



Seller's Series: Selling Solutions

Day 2: Sales Packages that
Drive Maximum ROI





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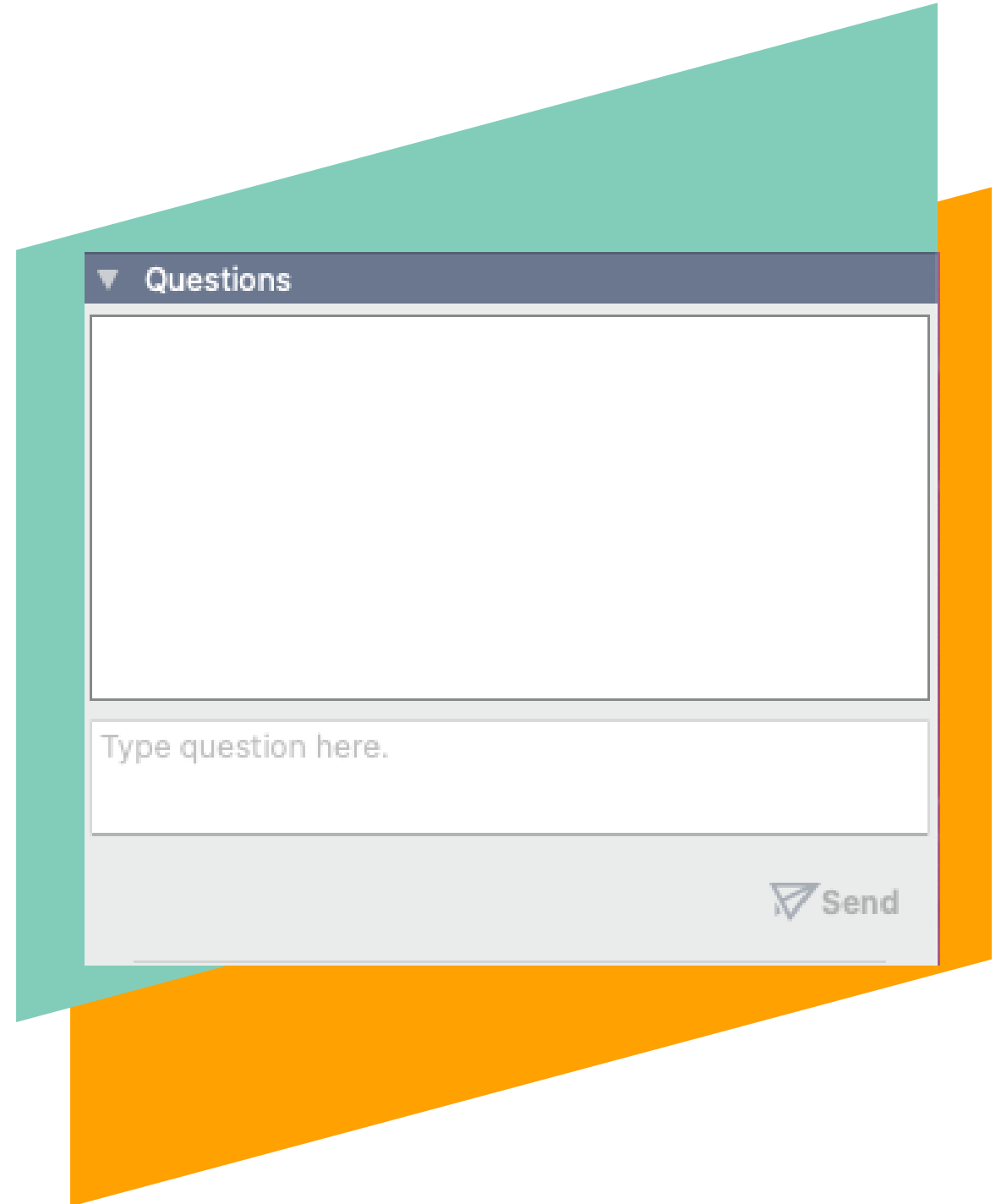


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Have Questions?

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

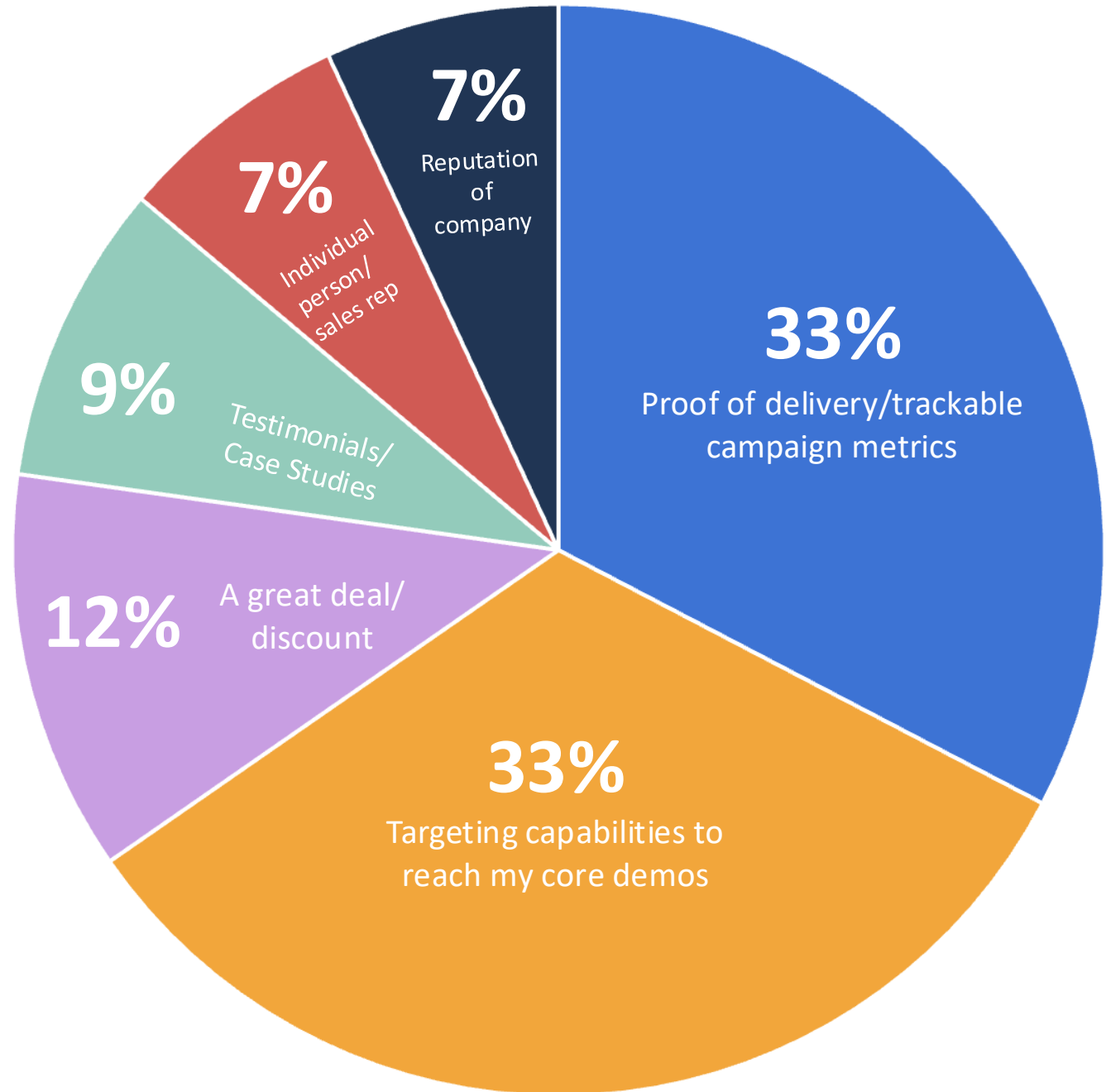


Let's Recap

What do advertisers
actually want?

RESULTS they can
MEASURE

**They want Trackable,
Targeted Results!**



Results Promotions Deliver

Leads



List Growth



Online/Foot Traffic



Data



Social Growth



Brand Awareness







Go To Market



"Whenever we're building proposals with our advertisers, we're looking for which types of solutions provide **on-going engagement and leads.**"

Rebecca Capparelli, VP Promotions, USA TODAY Co

Customer Needs Analysis

Company

- Main goals in the next 6-12 months
- Which service/product is highest priority/most profitable

Metrics

- Average customer spend
- Leads needed to convert customer
- How do they define success

Customer

- 3-5 customer data points needed

Marketing

- Is there an email program in place
- Upcoming marketing campaigns

Define the
advertiser's goals,
not YOUR goals

Ask the right
questions

Focus on results,
not products

Need more help? Use the Seller's Guide!

- ⚡ CNA questions
- ⚡ Promotion ideas
- ⚡ Prize ideas
- ⚡ Lead-Gen Questions

For over 50 advertising
categories!

Seller's Guide

Pitch-ready solutions for top advertisers

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



What's in this guide?

Sample Sales Sheets

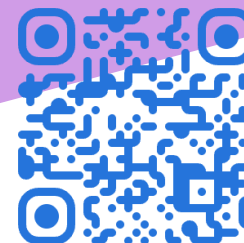
- 4 Recurring Revenue | 12-MONTH CAMPAIGN
- 5 Custom Lead-Generation Campaign | 3-MONTH CAMPAIGN
- 6 Sponsored Contest | 3-MONTH CAMPAIGN
- 7 National sweepstakes | 4-WEEK CAMPAIGN

Strategies by Advertiser Category

9	Automotive	36	Home
13	Bridal	48	Legal
18	Education	51	Pets
22	Entertainment	56	Real Estate
25	Financial	61	Recreation
28	Food & Drink	66	Retail
32	Healthcare	72	Travel

For each category, you'll find:

- Customer needs analysis (CNA) questions to help you understand your customer
- Promotion ideas to maximize engagement
- Prizes to motivate participation
- Lead-generation questions to uncover valuable insights



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



Example CNA

Example CNA



What does the typical customer spend on your products?

Roofing

\$30,000 - \$60,000+

Siding

\$9,000 - \$20,000+

Windows

\$4,500 - \$20,000+

Gutters

\$1,200 – 3,000+

Example CNA



How many leads are needed to convert a prospective customer to a sale?

What are your main goals in the next 6-12 months?

Which service/product is highest priority/most profitable?

10 leads to convert

- Promote summer/fall specials
- Hurricane-proof windows

- Roofing – warm time of the year
- Gutters/gutter guards for upcoming fall season



Promotions for Different Client Needs

Opt-Ins

Photo Contests | Brackets | Sweepstakes | Ballots | Quizzes



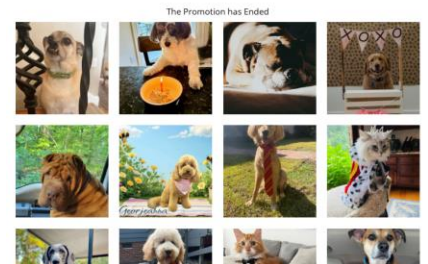
Is Your Pet Ready for a Little Magic? Enter our Pet Photo Contest for a chance to show off your spellbinding sidekick!

The photo with the most votes by June 11th wins a \$200 Floor Cleaning Package from Spot On Floor & Carpet Rejuvenation – perfect for cleaning up after even the messiest magical creatures.

The winning pet will also be featured in the July issue of PineStraw magazine!

Cast your votes before the clock strikes 11:59 p.m. on June 11, 2025!

Already Entered? Search



Voting has ended



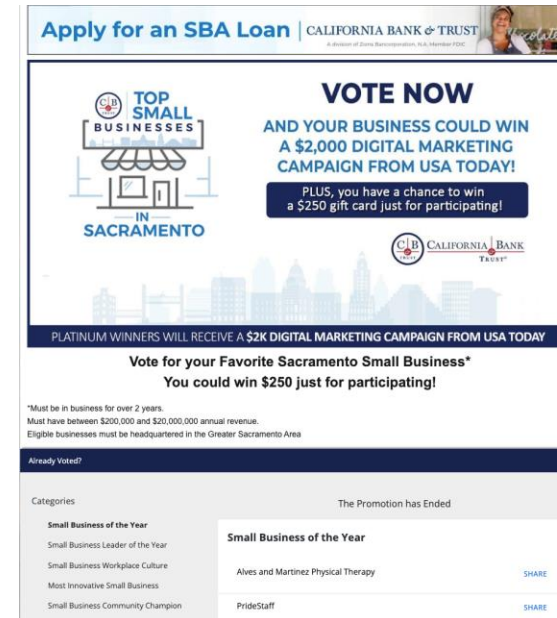
ENTER NOW for your chance to win a Portable Generator valued at up to \$1,000!

PLUS one local winner will receive a \$200 Grocery Gift Card.

Email Required

By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules

CONTINUE >



*Must be in business for over 2 years.
Must have between \$200,000 and \$20,000,000 annual revenue.
Eligible businesses must be headquartered in the Greater Sacramento Area

Already Voted?

Categories

Small Business of the Year
Small Business Leader of the Year
Small Business Workplace Culture
Most Innovative Small Business
Small Business Community Champion

The Promotion has Ended

Small Business of the Year

Alves and Martinez Physical Therapy

SHARE

PrideStaff

SHARE



Take the quiz as many times as you like for a chance to win a \$200 gift certificate from each sponsor!
Thanks to our sponsors:
Mystic Tree Farm
Carl's Heating & AC
Country Pet Inn/All Around K9



1. NO way!! A Jackalope! Wait...is that blood spatter? What's your next move?

Turn and run! Can they run?
You can up Sheridan Media's "Jackalope's Explore" podcast and ask him to watch it with you.
Realize this may be your imagination. Note to self: no more wild mushrooms unless with an experienced guide
Offer it a snack.

Leads

Photo Contests | Sweepstakes



Enter the Clear the Yard Sweepstakes for Your Chance to Win a Half-Day in the Canopy!

Is your yard wild, overgrown, or overdue for some serious tree care? We're giving one lucky winner the ultimate outdoor upgrade — a Half-Day in the Canopy from Environmental Advantage!

This premium prize includes 4 hours of professional tree pruning and/or removal, powered by a skilled crew of three Tree Stewards and top-of-the-line equipment: an aerial lift, mini loader, and brush chipper. They'll focus on knocking out as many of your priority projects as possible in one powerful half-day session.

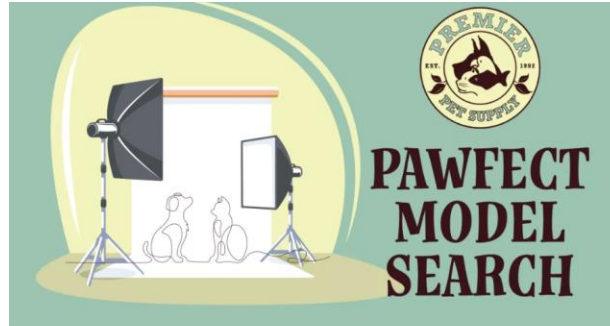
Don't miss this chance to clear your yard, reclaim your space, and let the pros do the heavy lifting!

ENTER NOW:

Email Required

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

CONTINUE >

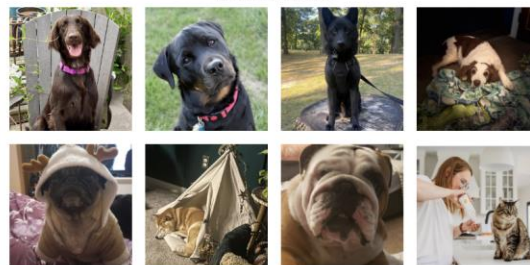


Will your pet be our
Pawfect Model?

Join our search for a new Premier Pet Supply Pawfect Model!
5 Winners will receive:

- Featured posts on Premier Pet Supply's New Website and Social Media
- Prize Basket Valued at \$500 (Including a \$250 Premier Pet Supply Gift Card!)
- A \$500 Donation in your pets name to the rescue of your choice!

Already Entered? Search



ENTER FOR A CHANCE TO WIN
A FREE AC MAINTENANCE FOR
A WHOLE YEAR!

Enjoy the comfort and assurance that comes from a well-maintained HVAC system, eliminating one less worry from your busy life.

941-627-8881

BOYD-HVAC.COM

2460 HIGHLANDS RD., PUNTA GORDA, FL 33983

★ Win AC Maintenance for a Whole Year – Worth Over \$200! ❄️ Keep Cool All Year Long – Enter for Your Chance to Win! 🏆 Click to Enter Now! 📌

Email Required

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

CONTINUE >



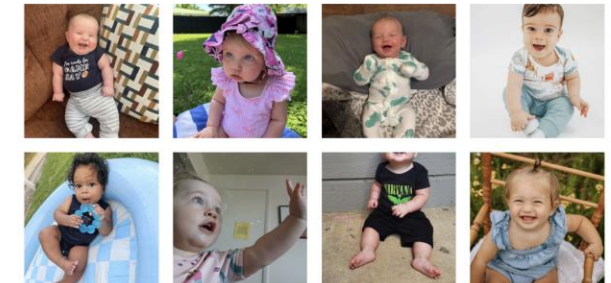
From Sept. 1-30, enter our Cutest Baby Contest, sponsored by [On the Cusp Pediatric Dentistry and Orthodontics](#)!

One lucky winner will receive a large cup filled with a \$100 On the Cusp gift card, a \$25 Kiddiestix gift card and a \$25 QuikTrip gift card!

The Cutest Baby Contest is open to ages 1 and younger.

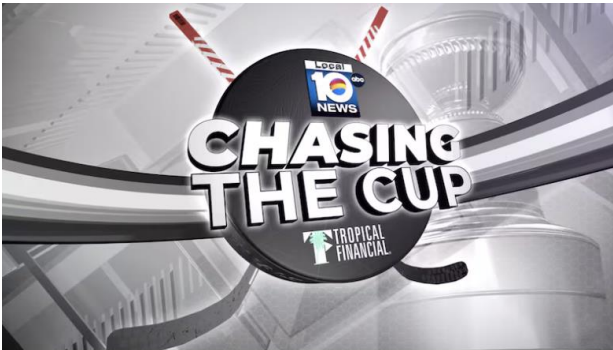
Already Entered? Search

The Promotion has Ended



Data

ALL Promotions



WPLG

The Florida Panthers have their eyes set on winning the Stanley Cup for a second year in a row.

If you'd like to show us your Panthers Pride, upload your fan photos below.

[View in Spanish](#)

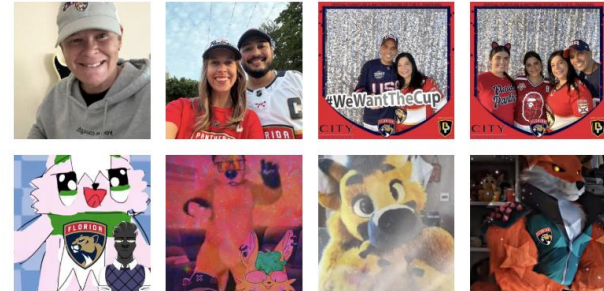
Your photos will appear on Local10.com and may even be featured on air or on our social media sites!

Let's go Cats!

Already Entered?

Search

The Promotion has Ended



QUIZ

QUIZ

Take the **STORMWATER QUIZ** for a chance to win a Wiley E. Waters Rafting Trip on the Spokane River

Wiley E. Waters

STORMWATER

CITY OF SPOKANE

Test your stormwater knowledge for a chance to win a rafting trip for SIX on the Spokane River with Wiley E. Waters Whitewater Rafting.*

*Good for 2026 season, weekdays only and either the Scenic Float (min. age 3 years old) or Whitewater Trip (min. age 5 years old).

Question 1



1. What is a swale?

A type of pipe

A low, shallow ditch or channel that helps manage water

A tree

A small native plant

Guess Joplin's First Snowfall

WIN FREE WASHES FOR A YEAR!

Zimmer MARKETING

HURRICANE CARWASH

When will Joplin get its first snowfall of at least one inch? How much snow will we get?

Your answer to those questions could win you a year of Free Carwashes at Hurricane Carwash! Sign up and make your guess now!*

*No waiting until the last minute! Guesses made within the 72 hours prior to the first snowfall will not be eligible!

Email

Required

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

CONTINUE >



Sponsored by:



It wouldn't be summer without a visit to a Charm City snowball stand for one of the area's icy, refreshing sweet treats—but which is the best of the best?

In this bracket-style contest, regional stands went head-to-head to earn the top spot as the winner of our second-annual Snowball Fight. And now, the results are in.

Thank you to each and every reader who took the time to rally behind their favorite!

Already Voted?

Voting has ended

FINAL

Snoasis (Timonium)

Original Hawaiian Island Snowballs (Randallstown)

VS

Snoasis (Timonium)

Original Hawaiian Island Snowballs (Randallstown)

VS

Snoasis (Timonium)

Original Hawaiian Island Snowballs (Randallstown)



The Package & Prize



"The basis of the success is making sure that the **prize aligns with what the business is all about**"

Deb Williams, GM of Digital Sales, Federated Media



The Prize

$$\begin{array}{ccccc} R & + & V & = & P \\ \text{Relevance} & & \text{Value} & & \text{Participation} \end{array}$$



Advertiser provides
the prize



Package and prize
will pay for
themselves from
ROI



"Train the team on proposing the
right media mix to reach the
client's target customer, if you do that,
then the **leads you deliver will be
quality ones.**"

Rebecca Capparelli, VP Promotions, USA TODAY Co



A Multi-Channel Package

Has some or all of
your advertising
opportunities

Multi-channel
supports promotion
of the contest

Custom package
that targets their
goals

Promotion will
provide the ROI



The Package

Should contain **at least**:



The Promotion



Email



Social

Core



Digital



The Package



Craft packages to
use your full
marketing reach to
promote your
advertiser to your
audience

The promotion is
what will deliver
results & ROI



Example Package

Foley Roofing & Exteriors Lead Generating Campaign

Generate leads with this 2-week multimedia campaign including on-air and digital ads, social media posts, a lead-generating sweepstakes 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

Include brief
explanation &
package benefits

Describe multi-
channel offerings

List prize, important dates,
value of package, and
investment total

SPONSORSHIP PACKAGE:

- Exclusive Sponsorship of Sweepstakes
- Sponsor logo on promotional elements (on-air, digital, social, and email)
- **Digital**
 - 30K run-of-site impressions (for your business) on yourwebsitegoeshere.com during 2-week campaign
 - 20K run-of-site impressions to promote contest on yourwebsitegoeshere.com during 2-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
- **On-Air**
 - Minimum of 50x :30 promotional spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - Minimum of 75x :30 streaming promo spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - 35x :30 on-air commercials weekly (M-F 6a-7p)
- **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 the submission round
 - One invite email to be sent at the beginning of the voting round
 - 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 contest
 - One at the beginning of the submission round
 - One at the beginning of the voting round

PRIZE: Roof/window replacement valued at up to \$5,000

RUN DATES: June 8th – June 22nd

VALUE: \$15,000

INVESTMENT: \$10,000



The Sales Pitch

Bad Pitch

I have a sweepstakes I
think you'll be perfect
for.

- Selling a product that fits **your narrative**
- Doesn't lead with **their goals**
- If they aren't familiar with contesting, it will **sound foreign**

Good Pitch

Let's focus on a
**lead generating
campaign** that's going to deliver
in-market **hot leads**, grow social
media, engage our large
audience, and increase brand
awareness

- Supported by your arsenal of **marketing tactics**
- **Customized solution** that **targets** their goals



Bringing together our solutions is sometimes difficult for a sales rep, and a **promotion** gives them a campaign where they're able to **immediately increase reach** because it has a **value to our audience**. It also gives them an opportunity to translate that **audience into activations**.

Deb Williams, GM of Digital Sales, Federated Media



Explaining the Problem

You need a way to **grow email lists** with people who want to hear from you



Traditional sign-up forms are boring and **low-converting**

Audiences are inundated by traditional advertising that **does not promote real interaction**



You need **measurable ROI** and **long-term value**

Introducing the Solution

Lead Generating Campaign

Actionable Leads

In-market prospects that have shown explicit buying intent

Multi-Channel

Supported by multi-media marketing campaign

Long-Term Value

Build a list that drives sales well beyond the contest

Social Growth

Provides built-in sharing that drives social reach

Custom Data

Collect audience preferences and buying intent

Big Participation

The chance to win creates excitement & participation



Example Proposal

Example Proposal



\$5,000
Roof/Window
Sweepstakes

Email

Core

Social

Digital

Example Proposal

Presented by:

**FOLEY**
ROOFING & EXTERIORS

Win a NEW ROOF!

Need a new roof, but don't want to pay that new roof price? Enter now for your chance to win \$5,000 towards a new roof and/or windows from Foley Roofing & Exteriors!

Email Required

First Name Required

Last Name Required

Postal Code Required

Are you considering any home improvement projects in the future?

☐ Yes, ASAP!

☐ Yes, in the next 6 months

☐ Yes, within the next year

☐ No

What improvements are you considering?

☐ Metal Roof

☐ Shingle Roof

☐ Siding

☐ Windows

☐ Gutters

☐ Other

☐ None

☐ Yes, I'd like to be contacted by Foley Roofing & Exteriors to set up a free, no pressure quote for my home improvement project.

SUBMIT

Are you considering any home improvement projects in the future?

- ☐ Yes, ASAP!
- ☐ Yes, in the next 6 months
- ☐ Yes, within the next year
- ☐ No

What improvements are you considering?

- ☐ Metal Roof
- ☐ Shingle Roof
- ☐ Siding
- ☐ Windows
- ☐ Gutters
- ☐ Other
- ☐ None

- ☐ Yes, I'd like to be contacted by Foley Roofing & Exteriors to set up a free, no pressure quote for my home improvement project.

**Collect
Qualified Leads**

Example Proposal

Presented by:



Win a NEW ROOF!

Need a new roof, but don't want to pay that new roof price? Enter now for your chance to win \$5,000 towards a new roof and/or windows from Foley Roofing & Exteriors!

Your entry has been received!

1 Entry Received
0 Extra Chances Earned

 [Follow Foley Roofing & Exteriors on Facebook!](#)

+1

 [Follow Foley Roofing & Exteriors on Instagram!](#)

+1

 [Follow Foley Roofing & Exteriors on TikTok!](#)

+1

 [Follow Foley Roofing & Exteriors on YouTube!](#)

+1

LOG OUT

Your entry has been received!

1 Entry Received
0 Extra Chances Earned

 [Follow Foley Roofing & Exteriors on Facebook!](#)

+1

 [Follow Foley Roofing & Exteriors on Instagram!](#)

+1

 [Follow Foley Roofing & Exteriors on TikTok!](#)

+1

 [Follow Foley Roofing & Exteriors on YouTube!](#)

+1

LOG OUT

Increase
social media
following



Example Proposal

Hi Kristen,

Thank you for participating in the Free Roof or Windows Sweepstakes! Still looking for a reliable company to help with your home improvement project? **Foley Roofing & Exteriors** want to bring your dreams to life!



FOLEY
ROOFING & EXTERIORS

**PROTECT & ENHANCE
YOUR HOME**

Protect your home with durable, high-quality products installed by service experts.

BOOK A FREE ESTIMATE NOW!

+123-456-7890

www.fakefoleyroofing.com

Limited-Time Offer
20% OFF
Roofing Services

Coupon included in Thank You email to drive more leads

Provides you with another touch point to re-engage all participants

Example Proposal

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- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

Huge benefits
including increasing
leads, data, and brand
awareness

Multi-channel
package to encourage
peak engagement

Prize drives engagement of
target audience. Value &
investment bring
immediate ROI

SPONSORSHIP PACKAGE:

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The Value Proposition Story



Immediate Impact

Traffic, buzz, and brand awareness



Ongoing ROI

Hot leads & new, engaged email list that can be marketed to over and over

Data-Driven Marketing

Insights for smarter targeting and segmentation





"When sales reps are equipped in understanding how to **tell the value proposition story** [of promotions] to a customer, they will be successful"

Deb Williams, GM of Digital Sales, Federated Media



The Bottom Line

The perfect solution for THEIR business

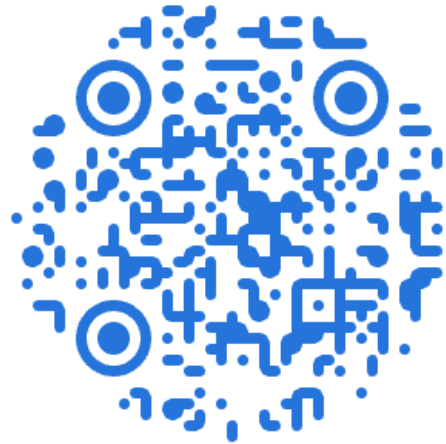
Promotions don't just
get attention—they
turn that attention
into **leads and
revenue**

One Promotion =
**Long-Term Marketing
Asset**

**Fun for consumers,
powerful for YOU**

Sales Resources

Example Pitch
Decks



Our sample sales sheets &
decks per media type!



Our suggested pricing for all
promotion types!

Vertical Specific
Ideas/
Case Studies



Use our case studies and
catalog of ideas!

Turnkey Pricing
Packages

Questions?



Resources

Join us for the whole series!



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



WEBINAR REPLAY

MONETIZE THE MOMENT

How to build an audience engagement revenue machine



Rebecca Caparelli
VP Promotions
USA TODAY CO.

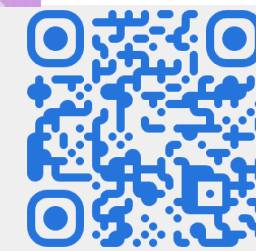


Deb Williams
General Manager
of Digital Sales

 **Federated Media**
New Ideas...Old Values



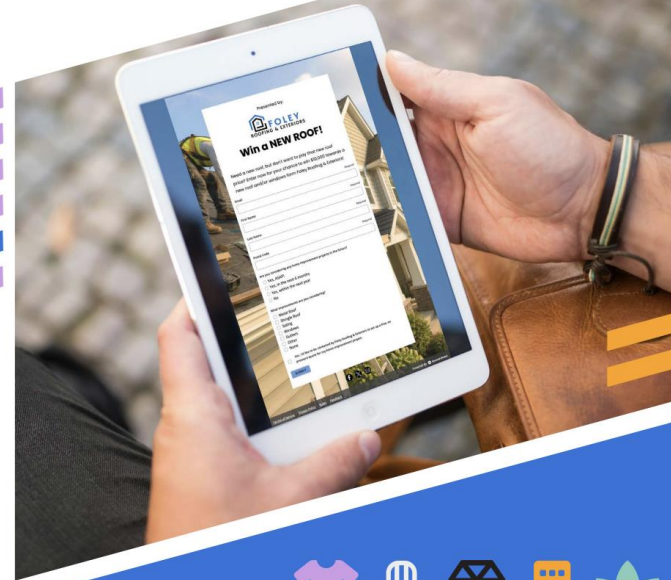
Check out their strategies...



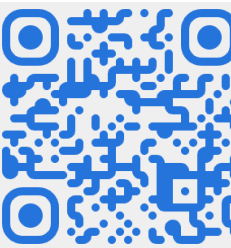
Seller's Guide

Pitch-ready solutions for top advertisers

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



Download the Seller's Guide





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