



Seller's Series: Selling Solutions

Day 1: Stop Selling Products,
Start Selling Results





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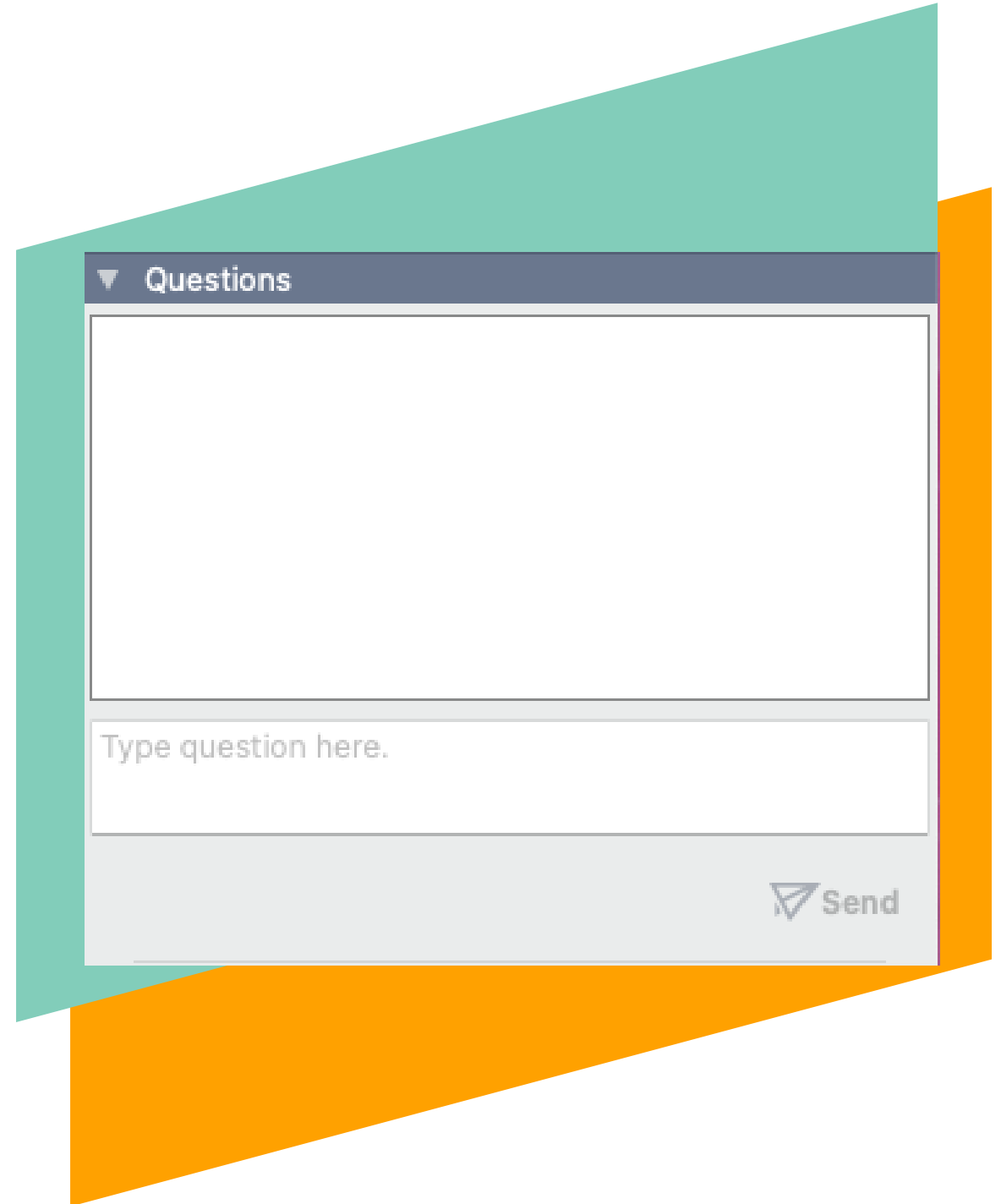
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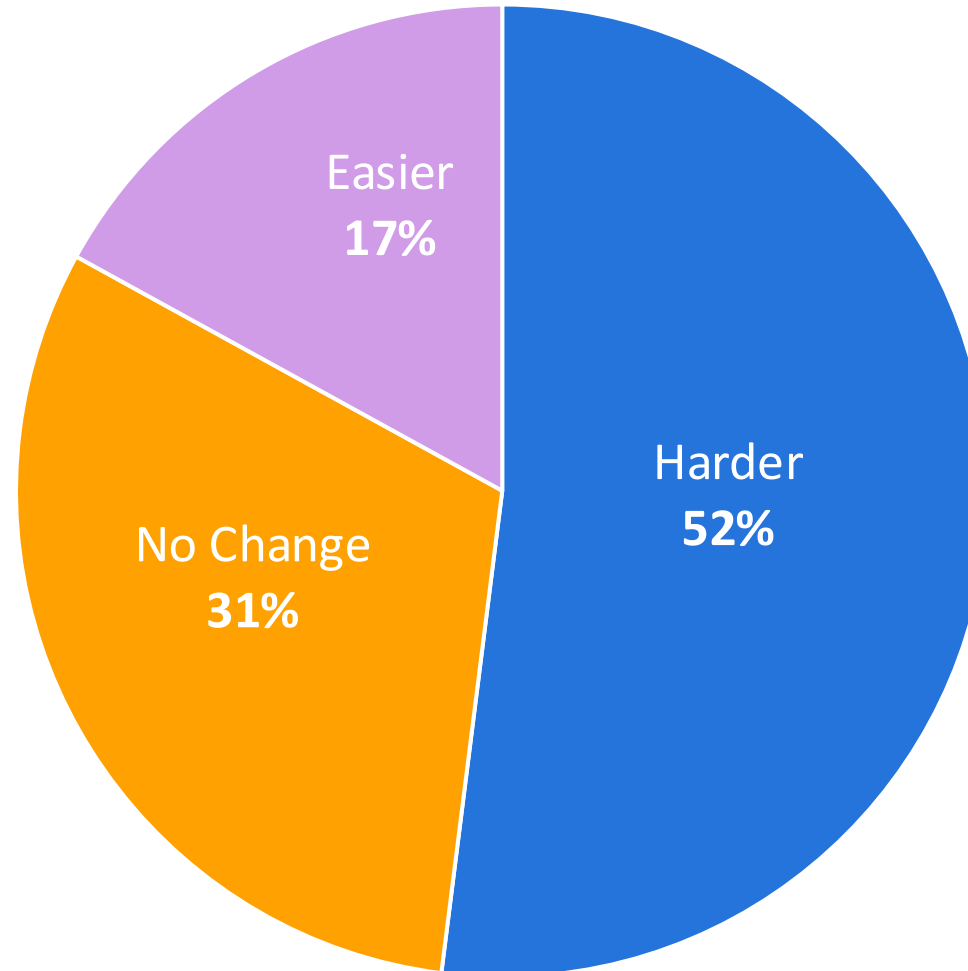
Have Questions?

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



Let's take a Poll

How have your digital advertising sales fared in the past 6 months?



Local Advertisers' Wish List for Media Partners

1. More Affordable Products

2. Measurement/Tracking

3. Customized Solutions

4. Targeting Capabilities

5. Knowledge About My Industry

6. Build Relationship/Partnership

7. More Transparency in Pricing

8. More Results/Effectiveness

9. Help for Non-Profits

10. Avoid A.I./Be Personal



Products vs Results

Let's take another Poll

Products

A word cloud of marketing products. The word 'Products' is at the top in a blue dashed box. Below it are 'Print Ads' (blue), 'OTT/CTV' (orange), and 'TV/Radio Spots' (purple). Further down are 'Digital Ads' (teal), 'SEO' (blue), 'SMS' (orange), and 'Social' (purple). The bottom section includes 'Newsletters' (purple), 'Email Marketing' (teal), 'Promotions' (purple), 'Events' (orange), 'Special Sections' (blue), 'Special Programming' (purple), 'Geofencing/Geo Targeting' (teal), and 'Branded/Sponsored Content' (orange).

Print Ads

TV/Radio Spots

OTT/CTV

SMS

Digital Ads

SEO

Social

Newsletters

Email Marketing

Promotions

Events

Special Sections

Special Programming

Geofencing/Geo
Targeting

Branded/Sponsored
Content

Results



```
graph TD; Results[Results] --- Leads((Leads)); Results --- Traffic((Online/  
Foot  
Traffic)); Results --- Social((Social  
Growth)); Results --- List((List  
Growth)); Results --- Data((Data)); Results --- Awareness((Brand  
Awareness));
```

Leads

**Online/
Foot
Traffic**

**Social
Growth**

**List
Growth**

Data

**Brand
Awareness**

Traditional Products Fall Short



Print Ads



TV/Radio Ads

Leads



List Growth



Online/Foot Traffic



Data



Social Growth



Brand Awareness



Promotions

Leads



List Growth



Online/Foot Traffic



Data



Social Growth



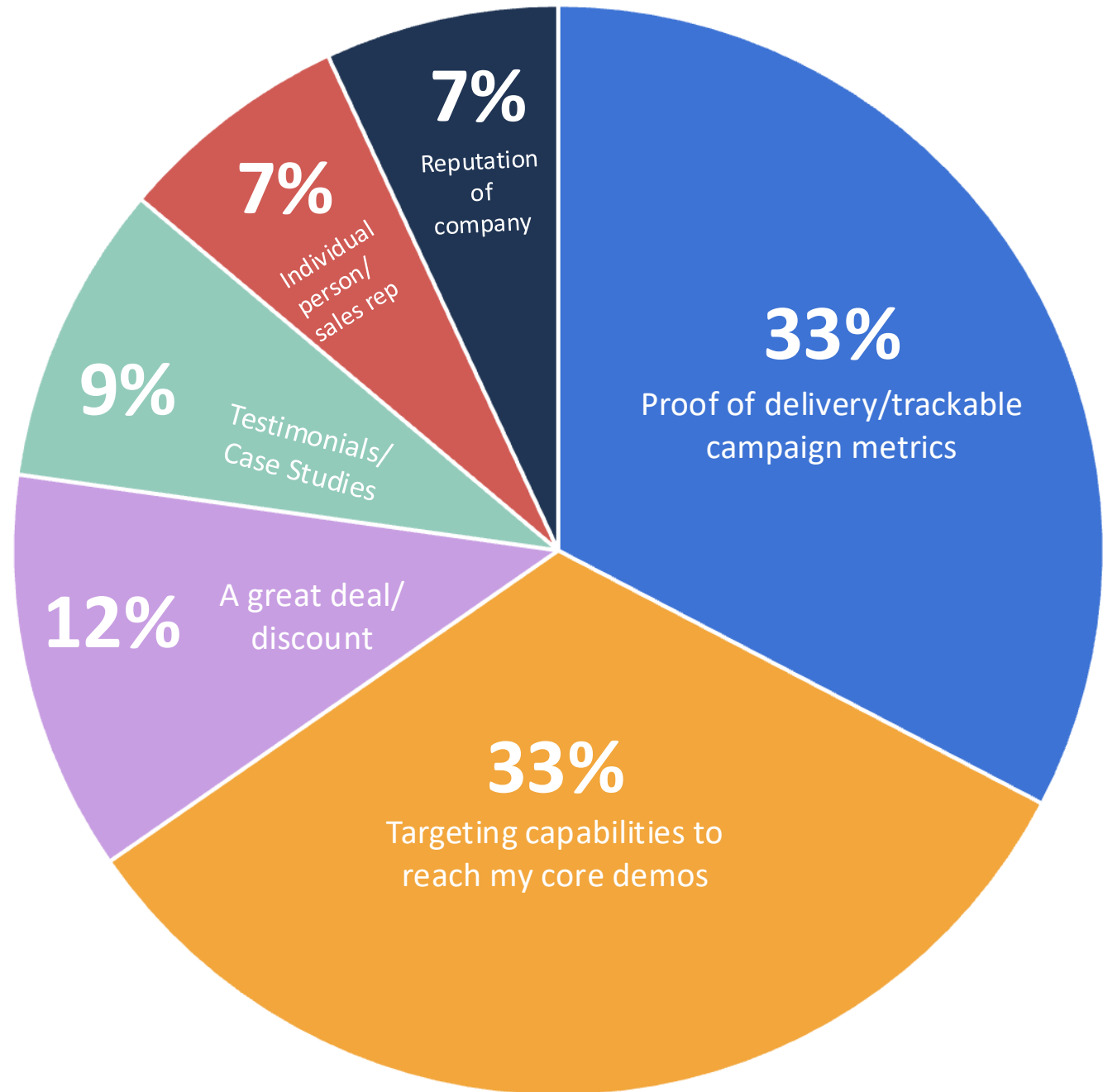
Brand Awareness





What Persuades
Advertisers to Try
Something **New?**

**Trackable, Targeted
Results!**



66% of Advertisers are looking for these!

1. More Affordable Products

2. Measurement/Tracking

3. Customized Solutions

4. Targeting Capabilities

5. Knowledge About My Industry

6. Build Relationship/Partnership

7. More Transparency in Pricing

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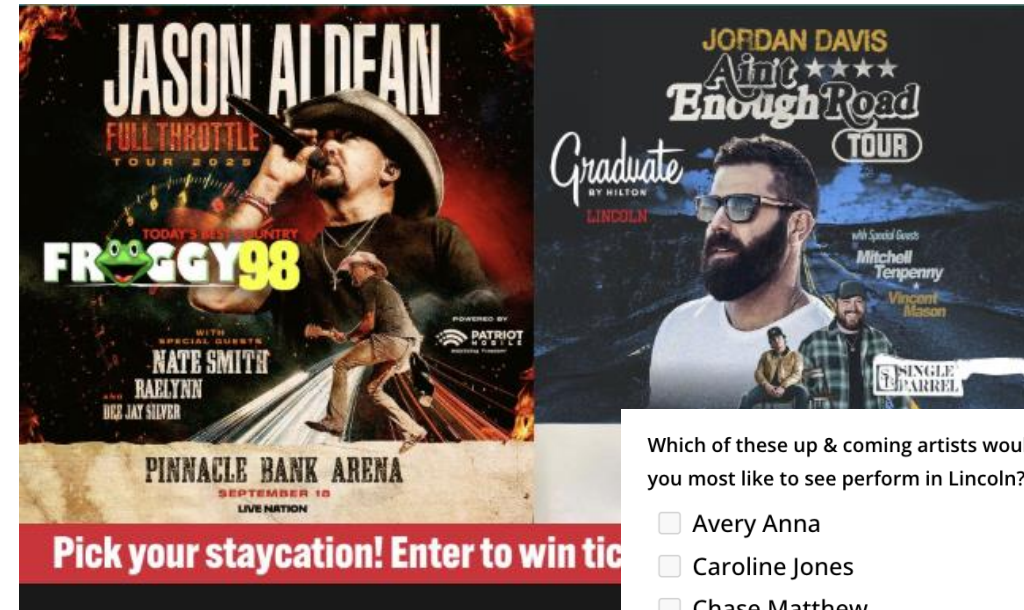
What do advertisers
actually want?

RESULTS they can
MEASURE

Golden Ticket Staycations

NRG - Lincoln | Lincoln, NE

- 2 codeword sweeps ran over 9 weeks
- Listeners had to tuned in for codewords
 - Could also visit the restaurant sponsor in person to get a bonus codeword
- 800 sponsor opt-ins
- 315 hot leads
 - Clicked to make an online reservation
- Market research data gathered
- **Revenue: \$3,000**



Which of these up & coming artists would you most like to see perform in Lincoln?

- ☐ Avery Anna
- ☐ Caroline Jones
- ☐ Chase Matthew
- ☐ Dasha
- ☐ Drew Baldridge
- ☐ Gavin Adcock
- ☐ George Birge
- ☐ Hudson Westbrook
- ☐ John Morgan
- ☐ Mackenzie Carpenter
- ☐ Max McNown
- ☐ Meghan Patrick
- ☐ Preston Cooper
- ☐ Sam Barber
- ☐ Shaboozey
- ☐ Stephen Wilson Jr.
- ☐ Treaty Oak Revival
- ☐ Tucker Wetmore
- ☐ Ty Myers

[JUST FOR FUN]



Golden Ticket Staycations

NRG - Lincoln | Lincoln, NE



Leads/Foot Traffic

315 clicked to make a reservation



List Growth

800 opt-ins



Social Growth

16% of entries followed on FB



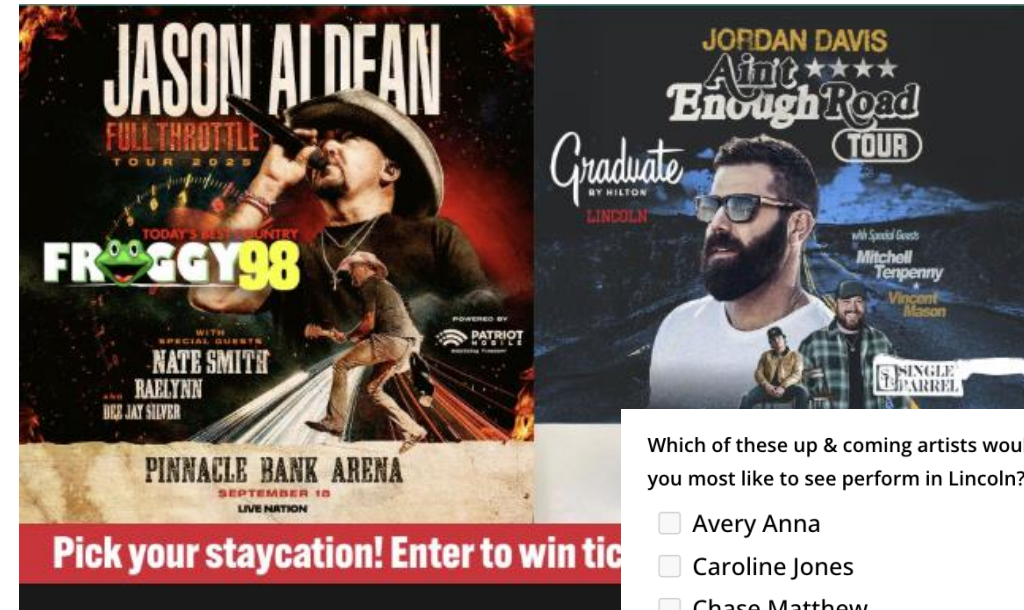
Data

Artists the audience wants to see



Brand Awareness

1,300 people participated



Which of these up & coming artists would you most like to see perform in Lincoln?

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- ☐ Tucker Wetmore
- ☐ Ty Myers

[JUST FOR FUN]



Needs Analysis

Setting Expectations

How many entries
are good?

How many opt-ins
will we get?

How many people
will participate?

There is no
perfect #
of entries or opt-
ins

Define your
advertiser's idea
of success
through the CNA

Uncover metrics
they use to
define success:

- Avg customer spend
- Leads needed to convert

Use metrics to
prove success at
the end of the
campaign



Proving the ROI

The letters "ROI" are displayed in a bold, blue, sans-serif font. They are centered within a light blue rounded rectangle that has a dashed blue border.

ROI

Return On Investment:

**Metric used to measure the
profitability or efficiency of an
investment**

A light blue rounded rectangle with a dashed blue border.

ROI

The ROI that promotions provide:

A blue rounded rectangle with a dashed orange border.

Hot Leads

A blue rounded rectangle with a dashed orange border.

Opt-ins
/Social

A blue rounded rectangle with a dashed orange border.

Data

Hot Leads

A prospect actively in-market and has shown explicit buying intent

Include a **SPECIFIC** question to collect leads

Yes, I would like to be contacted by Alliance Exteriors to set up a free, no pressure quote for my home improvement project.

All quotes come with an exclusive, 10-point inspection for free.

☐ Yes

☒ No

I agree to share my information with sponsors.

Hot leads
convert **5-10x**
more often than
warm leads

Free Furnace Giveaway

Federated – Ft. Wayne | Fort Wayne, IN

- 2 sweeps run in February & December
- Extra chances for:
 - FB follows
 - Viewing reviews of advertiser
- Data questions:
 - When was the last time you had your furnace replaced?
 - Have you considered a whole house humidifier to get rid of dry air in your home?
- 332 sponsor opt-ins
- **188 hot leads**
 - **\$60,000 in sales from leads**
- **Revenue: \$3,400**

1,664% ROI



FREE FURNACE giveaway

BROCKMAN
HEATING & AIR

American Standard
HEATING & AIR
CONDITIONING

Email

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

CONTINUE >

When was the last time you had your furnace replaced? Required

☐ This year

☐ 1-5 years ago

☐ 5-10 years ago

☐ 10+ years ago

☐ Never

How long has it been since you've had your furnace serviced? Required

☐ This year

☐ Last year

☐ 2-5 years ago

☐ 5+ years ago

☐ Never

Do you currently have a go-to heating and cooling provider? Required

☐ No

☐ Yes

☐ Somewhat, but I'm open to switching

☐ YES, I'd like to receive a free quote from Brockman Heating & Air Conditioning for my furnace.

I agree to share [my information](#) with sponsors.

Opt-Ins

When a user gives **EXPLICIT** permission for a company service to contact them

Define the **frequency** and **email subject matter**

☐

I'd like to receive 3 Rivers Remodeling's Construction Corner newsletter on Thursdays, with remodeling tips & exclusive offers

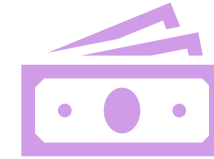
Do NOT
pre-check your
opt-ins

Difference Between Opt-ins and Hot leads

Opt-In

☐

I'd like to receive 3 Rivers Remodeling's Construction Corner newsletter on Thursdays, with remodeling tips & exclusive offers



Hot Lead

☐

Yes, I would like to be contacted by Alliance Exteriors to set up a free, no pressure quote for my home improvement project.

All quotes come with an exclusive, 10-point inspection for free.

Voyage of a Lifetime Quiz

USA TODAY Co.

- Quiz highlighting amenities of Century Cruises
- **17,728 sponsor opt-ins**
- Thousands of travel consultations booked
- Extra chances for FB and Insta follows
- Data questions:
 - What amenities are most important for your cruise?
- **Revenue: \$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.](#)

What Destinations are on your bucket list to visit soon? Required

Do you plan on taking a cruise in the next... Required

What amenities are most important for your cruise? Required

- ☐ Luxury amenities
- ☐ Culture and History
- ☐ Unique & Exclusive Destinations
- ☐ Fine Dining & Culinary Experiences
- ☐ Personalized Services

Select all that apply

Question 1 of 4



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

-
-
-
-

[Facebook](#) [Twitter](#) [Email](#)

CENTURY CRUISES
A Destination of True Leisure

CRUISING THE YANGTZE IN LUXURY

[LEARN MORE](#)



Data

Information collected that can be used by advertisers to improve their products/services or their marketing strategy

Do you currently pay rent or a mortgage payment at your current residence? Required

-- Select One --

If you could change one thing about your current residence, what would it be? Required

-- Select One --

How often do you visit Newport? Required

-- Select One --

Which type of trip are you planning in the next 6–12 months? Required

- ☐ Destination Wedding / Milestone Event
- ☐ Family Vacation
- ☐ Romantic Getaway
- ☐ Friends' Trip
- ☐ Solo Trip
- ☐ Business / Work Trip
- ☐ Other

How many people travel with you? Required

-- Select One --

Park Place Mall Giveaway

KVOA-TV | Tucson, AZ

- Sweepstakes promoting local mall
- 4,400+ entries
- **Valuable data collected:**
 - 65% said they would shop at the mall more if it added more locally-owned businesses
 - 60% said they would shop at the mall more if it added more chain stores
 - 57% said they would attend an adult focused event at the mall

**Enter to Win
1 of 3 Gift Cards to
Park place Mall**

Winner will be selected December 16th, 2025



Your holiday haul is waiting

Your chance to win one of
cards!

Enter Now!

Email

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

CONTINUE >

I would attend an adult-focused event at
Park Place.

☐ Yes

☒ No

I agree to share [my information](#) with sponsors.

I would shop at Park Place more if it
added more locally-owned businesses.

☐ Yes

☒ No

I agree to share [my information](#) with sponsors.

I would shop at Park Place more if it
added bigger chain stores

☐ Yes

☒ No

I agree to share [my information](#) with sponsors.



Promotions are #1





"Align your **client's objectives** to the **best solutions** that provide an ongoing presence and engagement and activations. The reward will be **ongoing revenue for your organization**.

If you don't leverage every bit of what Second Street offers, one move can mean a **very big revenue lift**."

Rebecca Capparelli, VP Promotions, USA TODAY Co





"The Second Street platform isn't just about radio stations having a promotional platform to fulfill their contests, it is a **client first approach** to help clients with their individual needs. If you really approach this in the correct way, it's **making sure that the client's needs are met first.**"

Deb Williams, GM of Digital Sales, Federated Media



Questions?



Resources

Join us for the whole series!



**Tuesday, June 10th 12:00
PM CT**

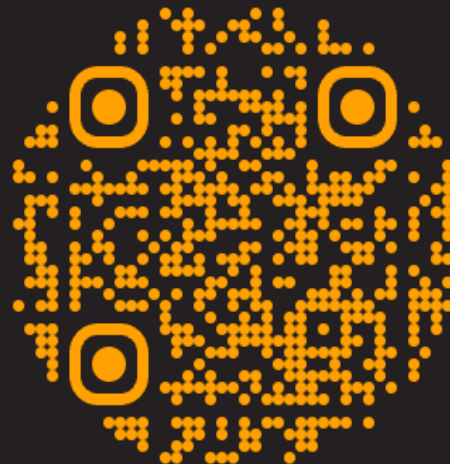
Day 2

**Sales Packages that Drive
Maximum ROI**

**Wednesday, June 11th
12:00 PM CT**

Day 3

**How to Prove ROI and Score
Repeat Business**



Text-to-Vote is here!

Now is the time to take your 'Best Of' strategy to the next level [>> Learn more >>](#)

Turn Up the Heat: Q3 Summer Promotion Ideas

[LEARN MORE](#)



From College Guide to Scholarship Success: How One Sweepstakes Drove 25% Sponsor Growth

by [Matt Hummert](#) | Second Street



10 Father's Day Promotions to Engage Your Audience and Advertisers

by [Julie Foley](#) | Second Street

[ADVERTISERS TO TARGET](#) | [AUDIENCE](#)



122 Prize Ideas for Every Contest on Your Calendar

by [Julie Foley](#) | Second Street

[BRACKET](#) | [PICK'EM](#) | [PLANNING](#) | [SALES](#) | [SWEEPSTAKES](#)



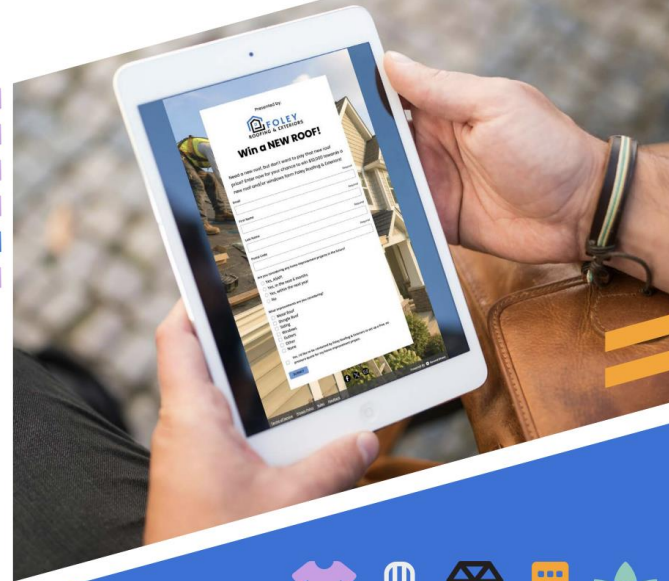
lab.secondstreet.com



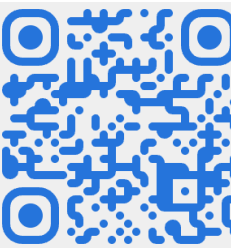
Seller's Guide

Pitch-ready solutions for top advertisers

Sample sales sheets, category-specific
promotion examples, and more.



Download the Seller's Guide





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Thank You!



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