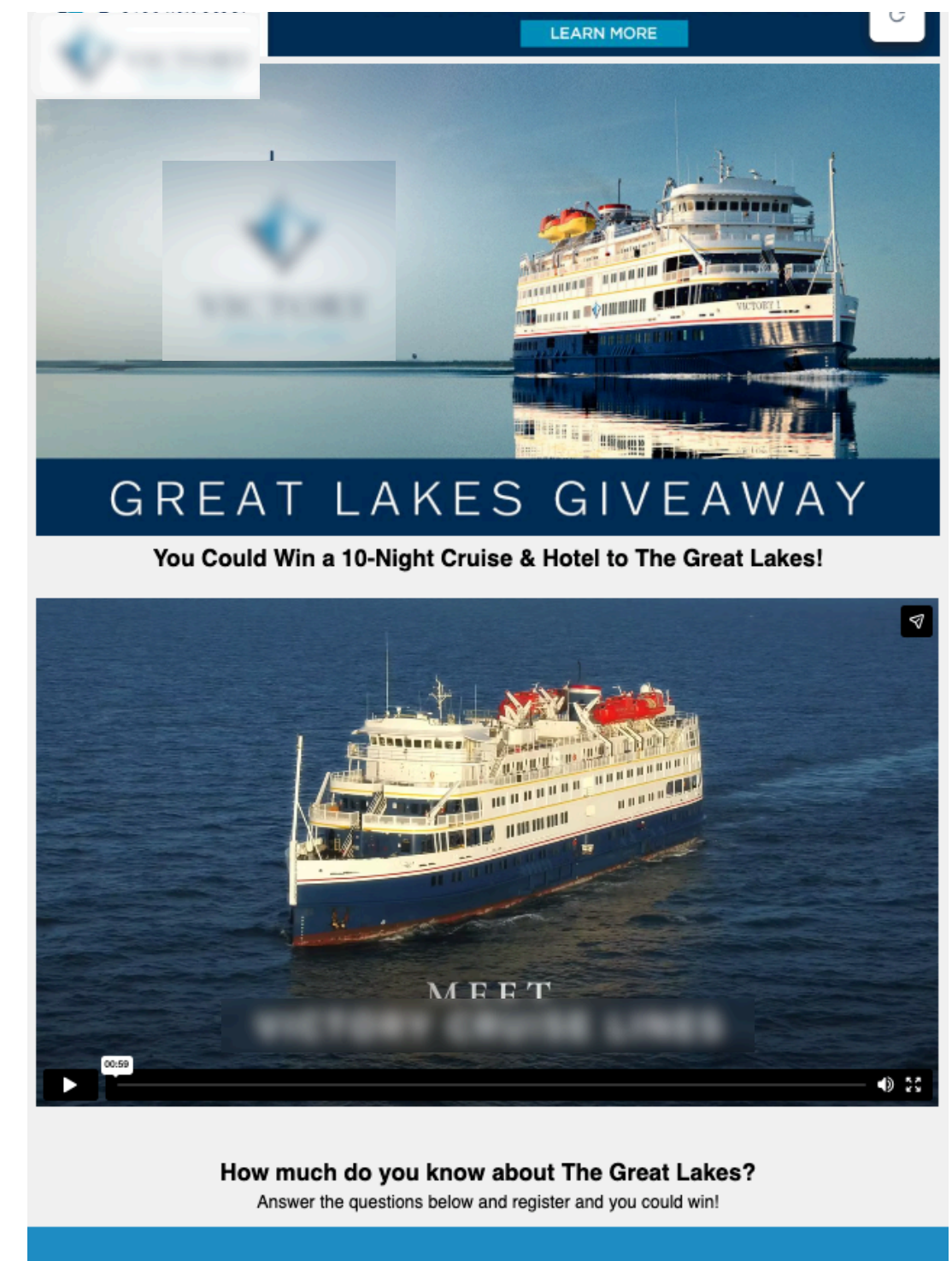
USA TODAY

Goals:

- Educate audience
- Leads & email growth
- Brand awareness

Results:

- 3,000+ sponsor opt-ins
- Lead-gen data
 - Do you plan on taking a cruise in the next...
- 1,900 leads
- **\$14,000**



LEARN MORE

GREAT LAKES GIVEAWAY

You Could Win a 10-Night Cruise & Hotel to The Great Lakes!

MEET

How much do you know about The Great Lakes?
Answer the questions below and register and you could win!

1. 1. The World Famous Navy Pier is located in Chicago on Lake Michigan. What is Navy Pier physically supported by?

20,000 logs

Concrete footings

A floating hull substructure

Landfill from Great Fire

Case Study Michigan College Guide Giveaway

Detroit Free Press

Goals:

- Foster meaningful engagement
- Educate audience
- Data collection

Results:

- ~150 sponsor opt-ins
- Lead-gen data
 - Would you prefer to study..
 - What's the most important factor in choosing your college?
- **\$50,000**

"Revenue was up 25% which we can attribute to the college guide promotion we added this year"

MICHIGAN
COLLEGE GUIDE
www.michigancollegeguide.com

ENTER FOR A CHANCE TO
**WIN A MICHIGAN
COLLEGE GUIDE
\$500 SCHOLARSHIP
SWEEPSTAKES!**

ENTER TODAY!



Michigan College Guide

\$500 Scholarship Sweepstakes

Enter for a chance to **WIN a Michigan College Guide \$500 Scholarship!**

- Looking at colleges?
Start with Michigan's **#1 Source** for College Selection
- Tips on navigating the Financial Aid maze
 - Answers to your SAT and ACT questions
 - What to know about changes coming to the ACTs
 - How you can go to Community College Tuition-Free
 - Your college timeline: What to do and when
 - And MORE!

Enter until November 30, 2025.

MICHIGAN
COLLEGE GUIDE
www.michigancollegeguide.com

VIEW IT HERE! ►

Email Required

First Name Required

Last Name Required

Street Address Required

City Required

State Required

Postal Code Required

Promotion eligibility may depend on location of entrant. Contest only open in USA.

Phone Required

Will be used to contact winners or as otherwise described in the [rules](#).

Would you prefer to study... Required

Baker College



The Bottom Line

Branded Content paired with Promotions is a **story & experience**, not just visibility



This combination allows an advertiser to **educate** your audience, **boost awareness** for their brand, and **engages** your audience while **gathering data and leads** in a way static ads simply can't



How to Sell

How to Sell The Value Proposition

- Remember their goals:
 - Build awareness
 - Educate and engage
 - Drive leads

WIN! \$100 SpartanNash Grocery Gift Card Is Up For Grabs, Courtesy of the Local Growers at Revolution Farms - Take This Quiz to Enter

By Elizabeth Rudd / January 18, 2021



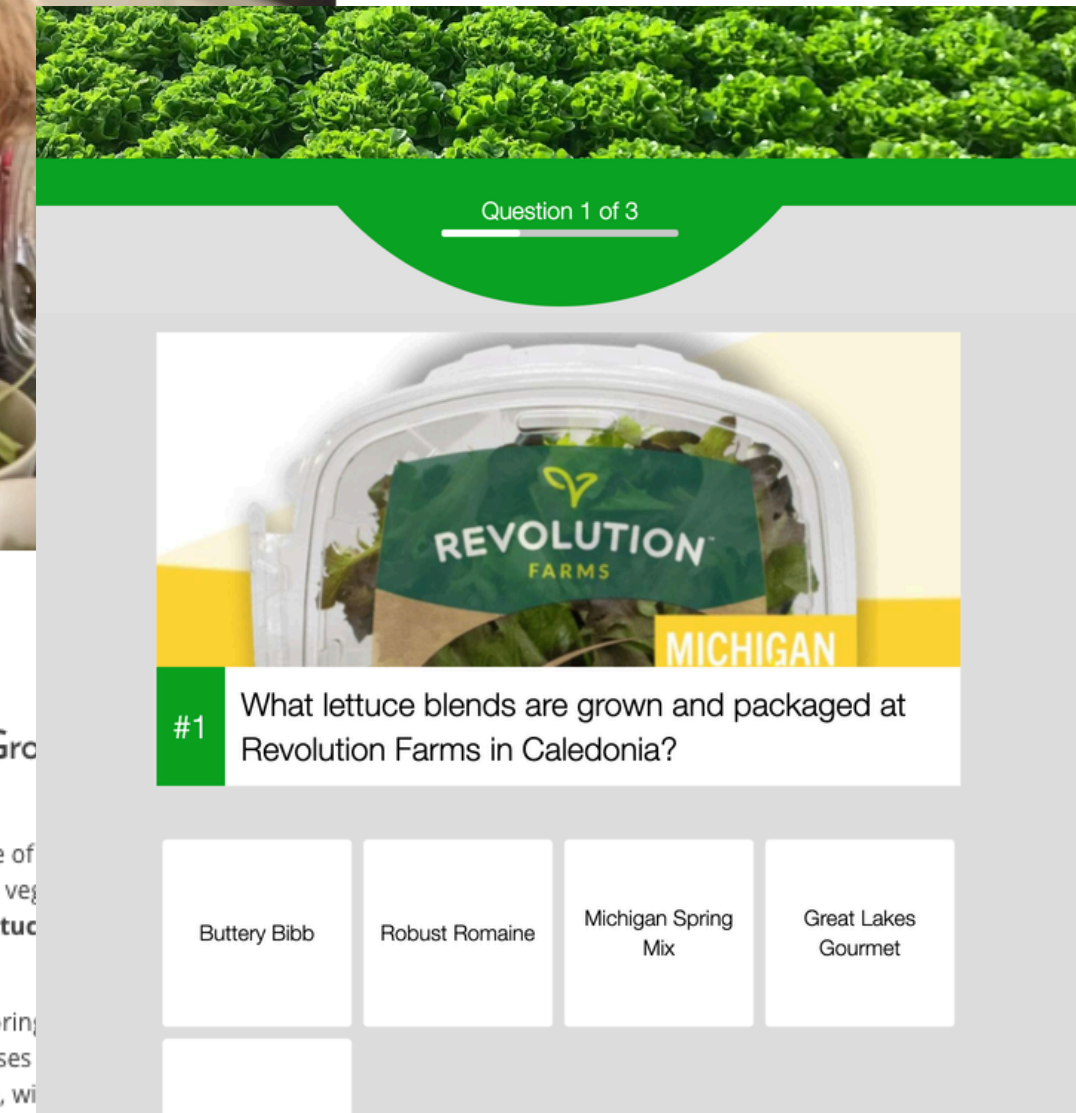
This giveaway is brought to you by [Revolution Farms](#).

This giveaway is closed. Congrats to the winner, Maureen!

Did you Know There's a Place in Michigan Grow Lettuce in January?!

Shopping at the local farmer's markets for fresh produce is one of the joys of summer. In the cold, dark days of winter, I miss the crisp, fresh vegetables. It was a surprise to learn that there's still a way to **buy local AND farm fresh lettuce in winter!**

Revolution Farms is an **indoor greenhouse** in Caledonia that brings fresh, year-round grown vegetables to West Michigan grocery stores. The farm uses state-of-the-art LED grow lights, and automatically adjusts temperature, with carbon dioxide for the best-tasting lettuce around.



Branded Content



Promotions



How to Sell Your Approach

- Don't sell a one-off
 - Multi-month or annual proposals
- Include a prize to incentivize participation

Quizzes with a prize
have
**1,600% more
participation**



Case Study

City of Fort Wayne Quarterly Quiz Bundle

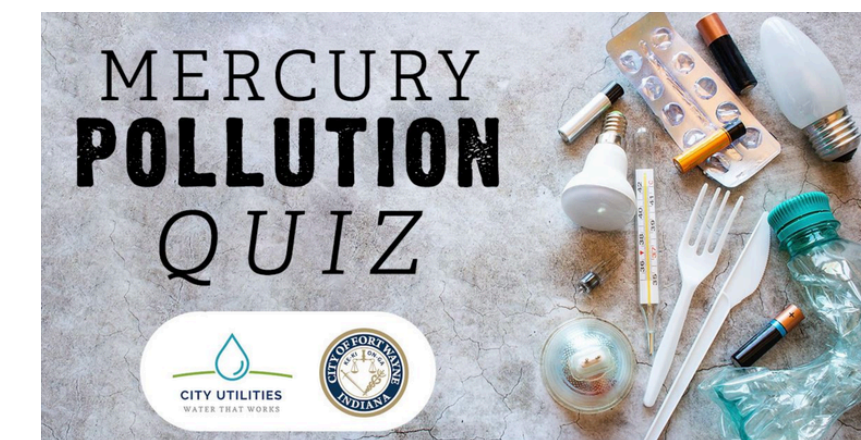
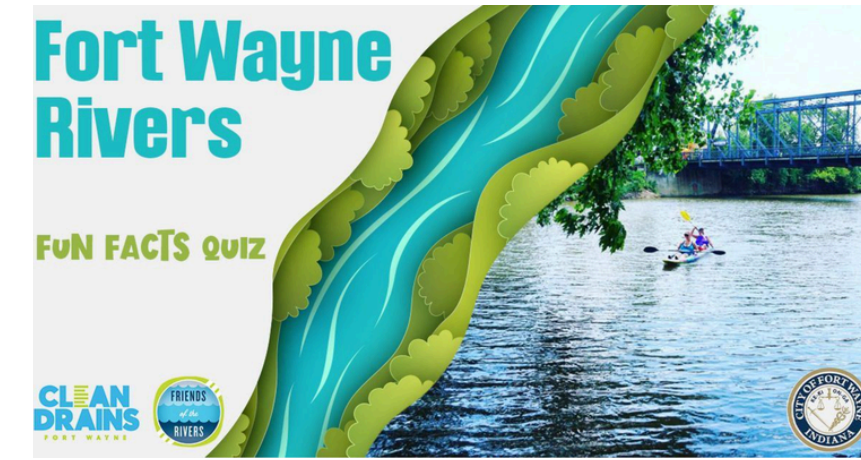
Federated – Ft. Wayne

Goals:

- Educate audience
- Email growth

Results:

- 800 users per quiz
- 500 pledges per quiz
- 1,300+ sponsor opt-ins
- Recurring campaign
- **\$48,600**



How to Sell The Package

- Part of a multi month / annual campaign
- Assets included:
 - Video, OTT, Digital, Email, Social, Core
- How it's distributed:
 - Quiz/Poll embedded in an article
- Include:
 - Lead gen questions
 - Opt-ins
 - Social opportunities

Quiz Bundle 3 Month Campaign

Generate leads with this 12-week multimedia campaign including print and digital ads, an educational and lead-generating quiz, and an email campaign designed to drive the best results for your business!

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive Sponsorship of Quiz Bundle
- Sponsor logo on promotional elements (print, digital, social, and email)
- **Digital**
 - 30K run-of-site impressions (for your business) on yourwebsitegoeshere.com during 12-week campaign
 - 20K run-of-site impressions to promote contest on yourwebsitegoeshere.com during 12-week campaign
 - Exclusive 728x90 digital ad unit on contest page
 - Up to 3 lead-generation question on the contest registration form each month
 - Digital offer/coupon on the thank-you page
 - Opt-in for leads and email database on registration form
 - Social follow field(s) on registration form
- **Print**
 - Quarter-page print ad (for your business) to run once per week for 12 weeks (12 times)
 - Quarter-page print contest promotional ad to run once every other week for 12 weeks (6 times)
- **Email**
 - Logo recognition on two promotional emails sent in each campaign (24 total) to our opted-in database of XX,000 (Your Email List Size goes here)
 - One invite email to be sent at the beginning of each quiz
 - Thank you email sent to everyone who enters with coupon or offer from your business
- **Social**
 - Social media posts with sponsor logo and tag on promotional ad for each quiz

PRIZE: Product or service giveaway over \$200

RUN DATES: Three Month time frame goes here

VALUE: \$XXXX

INVESTMENT: \$5,000 (small market) \$10,000 (mid-size market), \$20,000 (large market)



Key Takeaways



**This is an \$85 BILLION
opportunity**



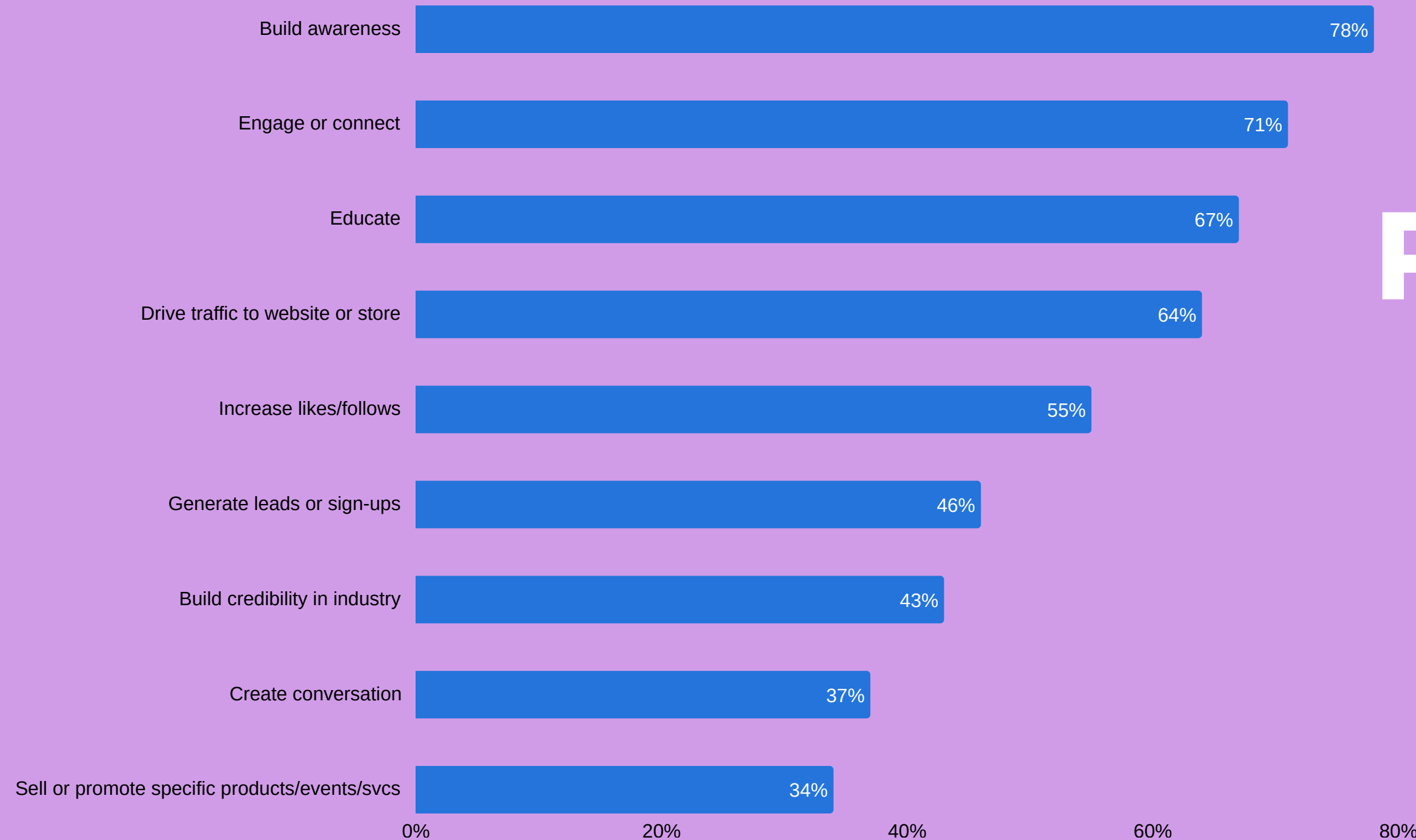
**40% of advertisers think
they're underspending**



Who you should be targeting

Credit & Mortgage Services	Government	Colleges & Universities
Automotive Sales	Banks	Medical Doctors
Telecommunications Services	Grocery/Food Stores	Other Medical Professions
Digital Businesses	Financial Services	Hospitals
Real Estate Services	Home Improvement/Retail	Travel Services
Eating & Drinking Places	Miscellaneous Retail	

Remember their Goals



Promotions
achieve
them all

Case Study

Voyage of a Lifetime Quiz USA

TODAY Co.

Goals:

- Educate audience
- Sales and Marketing Leads

Results:

- 17,728 sponsor opt-ins
- Lead-gen data:
 - What amenities are most important for your cruise?
- **\$40,000**
- **\$600,000+ secured for 2026**



Learn more about Century Cruises and take the quiz below.
PLUS – Enter for the Voyage of a Lifetime!

Sail through China's wonders on a 14-day luxury cruise tour for two with international airfare included!

A \$28,490 Value!

For a more informative prize description [click here](#).



1. Which part of the world is Century Cruises best known for exploring?

Mediterranean Sea

Yangtze River in China

Nile River in Egypt

Danube River in Europe



CENTURY CRUISES
A Destination of True Leisure

**CRUISING THE
YANGTZE IN LUXURY**

LEARN MORE



Resources

Branded Content: The Smartest Way for Publishers to Monetize Their Audience



5 minute read



John Hayes



Top line

Audience Engagement

Branded content isn't new. For as long as publishers have had audiences, advertisers have tried to earn attention by telling stories that feel editorial, not advertorial.

From sponsored newspaper supplements and "advertising features" to native digital articles and partner-led content, the principle hasn't changed: tell a relevant story rather than shout from the sidelines.

What has changed is the environment that story lives in.

Table of Contents

- [1. We Were All Publishers... Until the Platforms Moved the Goalpost](#)
- [2. The Death of Search: Google Zero and AI Overviews](#)
- [3. Audience, Content, Monetization: The Three Pillars That Still Matter](#)
- [4. Six Ways to Turn Branded Content into a Scalable Revenue Engine](#)
- [5. Why This Model Endures](#)

We Were All Publishers... Until the Platforms Moved the Goalposts

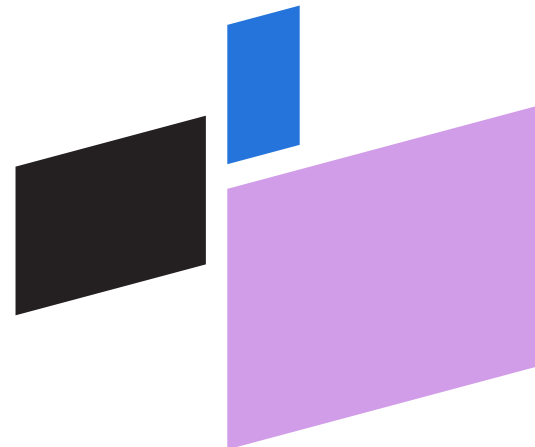
Over the past two decades, the internet didn't just reshape how content is consumed; it rewired who gets to create it.

The old media gatekeepers lost their monopoly as digital channels lowered the bar to entry. Brands of every size started publishing on their own terms – blogs, newsletters, video, podcasts, social posts – building their own audiences rather than renting reach.

The line between media company and marketer blurred. The difference wasn't who could publish, but who could earn attention at scale – and sustain it.

This didn't erase the value of publishers, but it did force a recalibration. Content stopped being scarce and "general" attention fell. Audiences leaned into what they found useful, credible, and worth sharing.

Then the disruptors met disruption.



Scan to learn more!



Ready-To-Go Sales One-Sheets for Top Promotions



by Julie Foley | Second Street



Downloadable one-sheets for top promotions for newspapers, magazines, radio, and tv

Whether you're creating your very first promotion or you're a veteran, building the perfect package and pricing it correctly takes a bit of practice.

Inside, you'll find sample one-sheets for:

- 12 Days of Sweepstakes – Advertiser Showcase
- Teacher/Hometown Hero of the Month
- Home Improvement Photo Contest
- Quiz Bundle
- Food Bracket 12-Month Campaign
- And more!

We've put together guides for these promotions and tailored them to fit your specific industry. Download your kit now!

- [Sales One-Sheets for Newspapers](#)
- [Sales One-Sheets for Magazines](#)
- [Sales One-Sheets for Radio](#)
- [Sales One-Sheets for TV](#)

Newspaper

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000.000.0000 www.newspaperurl.com



<https://lab.secondstreet.com/articles/sales-one-sheets/>





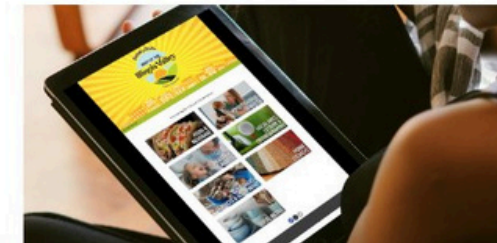
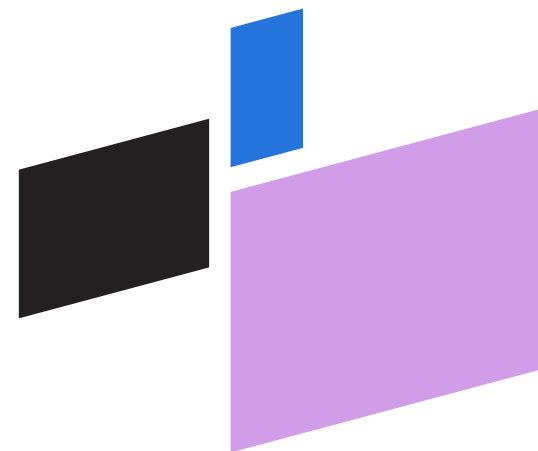
Smashing Best Of Revenue with Ballot eCommerce

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

Optimize 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

[LEARN MORE](#)



lab.secondstreet.com





Second Street **AWARDS**

Save Your Seat!



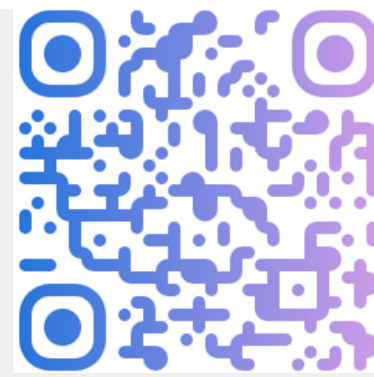
Thursday, March 26
12 PM CDT | 1 PM EDT

Come celebrate the biggest and brightest success stories from our partners in the 17th annual Second Street Awards!

We'll highlight the best promotions of 2025 and provide you with some great ideas to fill your 2026 calendar and beyond.



Scan to register!





Thank You!

Julie Foley

Sr. Customer Success Manager
jfoley@uplandsoftware.com

 **Second Street**

