



Text-to-Vote

The Best Of Revenue
Opportunity You
Can't Afford to Miss



Welcome!



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Text-to-Vote

Scalable

Easy to replicate

Proven revenue
engine





How It Works

How it Works

1

Acquire a 10DLC

To collect text nominations & votes

2

Assign unique keywords to entrants

Frequency mirrors your online ballot

3

Help customers promote by creating a QR Code/Digital Ad

Include keywords in your sales packages

4

Users text to submit nominations/votes

Submitting nominations/votes in seconds from anywhere

On Mobile

**Text 1006 to
Vote for us!**



**Text 1006 to 563-292-8517
to vote us for Gourmet Cup of Coffee!**

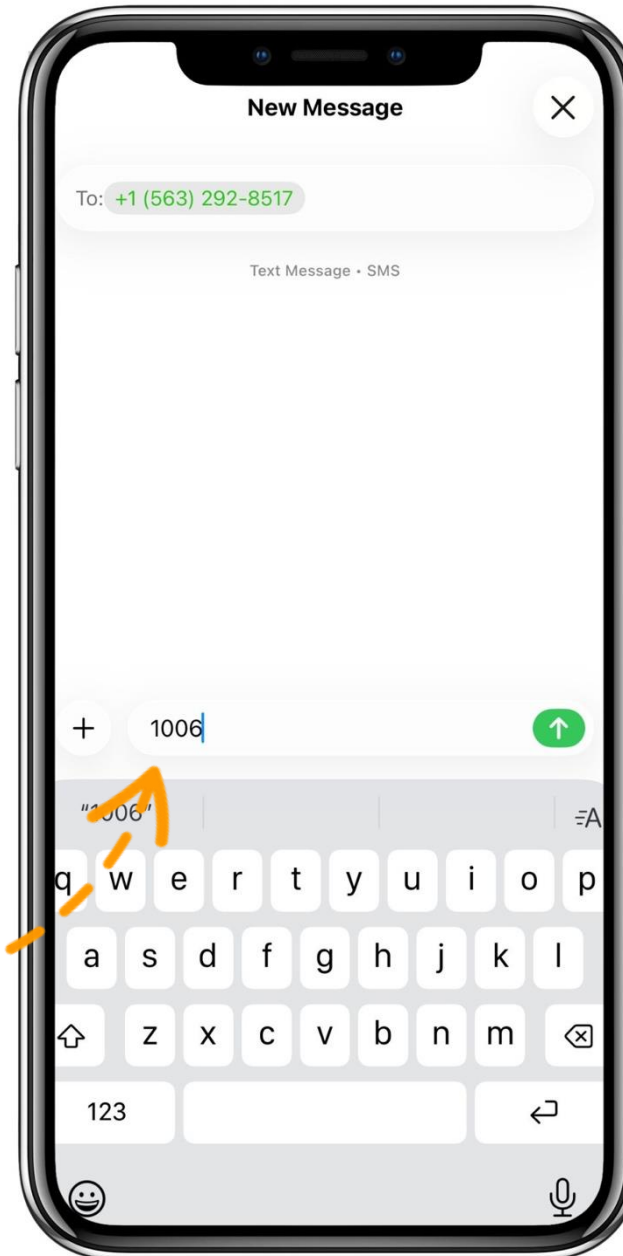
DEANNA'S JAVA



**Scan Here To Text
Your Vote In!**



CLINTONHERALD.COM/CONTESTS



**Keywords are
unique by
entrant**

Entrant must exist in the
ballot & have an
assigned keyword to
receive text
nominations/votes

FACIAL & SKINCARE SERVICES

a business that specializes in skincare treatments such as steam, exfoliation, extraction, facials, peels, etc.

Featured Entrants

WELL LABS +
MEDSPA

Well Labs+ Medspa

10899 US-15 #501, Southern Pines, NC 28387, United States

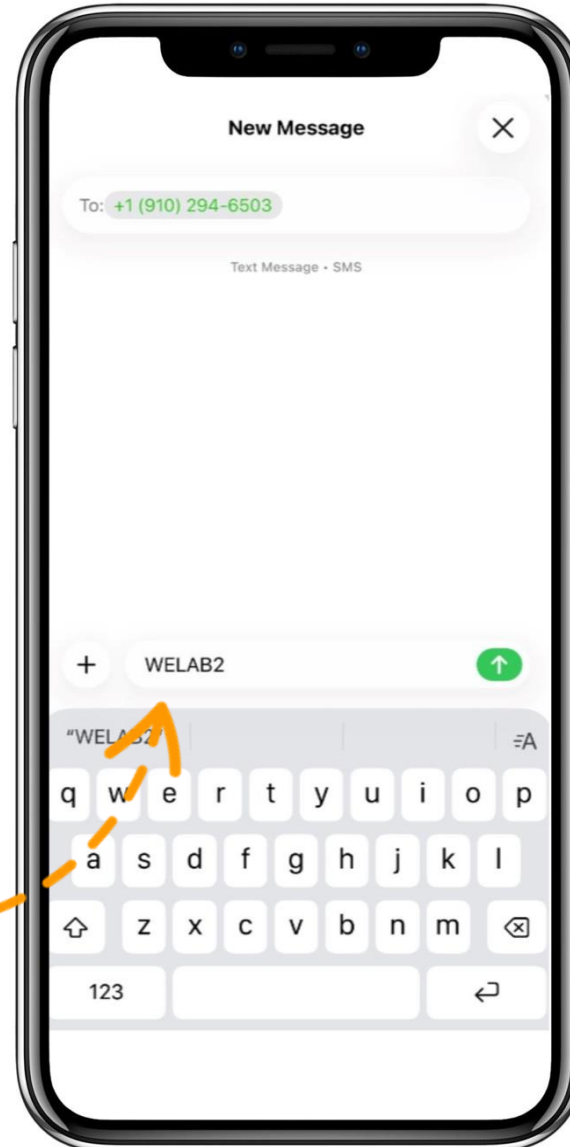
(910) 725-0134

southernpines.wellabsplus.com/

facebook.com/south...

Text WELAB2 to 19102946503 to vote.
Msg freq varies.

VOTE

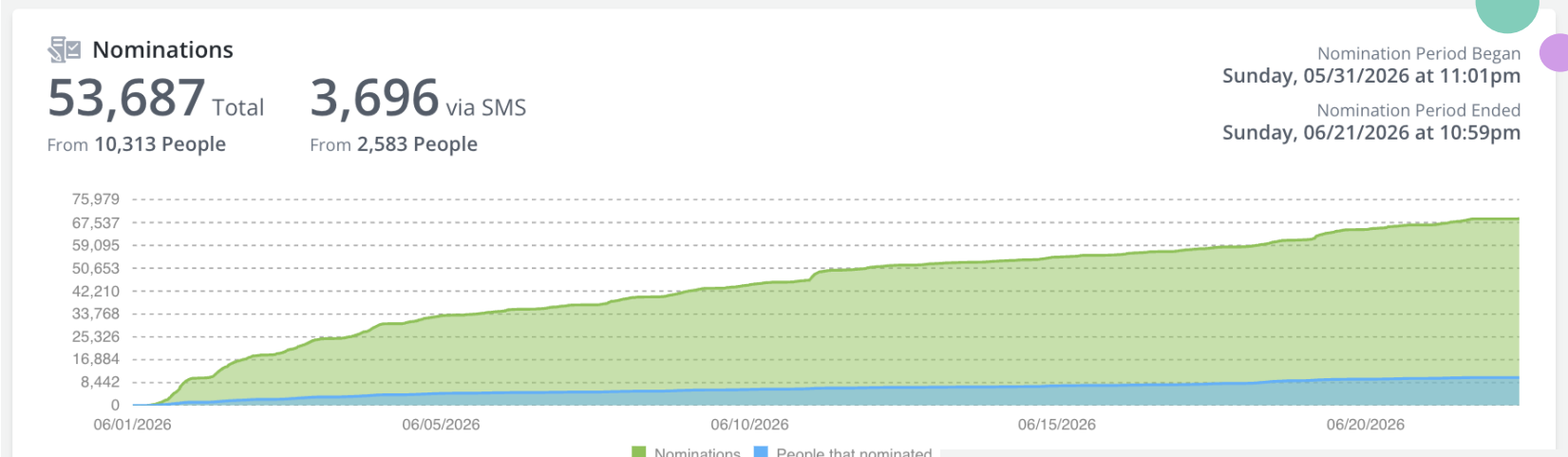


On the Ballot

Keyword & 10DLC will appear on the entrant

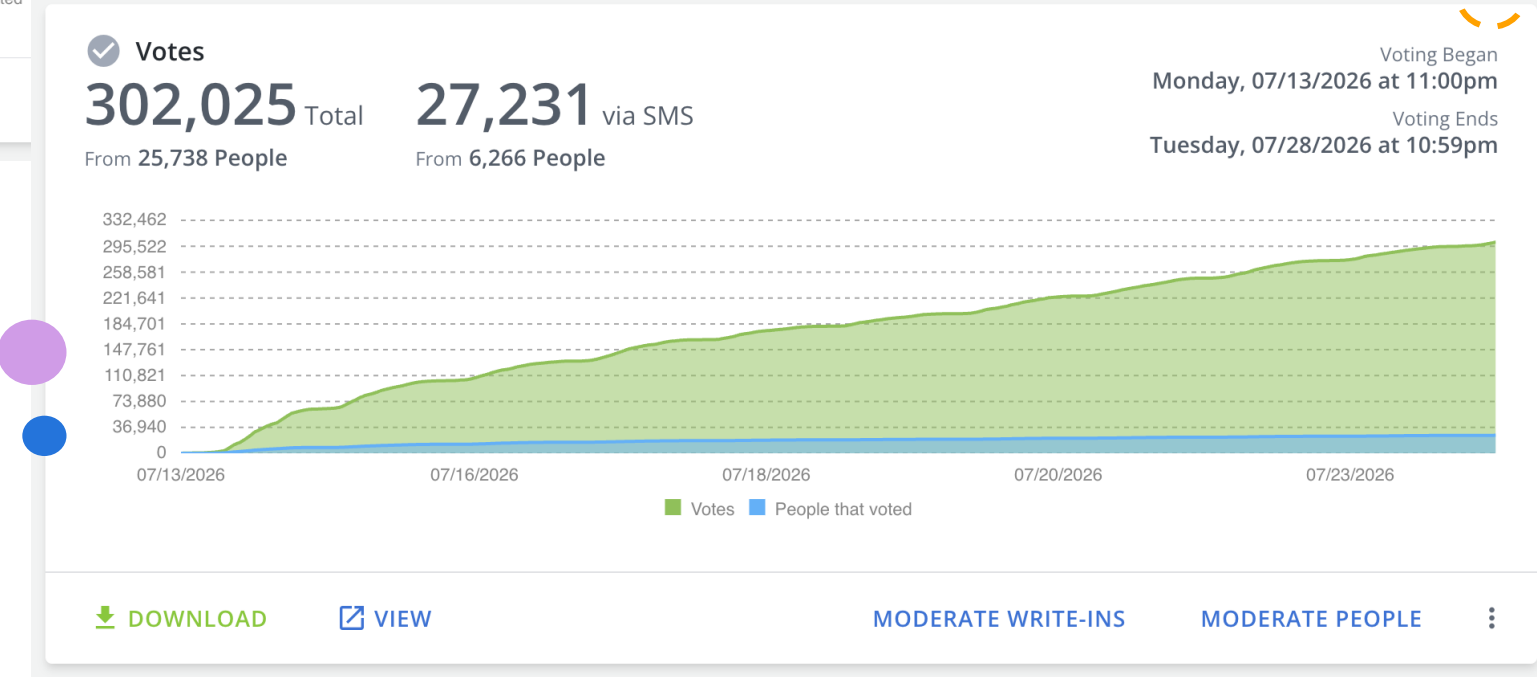
Callout is clickable & instantly opens a text on their phone with the keyword and 10DLC filled out

Dashboard Monitoring



 DOWNLOAD

 VIEW



 DOWNLOAD

 VIEW

MODERATE WRITE-INS

MODERATE PEOPLE





The Pitch

Text-to-Vote Value Proposition



Convenient for
Voters

A blue rounded rectangle with two small circles (one purple, one green) at the bottom-left corner.



Increased
Engagement

An orange rounded rectangle with two small circles (one blue, one purple) at the bottom-right corner.



Competitive
Advantage

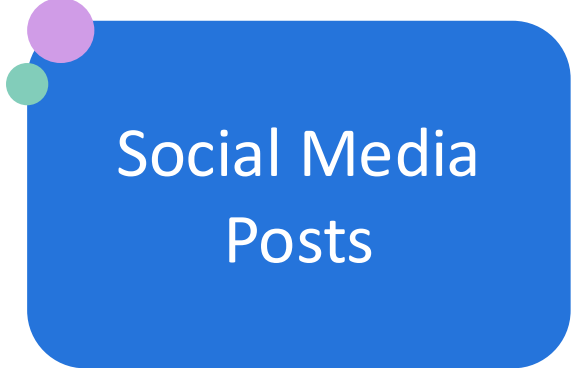
A purple rounded rectangle with two small circles (one blue, one orange) at the top-right corner.



Increased
Marketing
Reach

A teal rounded rectangle with two small circles (one blue, one purple) at the bottom-left corner.

Keywords are perfect for:



Social Media
Posts



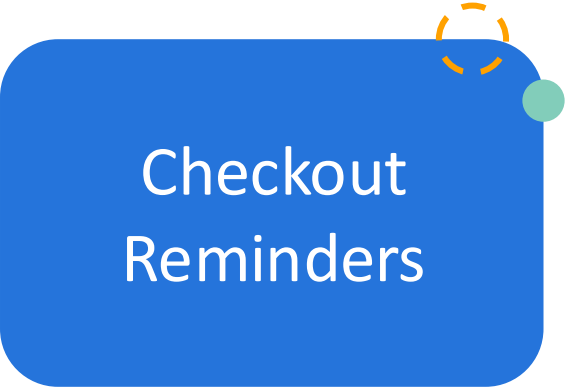
In-Store Signage



Email Marketing



Menus &
Receipts



Checkout
Reminders



Now here's the
proof it
WORKS

Case Study

Best of the Pines

The Pilot

YOY Stats:

- **26%** increase in nomination sales
- 3,696 nominations via SMS
 - Nominations up **3%**
- 10,000+ votes via SMS
 - Votes up 17%
- **80%** Increase in vote sales

\$50,000 revenue increase!



Burney Hardware Company (Aberdeen & Seven Lakes)

Text BURNE1 to 19102946503 to vote.
Msg freq varies.

VOTE

Description

Aberdeen & Seven Lakes

Additional Details

(910) 944-1516

<https://www.burneyhardware.com/>

<https://www.facebook.com/burneyh...>

Also consider supporting...

Burney Hardware Company (Aberdeen & Seven Lakes) in GARDENING STORE

Text BURNE2 to 19102946503 to vote.
Msg freq varies.

VOTE

Sales Sheet Example

Best of the Pines 2026 New THIS YEAR!

Give your customers a fast and easy opportunity to support you with our new **TEXT TO NOMINATE** feature!



How It Works:

- 1 Sign up for a package.
- 2 You're assigned a unique text keyword for the category you want (and your logo will be added to the ballot to still reach traditional supporters.)
- 3 Promote it to your customers.
- 4 Customers text to nominate in seconds!

Great For:

- Social media posts
- In-store signage
- Menus & receipts
- Email marketing
- Reminders at checkout

Example of Regular Listing

ANNUAL FESTIVAL/COMMUNITY EVENT	
Cherryville 1892 Festival	☐
Southern Pines Antiques Fair	☐
Carriage House Festival	☐
Building Farmers Day	☐
Pinecone Valley Arts & Craft Festival	☐
Festival District	☐

Your business logo here!

Example of Enhanced Listing

List all your categories in one place!



Find your **FREE** printable nominee tool kit and graphics to encourage text nominations at bestofthepines.com

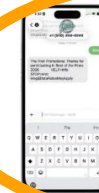
MAKE IT EASY FOR YOUR CUSTOMERS TO SUPPORT YOU!



NOMINATION PHASE PACKAGES

IMPORTANT DATES

EARLY BIRD PRICING: until May 22
NOMINATION ROUND: June 1 - 21
TOP 8 NOMINEES NOTIFIED: June 25
FINAL VOTING ROUND: July 8 - 28
TOP 3 WINNERS NOTIFIED: Early August
BEST OF THE PINES MAGAZINE: September 20



New this year,
TEXT TO VOTE!

PREMIER NOMINATION PACKAGE

- One 1/3 page ad in The Pilot during nominations
- Up to 3 category Enhanced Listings on the ballot during nominations
- Up to 3 category text to nominate Keywords
- 2 category ads in The Pilot's Briefing Email

EARLY BIRD SPECIAL
\$1049
TOTAL = \$1049
Value: \$1343

DELUXE NOMINATION PACKAGE

- Two 1/6 page ads in The Pilot during nominations
- Up to 2 category Enhanced Listings on the ballot during nominations
- Up to 2 category text to nominate Keywords

EARLY BIRD SPECIAL
\$599
TOTAL = \$599
Value: \$768

BASIC NOMINATION PACKAGE

- One 1/6 page ad in The Pilot during nominations
- 1 category Enhanced Listing on the ballot during nominations
- 1 category text to nominate Keyword

EARLY BIRD SPECIAL
\$299
TOTAL = \$299
Value: \$384

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

☐ ENHANCED LISTING ONLY: \$95 PER CATEGORY

☐ ENHANCED LISTING + TEXT TO VOTE: \$175 PER CATEGORY

Deadline to guarantee your enhanced listing will be live at launch of nominations: May 22

Please note: Advertising does not guarantee advancement to voting round. Nominations are tracked and validated by a third-party ballot platform. Enhanced Listing and Texting Keyword are for the same category.

For more information, contact your Account Representative or call 910.692.7271

Case Study

Charleston's Choice

The Post and Courier

- **20%** increase in nominations YOY
- 123 keywords sold in nomination phase
 - **3%** YOY nomination phase revenue increase
 - **18%** revenue came from text-to-vote
- **161%** increase in votes YOY

✦ Nominate us using the link in our bio or text DENTIST to 843-994-9650 ✦



Dentist

SPONSORED BY

**Vote Us Best Dentist!**[LEARN MORE](#)

Featured Entrants



Advanced Dentistry

Advanced Dentistry of Mount Pleasant provides compassionate, judgment-free dental care using advanced technology and a holistic approach, delivering personalized prosthodontic, cosmetic, and restorative treatments

[Read more](#)

1149 Oakland Market Rd, Mt Pleasant, SC 29466, USA

(843) 936 1690

advanceddentistrymt.com/

[f](#) [ig](#)

Text DENTIST to 18439949650 to vote.
Msg freq varies.

VOTE

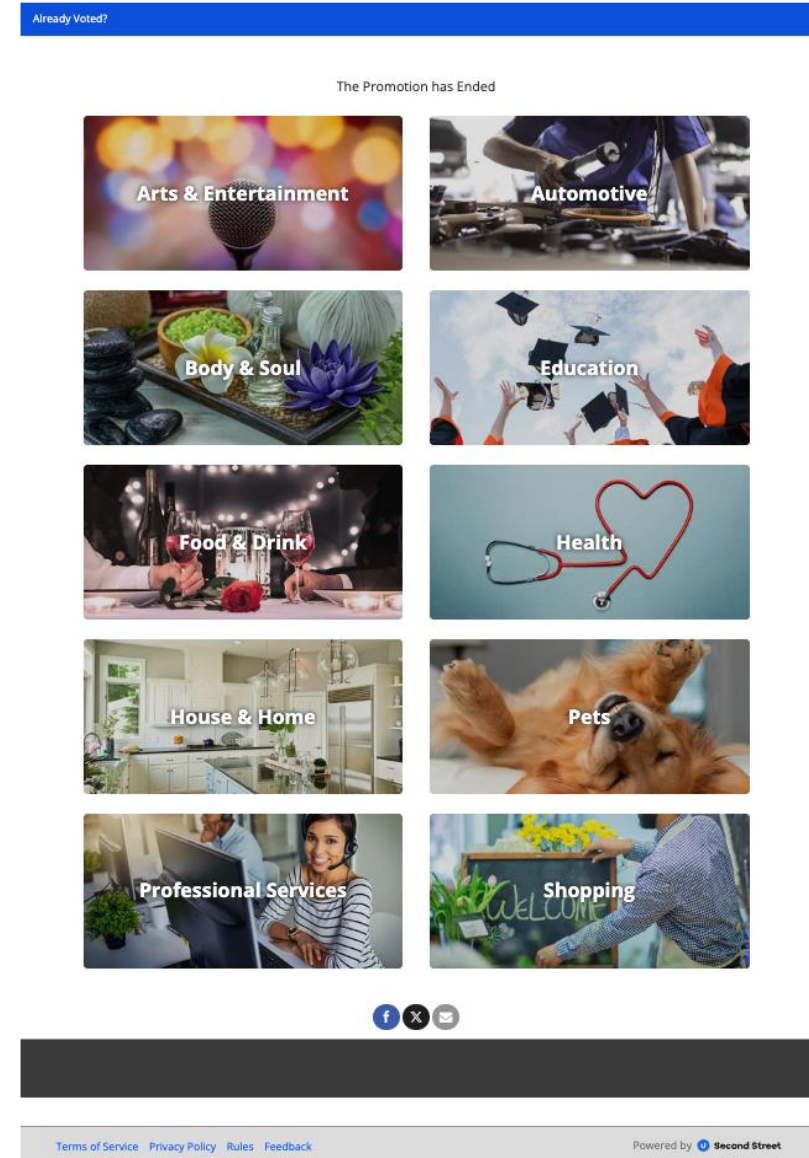
Case Study

Mid-Size Readers' Choice

\$20,400 so far in keyword sales!

- \$150 per keyword a la carte
- Sold 136 codes total in the nomination phase

"I know we should have charged more, and will **increase prices** for the final **voting round**"



Case Study

River Cities Choice Awards

Clinton Herald

\$9,000 in keyword sales!

- Included keywords in **all packages**
- **Doubled** YOY voting phase revenue
- **22%** total votes from keywords
- **84%** total revenue increase YOY

“The text to vote option intrigued people to buy that do not normally buy. Anyone that bought an ad was provided with a text to vote qr code. We are hoping to exceed number of votes from last year.”

Text 1006 to Vote for us! 

Text 1006 to 563-292-8517 to vote us for Gourmet Cup of Coffee!

DEANNA'S JAVA

Scan Here To Text Your Vote In!



CLINTONHERALD.COM/CONTESTS



IT'S TIME TO VOTE FOR YOUR LOCAL FAVORITES!

Who will win?

The River Cities Choice Ballot will be open for voting **June 23rd - July 23rd**. The print ballot will be available in the **June 25th** edition of the Clinton Herald only. *Paper ballots must be returned by July 23rd.*

New this year: Text to Vote!

Keep an eye out for text-to-vote options from your favorite businesses, you have the option to text your vote in for specific categories!

Voting is available once per day!

221 6TH AVENUE SOUTH - MON-FRI, 8-4PM
CLINTONHERALD.COM/CONTESTS

Vote for your 2026 River Cities Choice Awards!

Already Voted?

Vote until 07/23/2026 @ 5:00 PM Central

 Professional Services	 Services For Your House
 Services For Your Transportation	 Services For Your Health
 Retail	 LOCAL Favorite

Case Study

Best of the West

Grand Junction Media

\$12,300 in keyword sales!

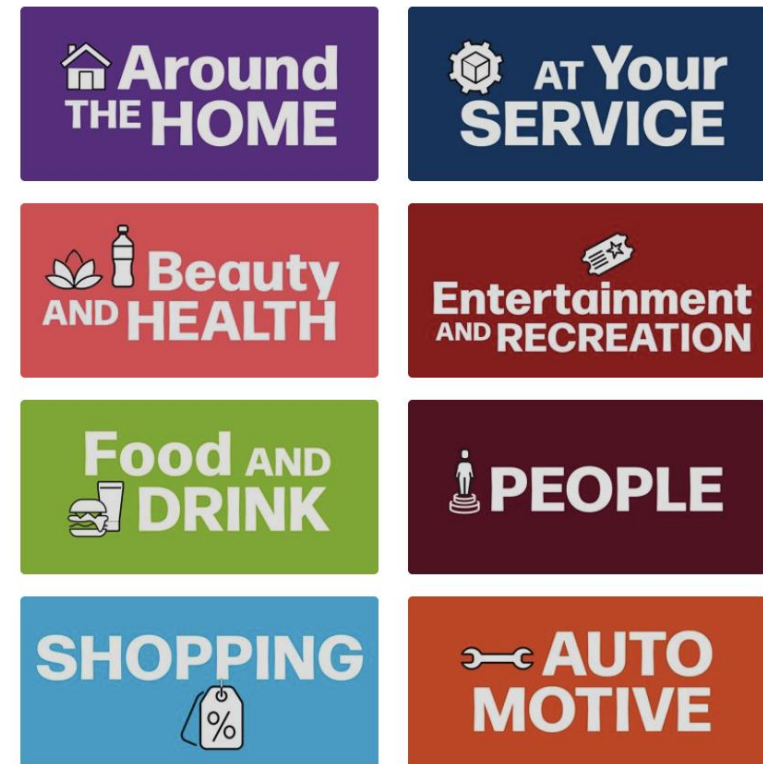
- Introduced keywords mid-nomination phase
 - \$150 add-on to any package
 - \$250 a la carte
- Sold 68 codes in **4 weeks**
 - Sales team said it was an "easy sell"

"Next year, we will include Text-to-Vote in the in ALL our packages. We will use our inside sales team to call small businesses and offer TTV as an a la carte option.

Now I can really see the potential for next year!"



Voting is now closed. Stay tuned for final results.



Sales Sheet Example

Best Of The Best Bundles

Vote + Celebrate

Good!

- 1 Category Sponsorship
- Two 3.2" x 4" Color Ads***
- 10K impressions on GJSentinel.com**

+

- 1/4 page color ad to publish in the Best of the West Magazine, 8/29

Only **\$683**

Better!

- Two 3.2" x 4" Color Ads***
- 1 Category Ad
- 1 In-Ballot Ad
- 15K impressions on GJSentinel.com**
- Sixty 15-second spots for 2 weeks on GJMI station of your choice**
- 1 Text to Vote KEYWORD

+

- 1/2 page color ad to publish in the Best of the West Magazine, 8/29
- Business name included on Voter Thank You Email
- 25K Impressions on GJSentinel.com (9/1-9/30)
- Twenty-five 15-second radio spots for 2 weeks on GJMI station of your choice (9/1-9/15)

Only **\$1,703**

Best!

- Two 3.2" x 4" Color Ads***
- 1 Category Ad
- 1 In-Ballot Ad
- 1 Group Sponsorship (8 available)
- 20K Impressions on GJSentinel.com**
- One hundred 15-second spots for 2 weeks on GJMI station of your choice**
- 1 Text to Vote KEYWORD

+

- Full page color ad to publish in the Best of the West Magazine, 8/29
- Business name included on Voter Thank You Email
- 40K Impressions on GJSentinel.com (9/1-9/30)
- Forty 15-second radio spots for 2 weeks on GJMI station of your choice (9/1-9/15)

Only **\$2,803**

***Publish dates 6/6 & 6/10

YES! SIGN MY BUSINESS UP FOR...



The Good Bundle!



The Better Bundle!



The Best Bundle!

Business Name _____ Advertiser Signature _____ Date _____

GRAND JUNCTION media
CAPTIVATE YOUR AUDIENCE
PRINT • RADIO • TV • ONLINE

970-256-4384 • GrandJunctionMedia.com • advertise@gjsentinel.com



Case Study

Best of the Best

Trib-Total Media

\$21,500 so far in keyword sales!

- Included keywords in **Mega Package**
 - \$250 add-on to any other packages
 - \$300 a la Carte
- Crushed nomination phase **STRETCH** sales goal by **\$8,400**
- Planning to double down in the **Voting Phase**



Resnick Roofing & Contracting

July 5 at 8:46 AM · 🌐

🏆 Nominations are NOW OPEN for the [TribLive](#) Best of the Best Awards! 🏆
With your help, Resnick Roofing & Contracting can win Best Roofing & Siding Company in all 4 regions! 🙌

You can nominate us online or by text through August 2nd!

🏠 NORTH

📱 Text: ROOFING to 412-685-8626

📁 Nominate Online:

<https://bestofthebest.triblive.com/alleggheny-north/...>

🏠 SOUTHWEST

📱 Text: SHINGLE to 412-685-8626

📁 Nominate Online:

<https://bestofthebest.triblive.com/alleggheny-south/...>

🔨 EAST

📱 Text: EAVES to 412-685-8626

📁 Nominate Online:

<https://bestofthebest.triblive.com/alleggheny-east/...>

🔧 WESTMORELAND

📱 Text: RIDGE to 412-685-8626

📁 Nominate Online:

<https://bestofthebest.triblive.com/westmoreland/...>



Sales Sheet Example

NEW THIS YEAR!

ALL MEGA PACKAGES NOW INCLUDE 1 TEXT KEYWORD!

MAKE IT EASIER FOR YOUR FANS TO CAST THEIR NOMINATIONS AND VOTES WITH OUR NEW TEXTING FEATURE.

FANS CAN SIMPLY TEXT YOUR DEDICATED KEYWORD TO SUBMIT THEIR NOMINATION OR VOTE!

MEGA PREMIUM

NOMINATION & VOTING ROUNDS \$1199 EACH

- 2 1/2 page daily or 2 full page weekly print ads
- 75K ROS impressions on TribLIVE.com
- Sponsor up to 3 categories (554x100 banner on ballot header for categories of your choosing)
- Up to 3 enhanced listings on categories of your choosing

SPECIAL SECTION/THANK YOU ROUND \$1725

- Premium Full Page Full Color Ad in Special Section (Inside Front Cover, Page 3, Inside Back Cover or Back Cover)
- 75K ROS impressions on TribLIVE.com
- Up to 3 category sponsorships & up to 3 enhanced listings
- 12"x15" plaque, window cling & certificate
- 2025 Best of Best logo for continued use

TOTAL INVESTMENT: \$4123

MEGA SUPER

NOMINATION & VOTING ROUNDS \$899 EACH

- 2 1/4 page daily or 2 1/2 page weekly print ads
- 50K ROS impressions on TribLIVE.com
- Sponsor up to 2 categories (554x100 banner on ballot header for categories of your choosing)
- Up to 2 enhanced listings on categories of your choosing

SPECIAL SECTION/THANK YOU ROUND \$1199

- Half Page Full Color Ad in Special Section
- 50K ROS impressions on TribLIVE.com
- Up to 2 category sponsorships & up to 2 enhanced listings
- Window cling & certificate
- 2025 Best of Best logo for continued use

TOTAL INVESTMENT: \$2997

MEGA POWER

NOMINATION & VOTING ROUNDS \$549 EACH

- 2 1/8 page daily or 2 1/4 page weekly print ads
- 40K ROS impressions on TribLIVE.com
- Sponsor 1 category (554x100 banner on 1 category header of your choosing)
- 1 enhanced listing on category of your choosing

SPECIAL SECTION/THANK YOU ROUND \$749

- Quarter Page Full Color Ad in Special Section
- 40K ROS impressions on TribLIVE.com
- 1 category sponsorship rotating 554 x 100 Ad
- 1 enhanced listing
- Window cling & certificate
- 2025 Best of Best logo for continued use

TOTAL INVESTMENT: \$1847

MEGA BASIC

NOMINATION & VOTING ROUNDS \$349 EACH

- 1 1/8 page daily or 1 1/4 page weekly print ad
- 25K ROS impressions on TribLIVE.com
- Sponsor 1 category (554x100 banner on the category header of your choosing)
- 1 enhanced listing on category of your choosing

SPECIAL SECTION/THANK YOU ROUND \$499

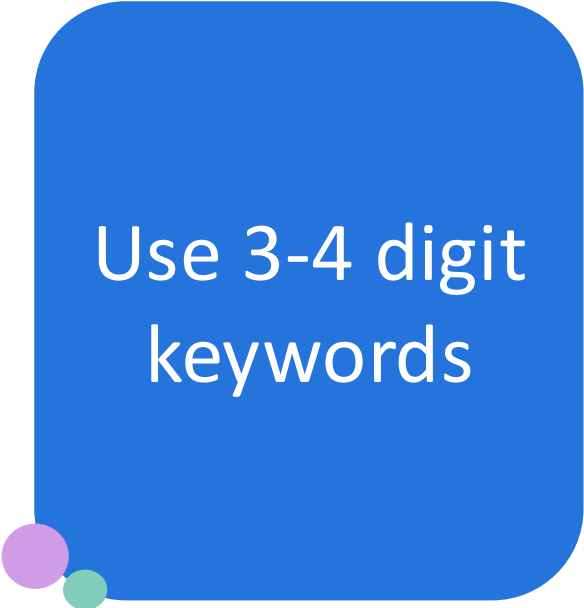
- Eighth Page Full Color Ad in Special Section
- 25K ROS impressions on TribLIVE.com
- 1 enhanced listing
- Window cling & certificate
- 2025 Best of Best logo for continued use

TOTAL INVESTMENT: \$1197



Best Practices

Text-to-Vote Best Practices



Use 3-4 digit
keywords



Create a
keyword ad
template



Include
keywords in
all sales
packages



Don't
undersell

Sample Sales Sheet

- Include keywords to **all** sales package levels
- If buying 3 or more keywords, implement a volume discount
 - \$300 per keyword or \$250 per keyword if buying 3 or more
- **\$50,000** additional revenue potential
 - 200 keywords x \$250

\$300 to add another keyword

\$250 to add multiple keywords

Best of the Best Voting Packages

Your
Logo
Here

We are highlighting the best of the best. Our readers will vote for their favorite businesses in our community to tell us who they want to see in win. To promote your business, we have created 3 promotional packages.

Important Dates:

Nomination Round: Enter Dates Here

Voting Round: Enter Dates Here

Winners Announced: Enter Dates Here

Audience Stats

Nominations:

Votes:

Users

Page Views:

Basic Package

Campaign runs for 3 weeks

Digital:

- 1 Category sponsor ad w/ link to Entrant Page
- 1 Featured Entrant ballot listing
- Featured Entrant Page including:
 - 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 #, Website, Social Links
- 300x 250 ad on ballot page w/ link to Entrant Page

Mobile

- 1 keyword used to capture votes via text

☐ YES, I'M INTERESTED
IN ADVERTISING
IN THE
WINNERS' ROUND

INVESTMENT: \$999

Deluxe Package

Campaign runs for 3 weeks

Digital:

- Up to 3 Category sponsor ads w/ link to Entrant Page
- Up to 3 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 #, Website, Social Links
- 300x 250 ad on ballot page

Mobile

- Up to 3 keywords used to capture votes via text

Print:

- Quarter-page full color "vote for us" ad that runs 3 times

INVESTMENT: \$1,500

Premium Package

Campaign runs for 3 weeks

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 (see Deluxe package for details)
- 300x 250 ad on ballot page

Mobile

- Up to 5 keywords used to capture votes via text

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

INVESTMENT: \$2,350



The Impact

The Impact of Text-to-Vote

Expanded the number of
users participating in
ballots



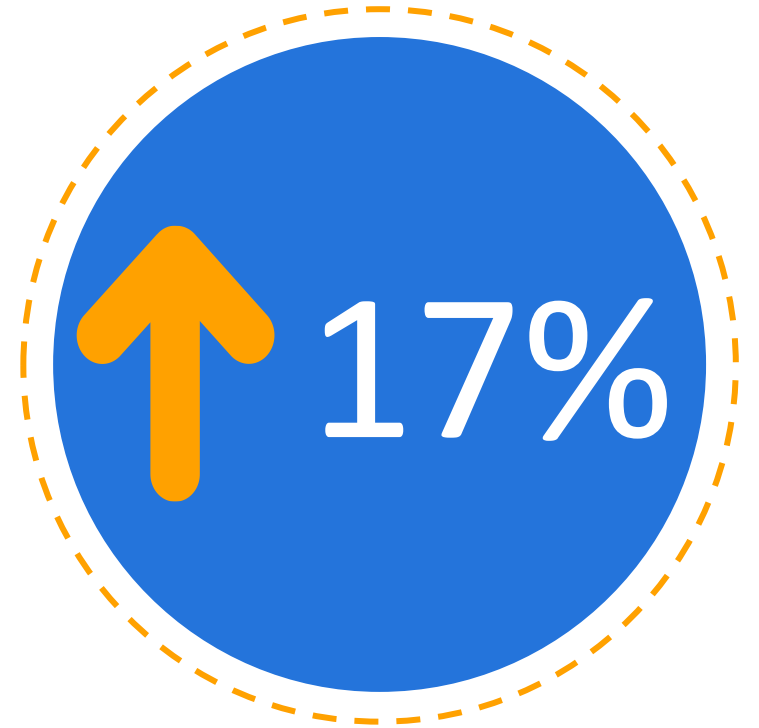
The Impact of Text-to-Vote

Strengthened voting
engagement through a new,
easy-to-use voting channel



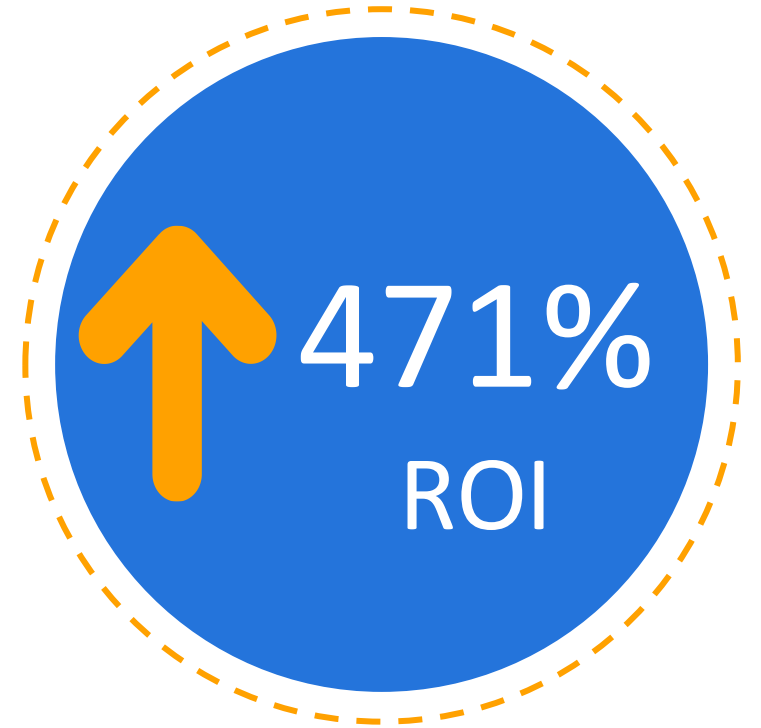
The Impact of Text-to-Vote

Improved opt-in acquisition
and audience growth
opportunities



The Impact of Text-to-Vote

Increases revenue on
average
\$14k YOY



The Impact of Text-to-Vote



18% in participants



3% voting activity



17% in opt-ins



471% ROI





Text-to-Vote is the
catalyst your
program needs

Ready to take your Best Of to
the next level with
Text-to-vote?

Fill out this form, and we will reach
out!



Questions?

Ready to take your Best Of to the next level with
Text-to-vote?

Fill out this form, and we will reach out!



Import keywords too!



	A	B	C	D	E	F	G	H
1	GroupName	GroupImageUrl	CategoryName	CategoryHelpText	IsFeatured	SMSKeyword	EntrantName	EntrantDescription
2	(Optional)	(Optional) URL path to an image that represents a group	(Required if more than one category)	(Optional) Help text for category	(Optional) Add True as the value to feature entrant.	(Optional) Keywords must be one word, 3-15 characters, no spaces, no special characters.	(Optional) If you are seeding your ballot, put the name of the Entrant.	(Optional)
3	FOOD + DRINK		Best Burger			1234	Beth's Burger Bar	
4	FOOD + DRINK		Best Burger			5678	Chroma Modern Bar + Kitchen	
5	FOOD + DRINK		Best Burger			8765	Duffy's Sports Grill	
6	FOOD + DRINK		Best Burger				Graffiti Junktion	
7	FOOD + DRINK		Best Burger				Hamburger Marys	
8	FOOD + DRINK		Best Burger			1634	Johnny's Other Side	
9	FOOD + DRINK		Best Burger				Oblivion Taproom	
10	FOOD + DRINK		Best Burger			3456	Teak Neighborhood Grill	
11	FOOD + DRINK		Best Burger				The Ravenous Pig	
12	FOOD + DRINK		Best Burger			1793	The Taproom at Dubsdread	

Responses?

- Auto-reply messages will include Best Of name & organization name
 - Vote/nomination received
 - Promotion has ended/not begun
 - Invalid keyword
 - Vote/nomination limit hit
 - HELP/STOP/Msg&Data rates will be on all auto-reply messages



Sample Sales Sheet

Check out our updated sales sheets that now include keywords!



Best of the Best Voting Packages

Your
Logo
Here

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Voting Round: Enter Dates Here

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Nominations:

Votes:

Users

Page Views:

Basic Package

Campaign runs for 3 weeks

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- 1 Category sponsor ad w/ link to Entrant Page
- 1 Featured Entrant ballot listing
- Featured Entrant Page including:
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 - 728x90 Entrant Page Ad
 - Prevalent Vote/Share Buttons
 - Entrant Main Image/Video
 - Entrant Logo
 - Google Maps & Multiple Locations
 - Entrant Page Image Gallery
 - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page w/ link to Entrant Page

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- 1 keyword used to capture votes via text

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IN ADVERTISING
IN THE
WINNERS' ROUND

INVESTMENT: \$999

Deluxe Package

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- Featured Entrant Page including:
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 - 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 #, Website, Social Links
- 300x 250 ad on ballot page

Mobile

- Up to 3 keywords used to capture votes via text

Print:

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INVESTMENT: \$1,500

Premium Package

Campaign runs for 3 weeks

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 (see Deluxe package for details)
- 300x 250 ad on ballot page

Mobile

- Up to 5 keywords used to capture votes via text

Print:

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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

INVESTMENT: \$2,350

Thank You!



Julie Foley

jfoley@uplandsoftware.com



Matt Hummert

mhummert@uplandsoftware.com



Kristen Wehe

kwehe@uplandsoftware.com