



Seller's Series: Selling Solutions

Day 3: How to Prove ROI and
Score Repeat Business





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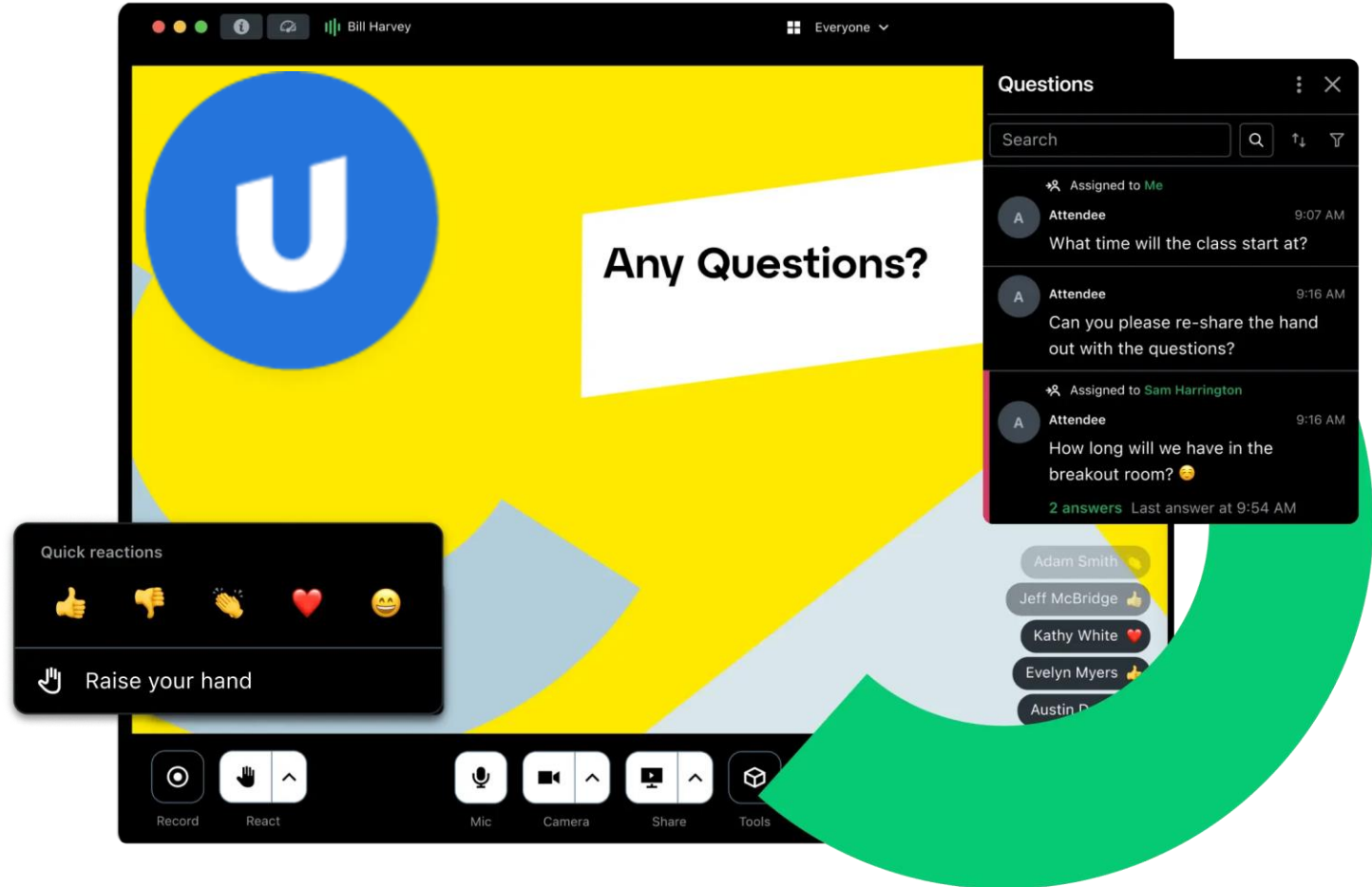


Kristen Wehe

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Have Questions?

Ask in the Questions section the webinar, and we will answer them at the end!



Let's Recap



Results Promotions Deliver

Leads



List Growth



Online/Foot Traffic



Data



Social Growth



Brand Awareness



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 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



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

Let's take a poll

How do you continue the
relationship?

By Proving ROI



Ensuring Success: Following Along & Following Up



**I sold the campaign.
Now I'll set a calendar reminder to
follow up when the promotion is
over**

**Do NOT
do this!**

Importance of Following Along



Establishes
you as a
partner



Provides proof
of success



Allows for
pivoting



Shows you are
invested in
their success



Fosters
excitement of
campaign



"We **meet weekly** to go through every live promotion and see: how is it pacing? Are they getting **quality activations**? Are there any **opportunities to expand reach or tweak the program for optimization**? And our renewal rates are higher because of that."

Rebecca Capparelli, VP Promotions, USA TODAY Co





Following Along

Using the Dashboard

Summary of all
important stats at-
a-glance

Use the Shareable
Dashboard feature

Check Dashboard stats:

- First Day
- First Week
- At the end

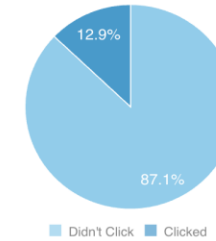
How is the promotion pacing?

Share measurements of success the client values

- Leads
- Opt-Ins
- Audience Data

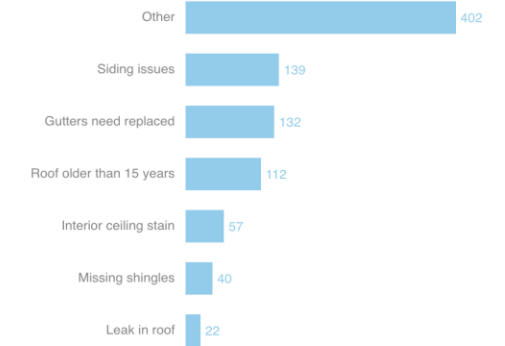
Remember, there is no
perfect # of entries or
opt-ins

Get your instant roof quote!



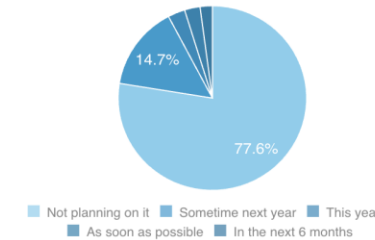
100% Answered

What signs of damage does your home currently have? (Check all that apply)



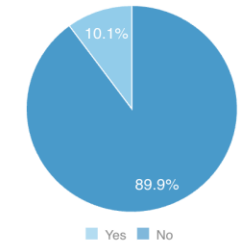
100% Answered

How soon do you plan on repairing or replacing your roof?



100% Answered

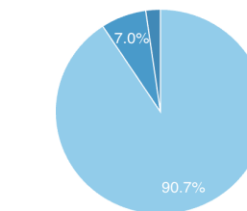
If we could help you get your roof covered by insurance, would you be interested in a free estimate?



100% Answered

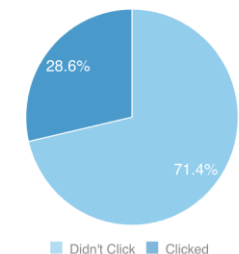
Yes! I would like to know about more from Foley Roofing & Exteriors in the community!

50 New Opt Ins



Didn't Opt In New Already Opted In

Follow Foley Roofing & Exteriors on Facebook



Didn't Click Clicked



**What if things aren't going
well?**

Best Practice: Weekly Meeting

Schedule internal weekly meetings to review & optimize all live promotions

People 6.5K	New People 1.2K	Entries 14K	Noms 0	Votes 354	New Opt Ins 3.2K	Leads 1.2K		
↕ Promotion Name	↕ Organization Name	↕ People ⓘ	↕ New People ⓘ	↕ Entries	↕ Nominations	↕ Votes	↕ New Opt... ⓘ	↕ Leads
 [Redacted]	[Redacted]	961	226	1,286	0	0	474	0
 [Redacted]	[Redacted]	557	112	557	0	0	302	0
 [Redacted]	[Redacted]	544	174	544	0	0	444	232
 [Redacted]	[Redacted]	410	13	410	0	0	129	107
 [Redacted]	[Redacted]	347	86	347	0	0	163	28
 [Redacted]	[Redacted]	297	124	297	0	0	447	193
 [Redacted]	[Redacted]				0		58	50

Use the Promotions Performance Report to track

Pivoting

Flip your
levers!

Unsold
promotional spots

Promote
on-air

SMS campaign

Send another
invite email

Social media posts

Run another print
ad

Add promotion to
your newsletter

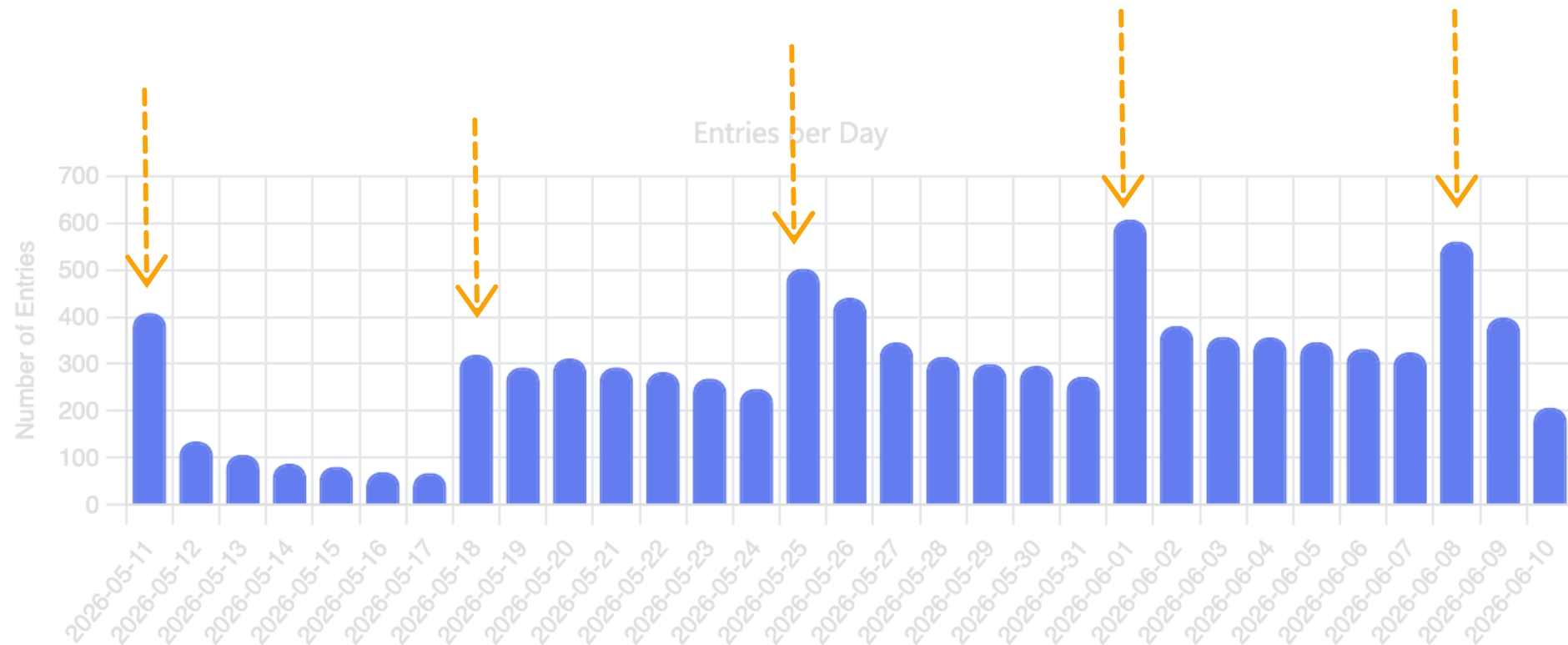
App push

What Drives Conversions

#1 driver is
EMAIL

26%

total entries came from days
invite emails were sent



Pivoting

What not to
change:

Rules

Prize



The Follow-Up

Sharing the Dashboard



Foley Roofing & Exteriors

Sunday 6/10/2026 at 11:00pm – Friday 6/19/2026 at 10:59pm

✿ 3,777 Entries

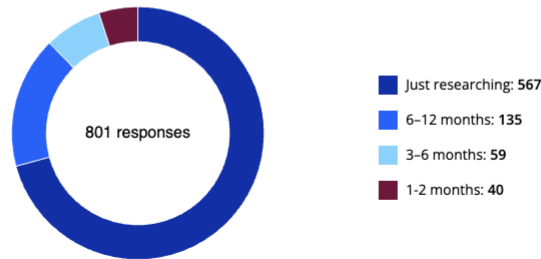
👤 809 People

📘 Like Foley Roofing & Exteriors on Facebook for an extra chance to win! 145 clicked

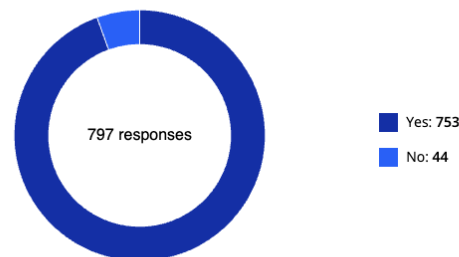
✓ Yes, I'd like to receive promotions and offers from Foley Roofing & Exteriors! 85 new opt ins

✓ Yes, I'd like to receive a free estimate! 142 new opt ins

☰ Are you considering any home improvements in the future?



☰ Are you a homeowner?



Customizable logo, color, and data

- Entries
 - Shows engagement
- People
 - # of individuals who engaged
- Opt-ins
- Lead-Gen Questions
- Demographics
 - Great if client is focused on certain age ranges etc.
- Postal Codes
 - Top areas that engaged

Your contest has received entries...



SHARE DASHBOARD

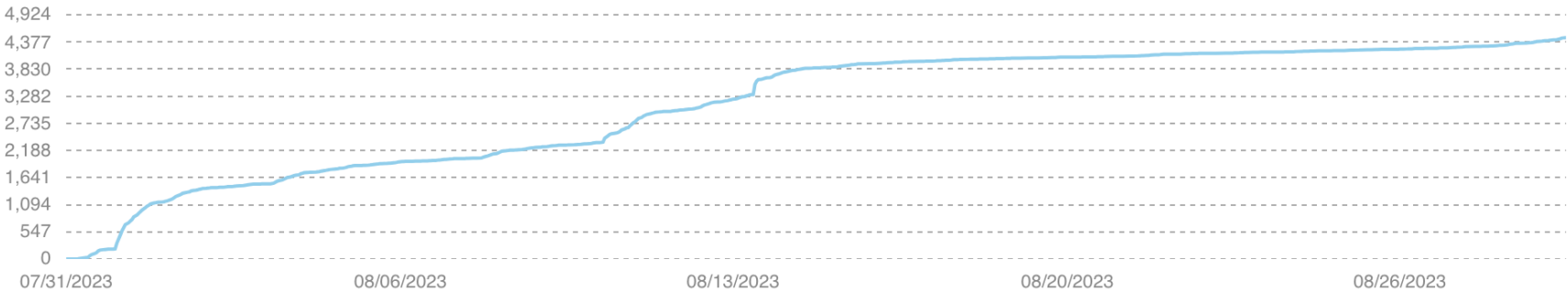


Entries

Entry Period Began
Monday 7/31/23 at 12:01am

Entry Period Ended
Tuesday 8/29/23 at 11:59pm

4,469



↓ DOWNLOAD

🔗 VIEW

PICK & VIEW WINNERS

MODERATE ENTRIES

Taking a deeper look at what we know about everyone in your audience, you can see...



People

4,469

Total New: 2,574
Total Existing: 1,891

Sharing the Dashboard



Foley Roofing & Exteriors

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3,777 Entries

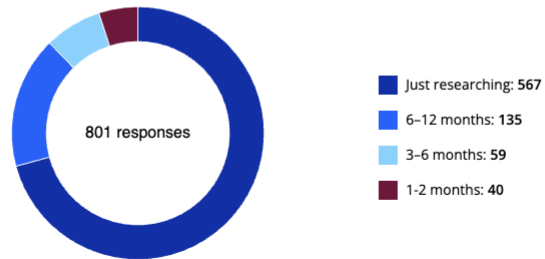
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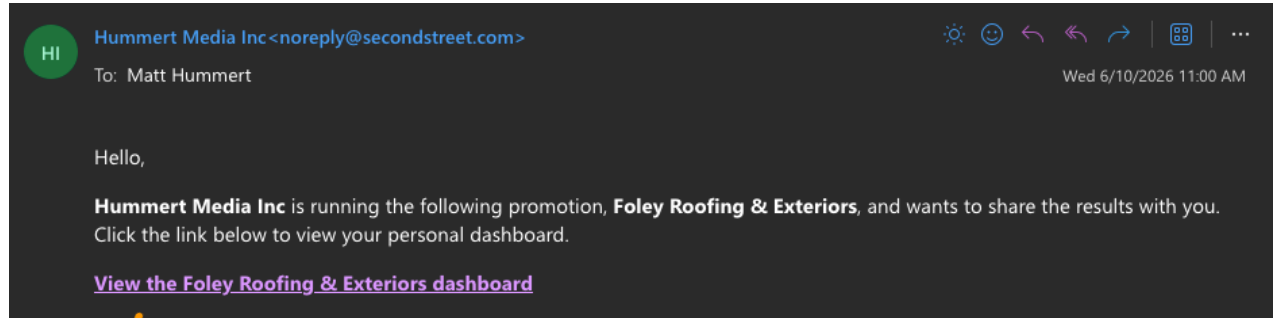
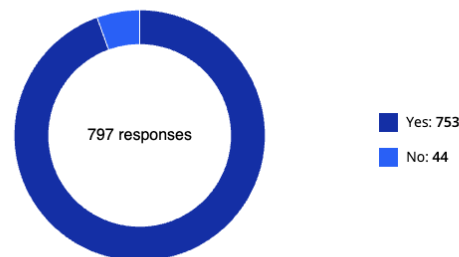
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Are you considering any home improvements in the future?



Are you a homeowner?



Send notification emails

- On specific date
 - Give mid-campaign updates
- At the end of the promotion

Sharing Hot Leads

Turn on **Notify & Share** for client opt-ins

- Delivers hot leads
- Check in to see if the current notification schedule works
- Allows you to take a pulse
- Let's them know it's adjustable
- Ask if they'd like a follow-up email at the end of the promotion

Notify & Share



1 Who should receive notifications?

Email Addresses

ADD

✓ What information will you share with recipients?

Email First Name × Last Name × Postal Code ×

Gender × Birthdate × State ×

Add field



✓ What should the notification frequency be?

Hourly

4 Would you like to send a post-campaign summary message?

☐ Yes

☒ No

Share All Campaign Stats



Email Stats



Audience
Reach/
Frequency



Ad
Impressions



Social Media
Impressions



Post-Campaign Recaps that Sell the Next Deal

Let's take a poll



We create reporting decks for our campaigns and give advertisers a **one-page best practice guide on what to do next**.

Are you **importing emails into your database**? Are you **engaging with your social following**? Are you **contacting leads as soon as they come in** and offering bounce back offers?

So we try to stay really, really close because our clients deserve the kind of **results that promotions can deliver**, and our **sellers sell more** because they **see the results they get**.

Rebecca Capparelli, VP Promotions, USA TODAY Co



Post Campaign Follow-Up



Foley Roofing & Exteriors

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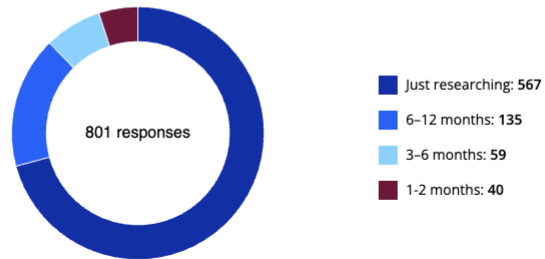
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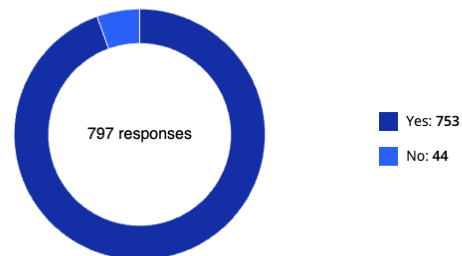
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☰ Are you considering any home improvements in the future?



☰ Are you a homeowner?



142 leads delivered

How many turned into sales?

What did they do with the data gathered?

Did they begin an email campaign for their new opt-ins?

Do they have any new needs this campaign uncovered?

Sharing All Metrics

CAMPAIGN RECAP

**Your campaign had
a combined reach
of 332,919**

142
Total leads

85
Total email opt-ins

3,777
sweepstakes entries

255,628
Total newsletter/email re

14,411
Total social media reach

58,876
Impression campaign rec

WEEKLY NEWSLETTERS

Results

Total recipients: 243,002
Total client clicks: 287

INVITE EMAILS

Results

Number of emails: 2
Total recipients: 12,626
Total clicks: 404

SOCIAL MEDIA

Results

Posts: 9
Accounts Reached: 14,411
Engagements: 194

IMPRESSION CAMPAIGN

Results

Impressions met: 58,876
Total clicks: 63



Now keep the party going

Keep the Party Going



Keep the Party Going

What improvements are you considering?

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

Which service/product is highest priority/most profitable?

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

You learned:

- **From the contest:** 70% of your audience are considering gutter improvements
- **From the CNA:** Your client is going to be focusing on gutter sales

Keep the Party Going

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

Successful lead-gen
campaign for
roofing leads



Pivot to water mitigation
quiz for gutter leads

HOW MUCH DO YOU KNOW ABOUT WATER MITIGATION?

SPONSORED BY:

**FOLEY**
ROOFING & EXTERIORS

#1 How often should you clean your gutters?

Once a year Twice a year Every 5 years Never

Book the next campaign
during the follow-up



Post Campaign Best Practices

Share your Success!

Weekly meetings to discuss revenue opportunities

Monthly, company-wide calls to share successes & case studies



Promotions Weekly Scorecard & Revenue Opportunities

2026 Project Home Improved

The results are in! Here are the PHI Voting Participation winners:

1st Place – Leanne Schiller

2nd Place – Steven Page

3rd Place – Allie Abrams

More exciting news is coming soon!



Case Study of the Week

This Week's Highlight: Client Success from Fall Project Home Improved

We're excited to showcase the success of a client from the Fall Project Home Improved, which led them to renew for the Spring Project Home Improved! As we gear up for the upcoming spring campaign, leverage these case studies to demonstrate the value and drive opportunities with your clients.

Fall Project Home Improved Results:

- Client Leads Generated: 32
- Total Entries: 5,038
- Unique Participants: 1,097
- New Email Subscribers: 649

These results highlight the strong engagement and lead generation potential of Project Home Improved. Use this success story to inspire conversations and secure participation for the spring program!



Save the Date!

Join Us for the November Promotions Webinar!

Our November promotions webinar will take place on **Tuesday, November 18th at 4:00 PM EST.**

We'll be discussing strategies to start the year strong with Q1 promotions, unveiling the 2026 Promotions Calendar, and sharing insights to help you maximize engagement and revenue.

This is an opportunity you don't want to miss—learn how to leverage promotions for success!



Document Your Success!

Create internal case studies of successful promotions



Helps your team brainstorm



Use them to sell & prove concept to other advertisers





Key Takeaways

Takeaways



Lead with Promotions
as the core of all
campaigns



Build
Multi-Channel Package
around goals that
drive ROI



Train reps on telling the
value proposition story



Improve post-
campaign reporting
and follow-up

Let's take a poll

Questions?



Resources

Sales Resources

Example Pitch
Decks



Our sample sales sheets &
decks per media type!



Our suggested pricing for all
promotion types!

Turnkey Pricing
Packages

Vertical Specific
Ideas/
Case Studies



Use our case studies!

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.

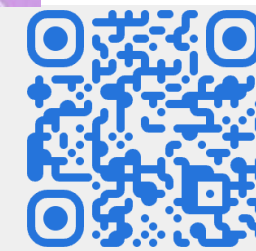


Deb Williams
General Manager
of Digital Sales

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



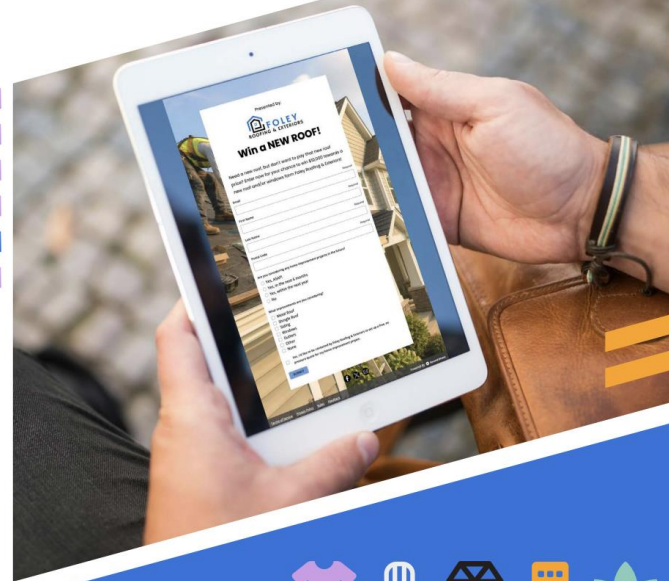
Check out their strategies...



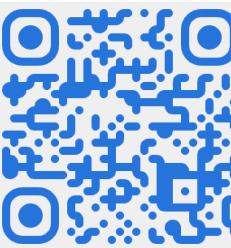
Seller's Guide

Pitch-ready solutions for top advertisers

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



Download the Seller's Guide





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