Second Street

Best Of Ballot Series

Plan → Promote → Profit

Day 1: Best Of Setup Hacks & Hidden Gems



Welcome!



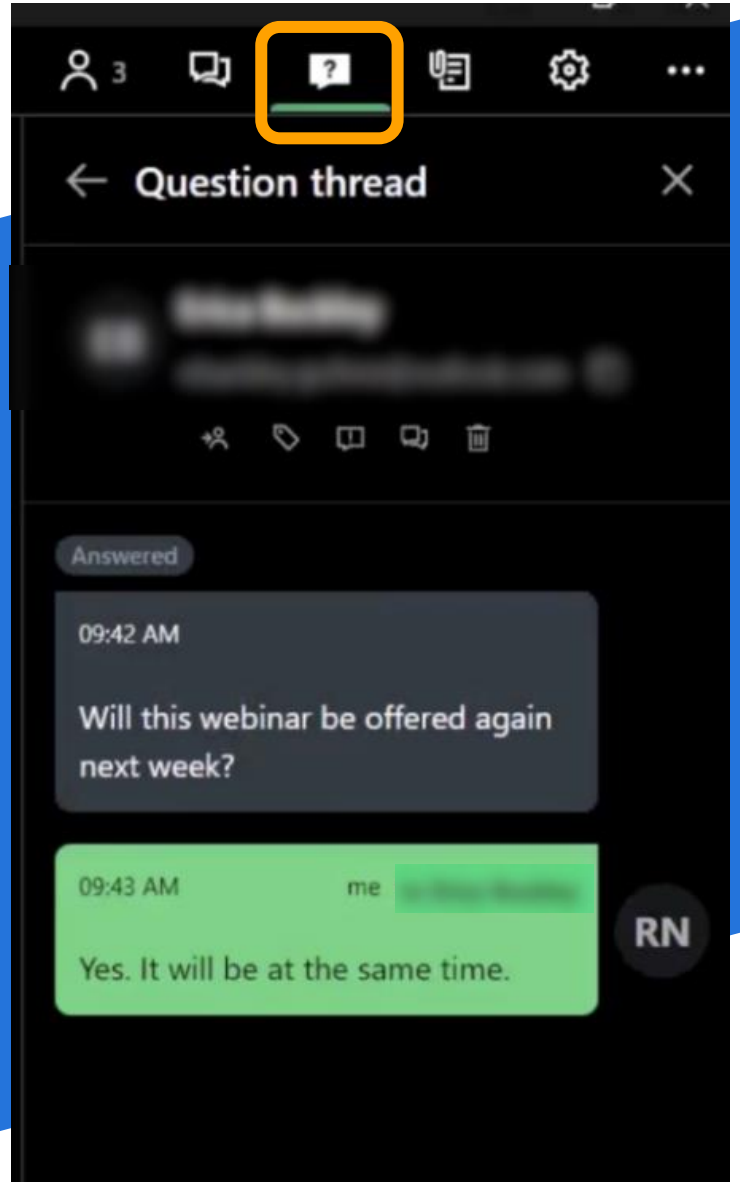
Matt Hummert
mhummert@uplandsoftware.com



Kristen Wehe
kwehe@uplandsoftware.com

Got Questions?

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



We run our Best Of
the same year over year...

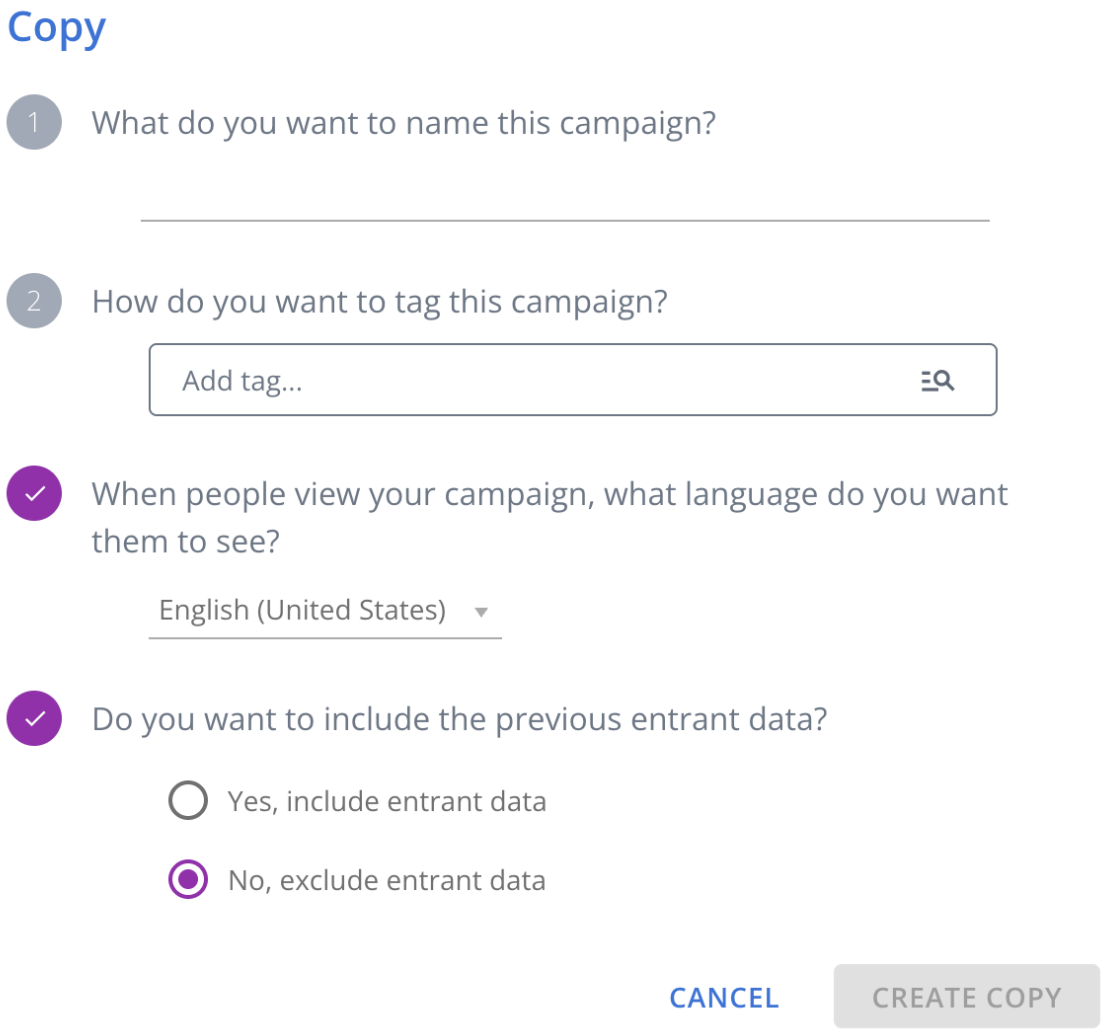
THAT'S THE PROBLEM

Change helps keep your audience involved & excited…and can help streamline processes

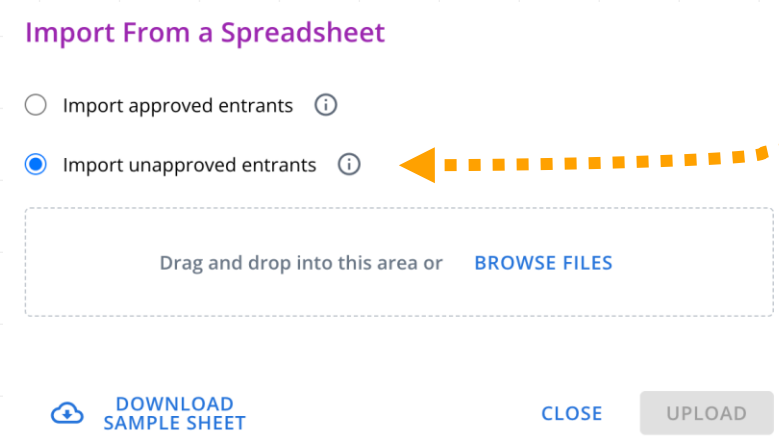
Creating Your Ballot

Start from scratch and import unapproved entrants

Copy all design AND pull in entrants from previous years



Easy Imports



Import unapproved entrants for easier moderation

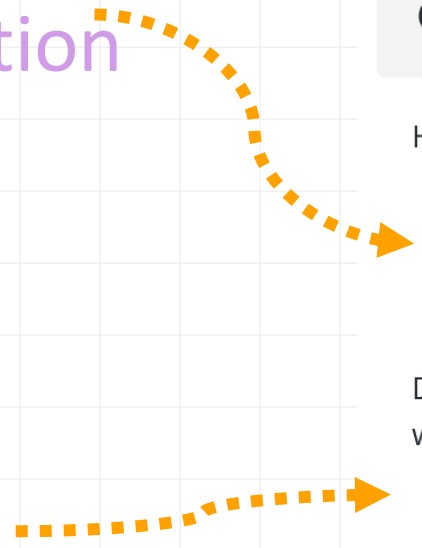
GroupName	GroupImageUrl	CategoryName	CategoryHelpText	IsFeatured	SMSKeyword	EntrantName
(Optional)	*(Optional) URL path to an image that represents a group*	*(Required if more than one category)*	*(Optional) Help text for category*	*(Optional) Add True as the value to feature entrant.*	*(Optional) Keywords 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.*

Import keywords during or after ballot creation

Customize Your Categories

Set your sorting option

Use the Google Integration



Global Category Settings

This configuration is applied to all the categories across this ballot

How do you want to sort categories on the ballot?

- ○ Alphabetical Order
- ◉ As Sorted Below

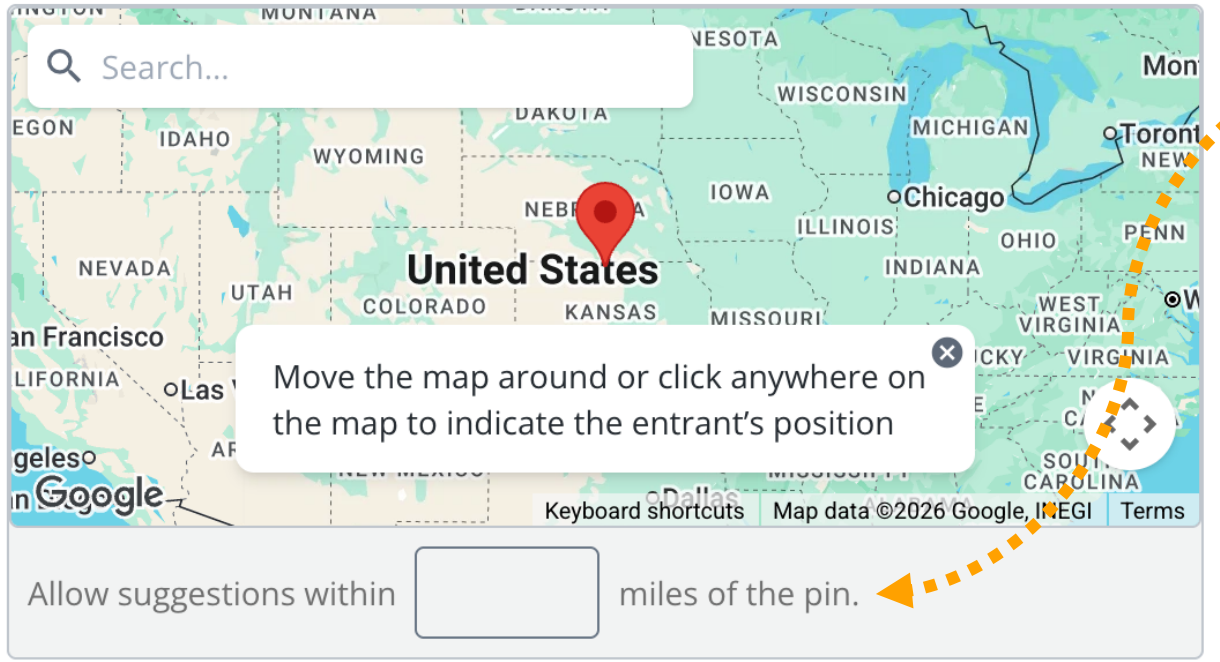
Do you want this ballot to provide business name and location suggestions when people nominate or write-in?

- ◉ No
- ○ Yes

CLOSE SAVED

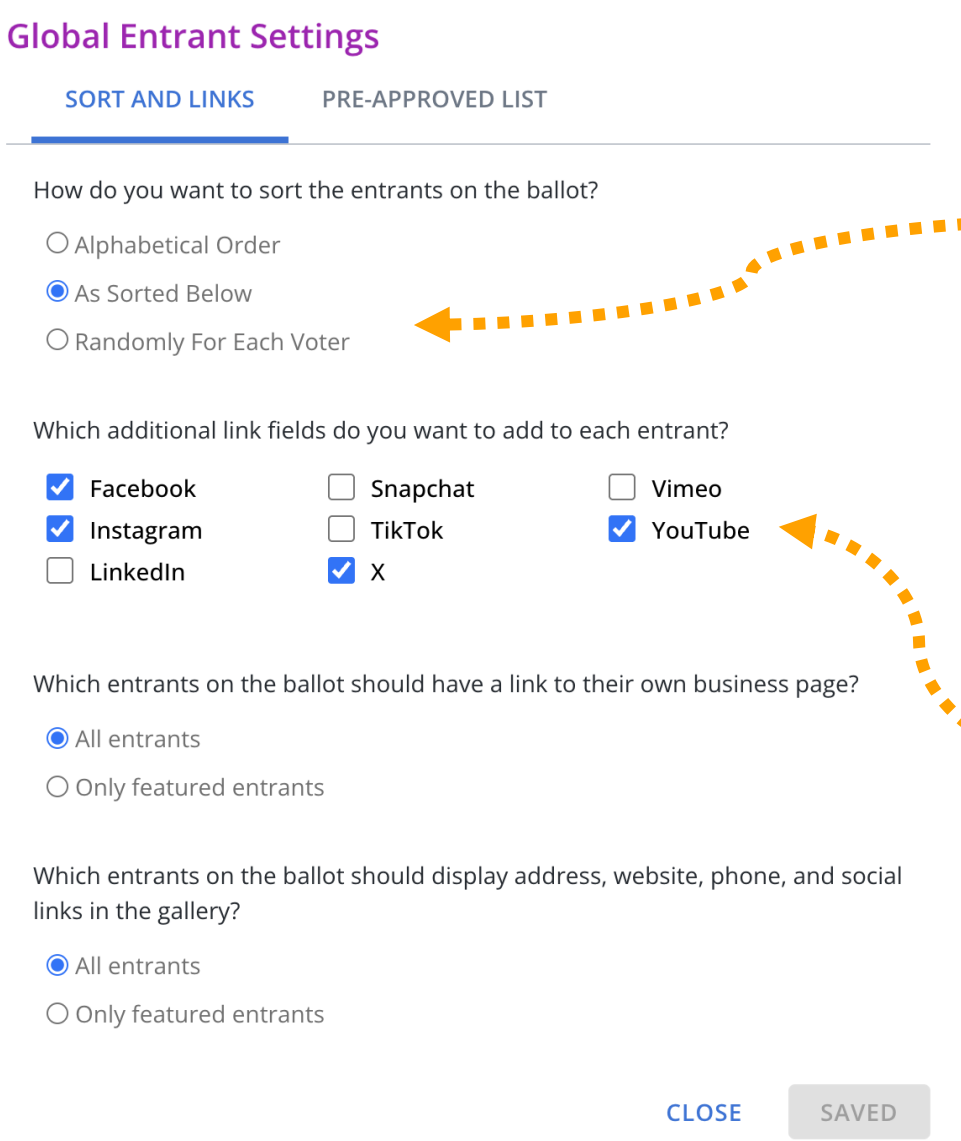
Customize Your Categories

You can optionally restrict suggestions to a specific geographic area by placing the pin on the map in the desired location and designating the distance around it in miles.



Restrict business suggestions to a specific geographic radius

Customize Your Entrants



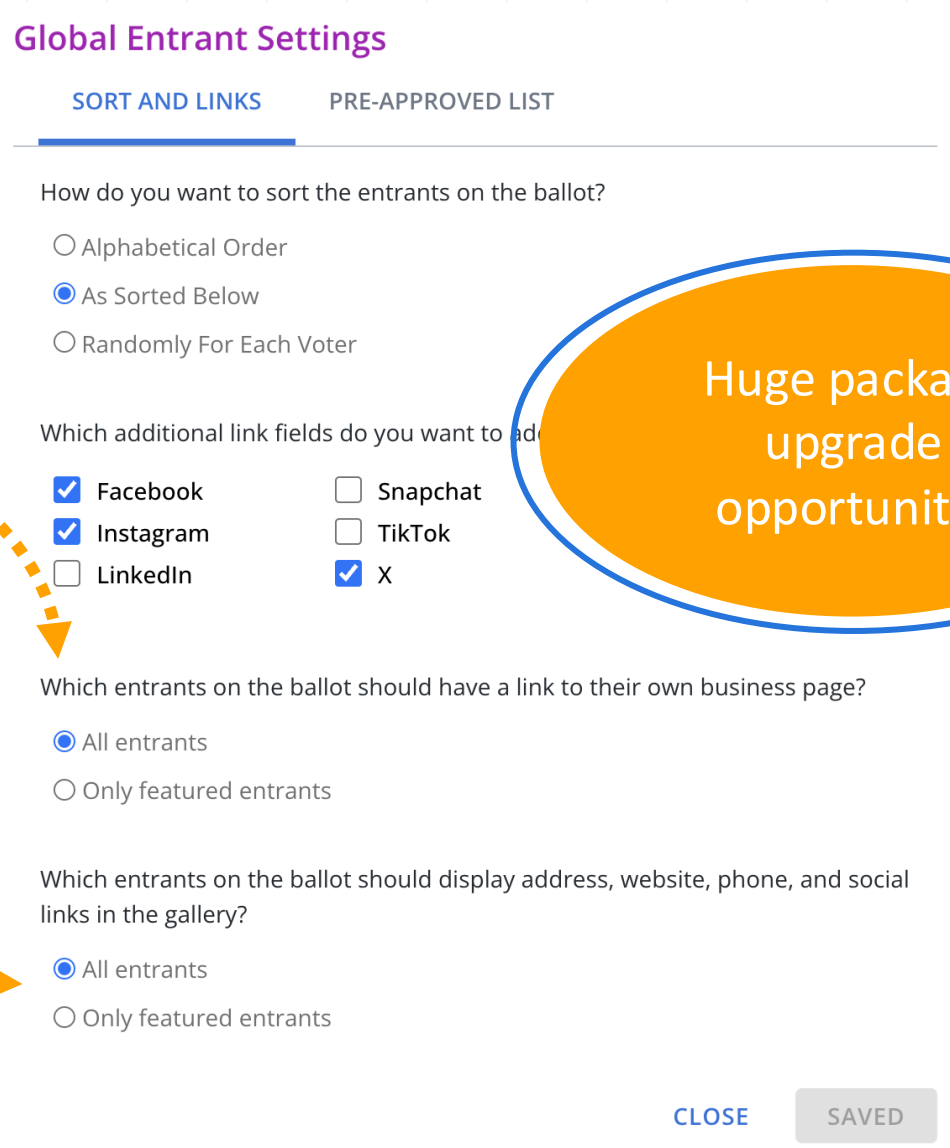
Set your sorting option

Choose the right social media options

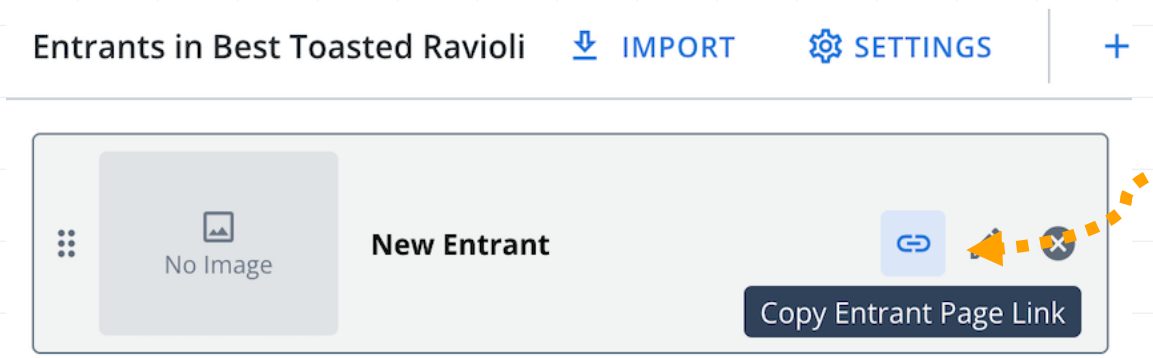
Customize Your Entrants

Select ONLY featured entrants receive their own entrant page

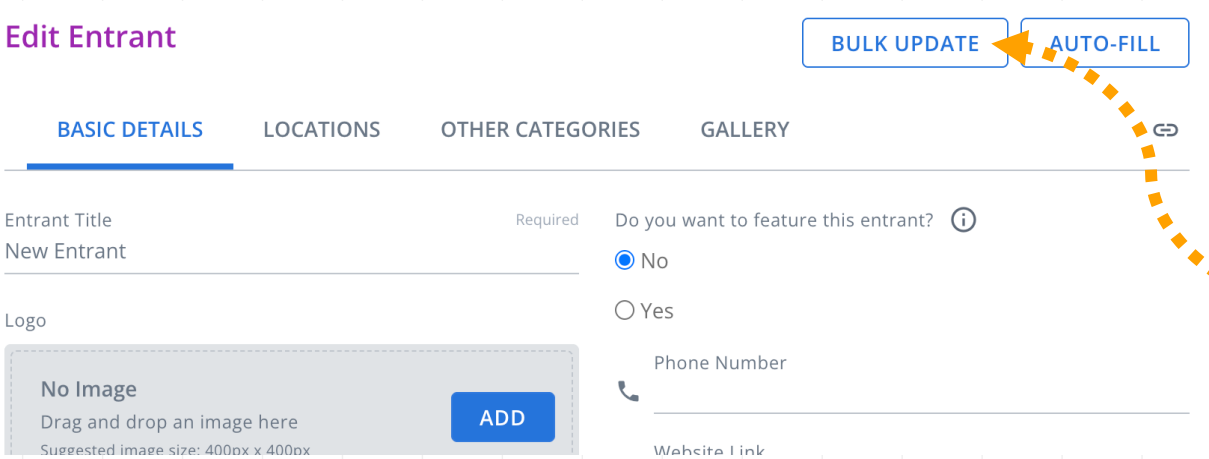
Select ONLY featured entrants display extra information



Customize Your Entrants



Grab the Entrant Page URL directly from the entrant setup

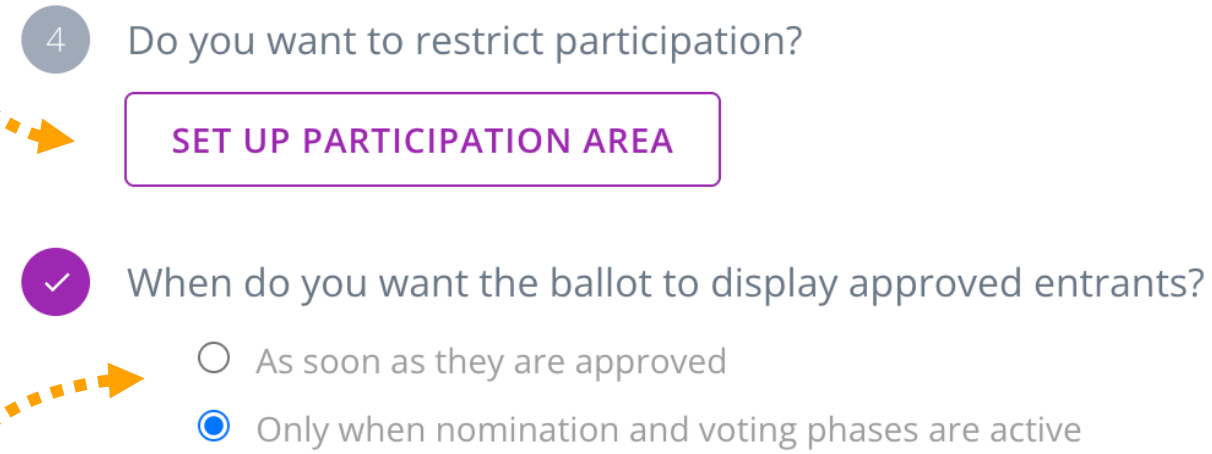


Bulk update entrants to apply changes to all categories

Dates & Winners

Set participation area to allow only local submissions

Display entrants once approved OR only during live phases



Dates & Winners

How do you want to handle ties for winners?

- (●) Ties for a rank skip subsequent ranks

1st	1st	3rd

- ( ) Ties for a rank do not skip subsequent ranks

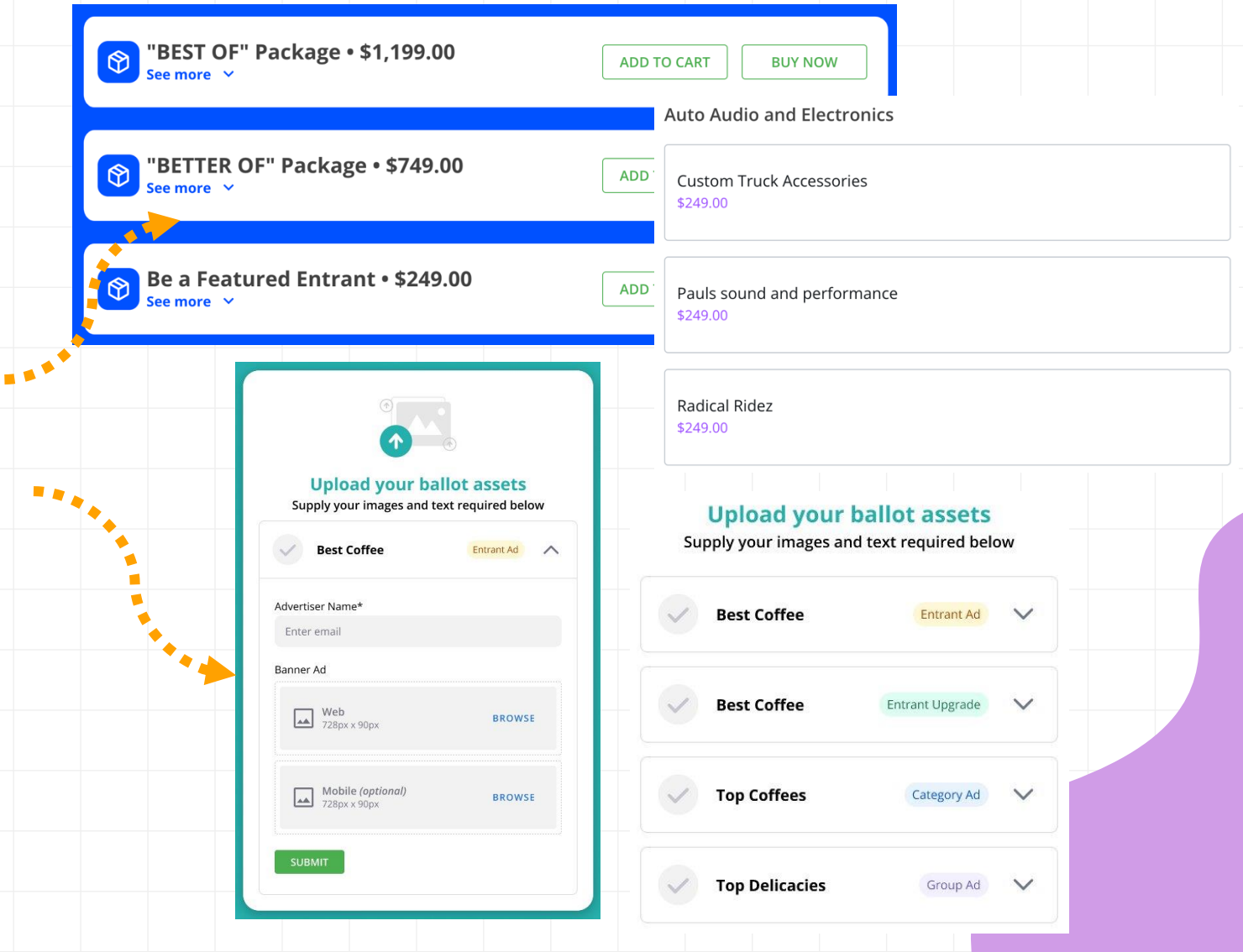
1st	1st	2nd	3rd

Set ties to skip subsequent ranks or not

eCommerce

Sell a la carte ads or custom packages

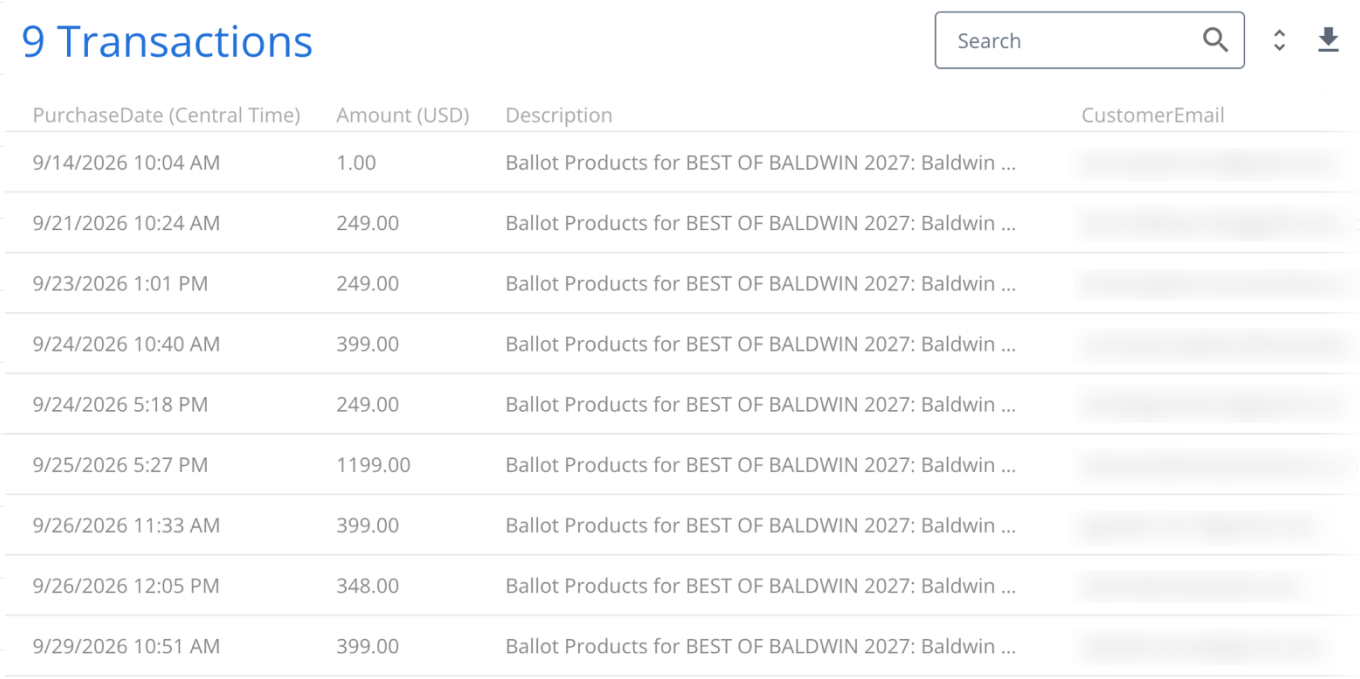
Allow advertisers to self-serve for a la carte ads or featured entrants



eCommerce

Track purchases without leaving the platform

Coming Soon! Purchase notification emails

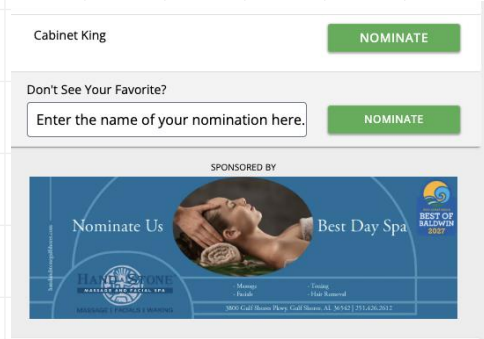


PurchaseDate (Central Time)	Amount (USD)	Description	CustomerEmail
9/14/2026 10:04 AM	1.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/21/2026 10:24 AM	249.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/23/2026 1:01 PM	249.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/24/2026 10:40 AM	399.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/24/2026 5:18 PM	249.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/25/2026 5:27 PM	1199.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/26/2026 11:33 AM	399.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/26/2026 12:05 PM	348.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	
9/29/2026 10:51 AM	399.00	Ballot Products for BEST OF BALDWIN 2027: Baldwin ...	

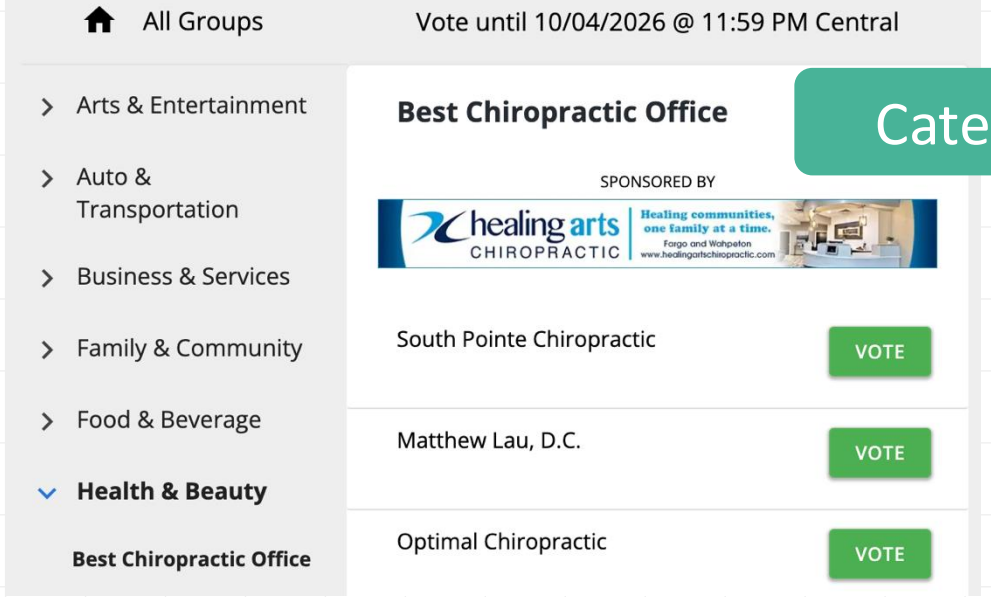
Ballot Ads



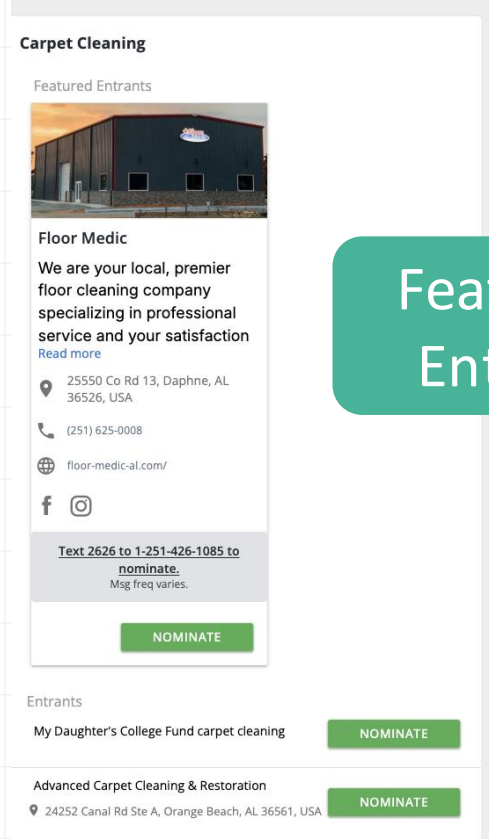
Group Ad



Category Interstitial Ad

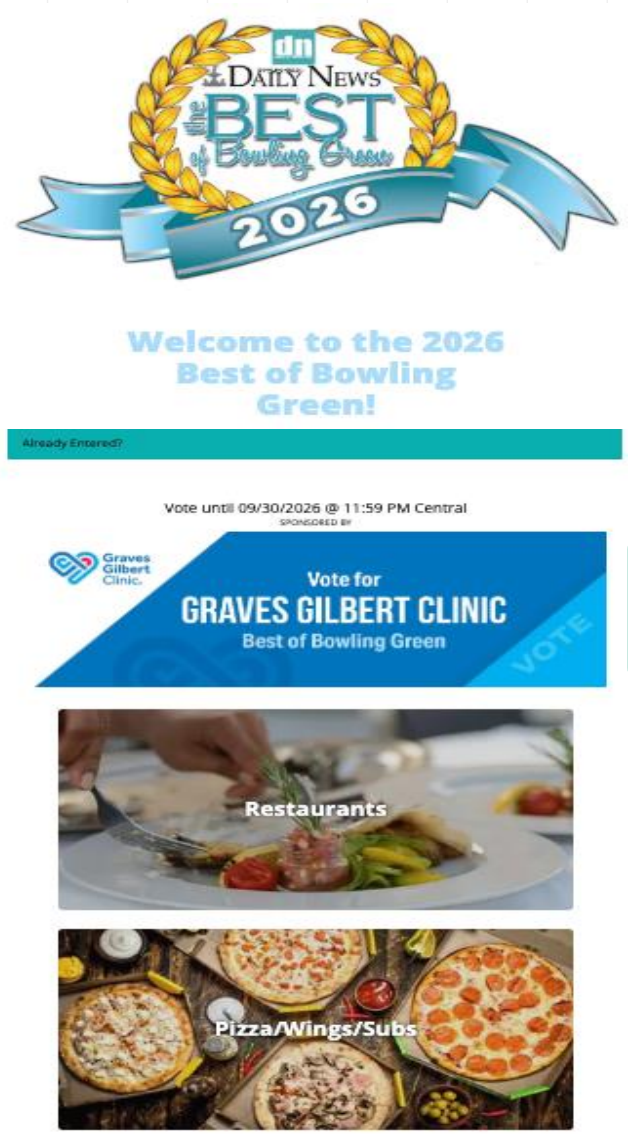


Category Ad



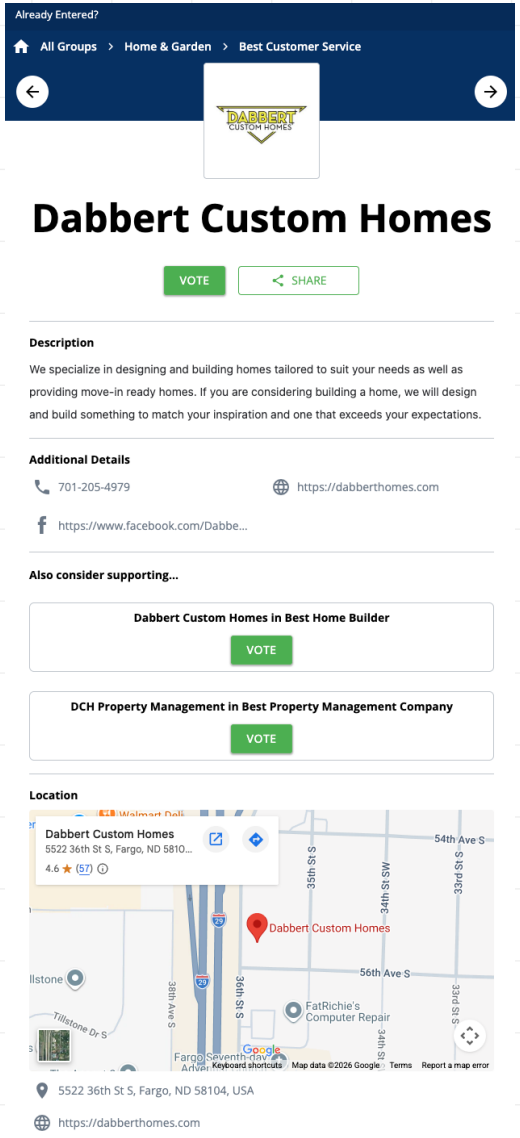
Featured Entrant

Ballot Ads



Featured Entrant Page

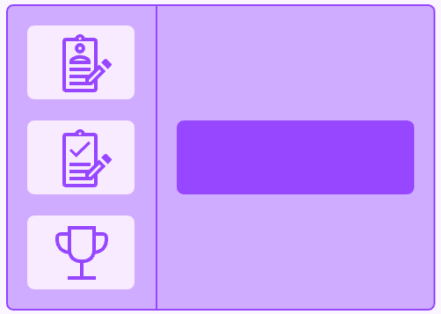
Groups Page Ad



Ads Phases

How would you like to set up your ads?

Set up as a single phase



Ads appear on the ballot immediately after creation and remain present at all times.

Set up as multiple phases



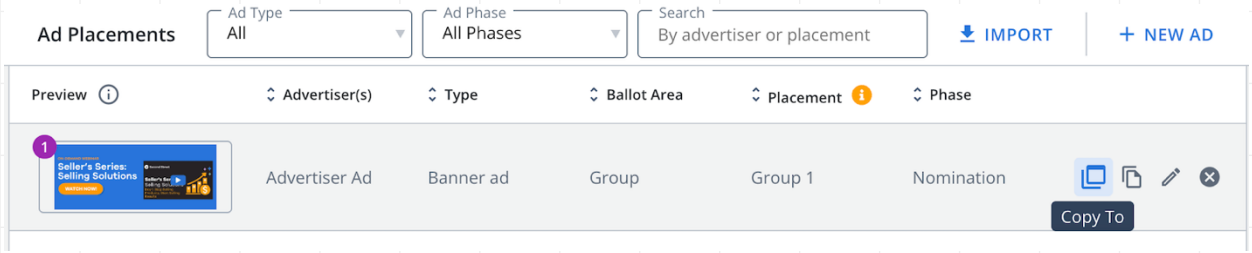
Ads can be assigned to specific ballot phases and appear only when that phase is active.

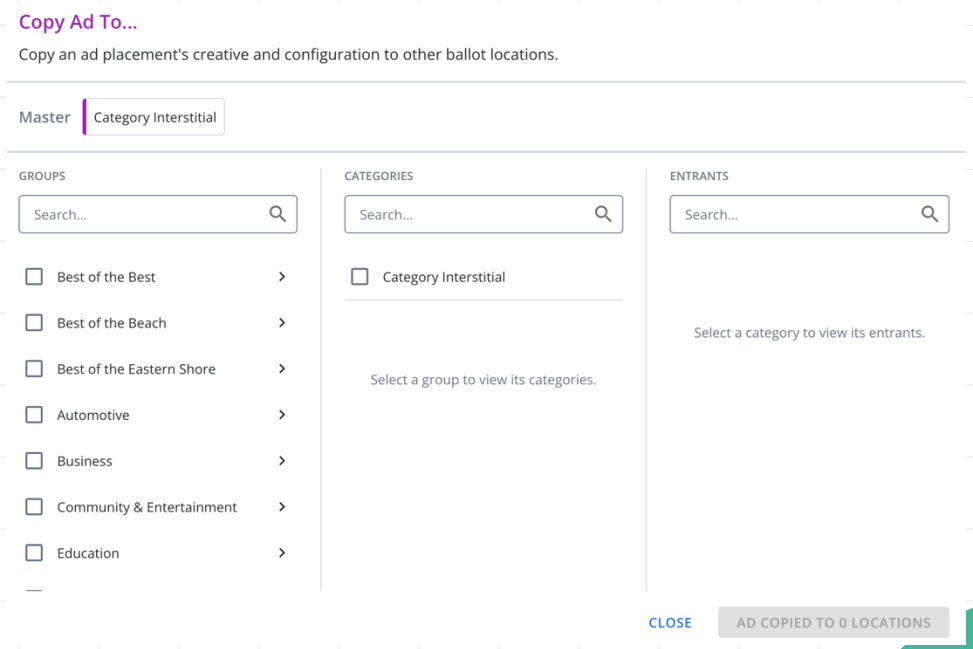
Import multiple ads at once

Ads will automatically switch when new phase starts

Ads Phases

Duplicate or copy ads to different ad locations in the ballot





Incentivize Your Audience

Do you want everyone who participates to have one chance at winning a prize in a random drawing?

- ○ No thanks.
- ◉ Yes, let's do this!

How many times should a person nominate or vote to be eligible to win?

Nominate 1 time

Vote 1 time

How many winners do you want?

1



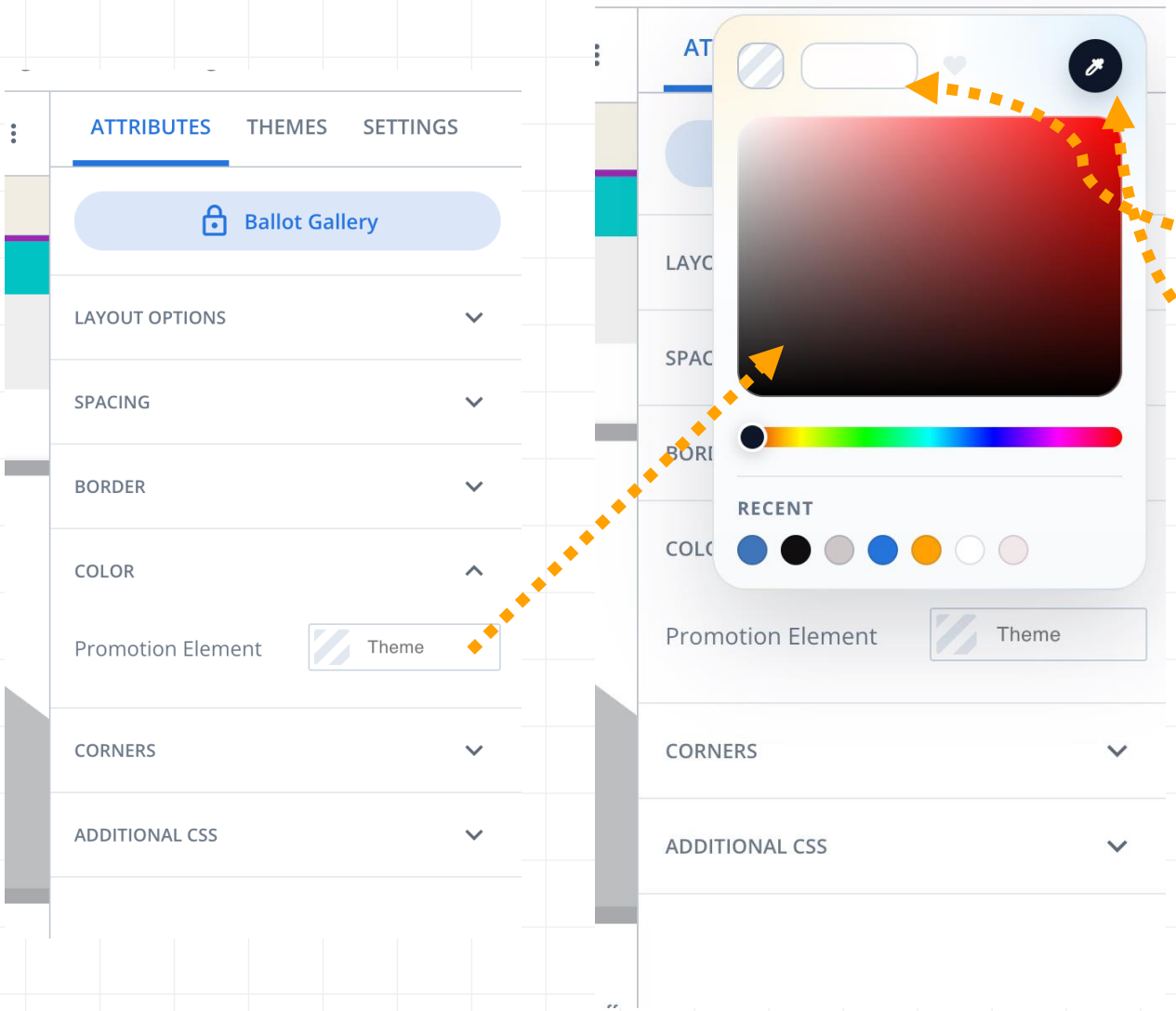
Ask users to vote/nominate X times to be eligible to win

*Text-to-Vote users not eligible for sweeps

PLEASE

Update the primary color!

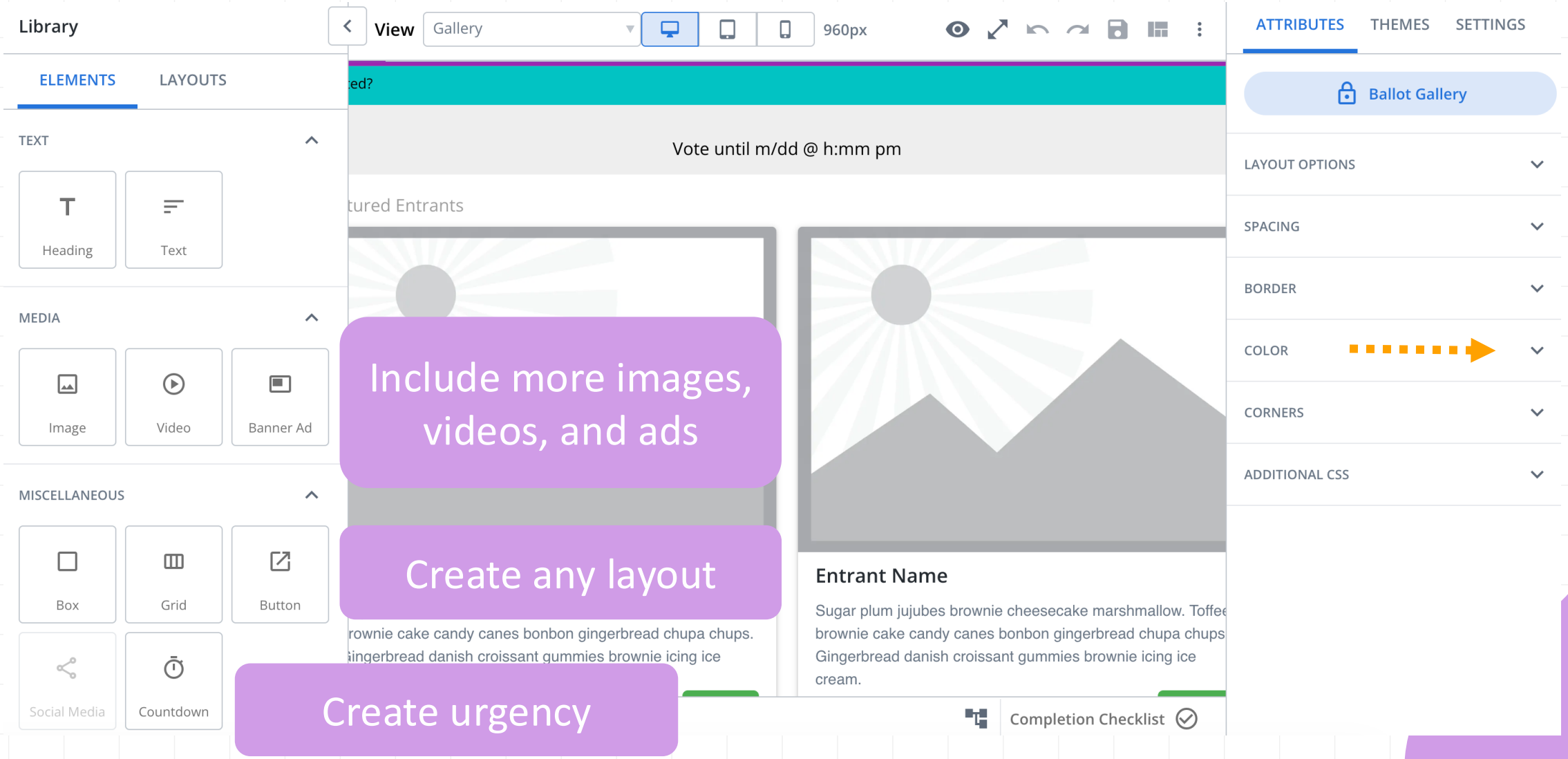
Update Your Color



Type in the hex code of the color you want

Use the color picker to click on an area and pull in that color

Use the Designer

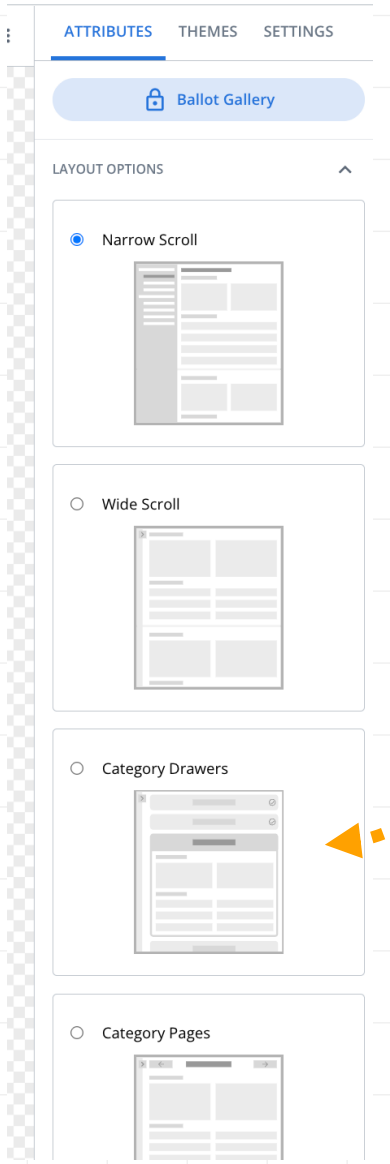


Include more images, videos, and ads

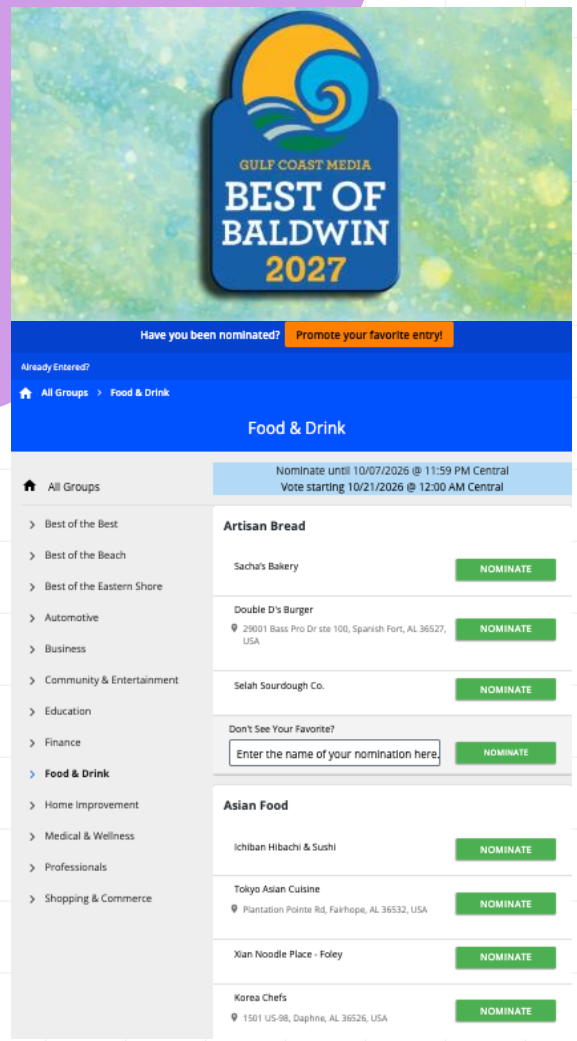
Create any layout

Create urgency

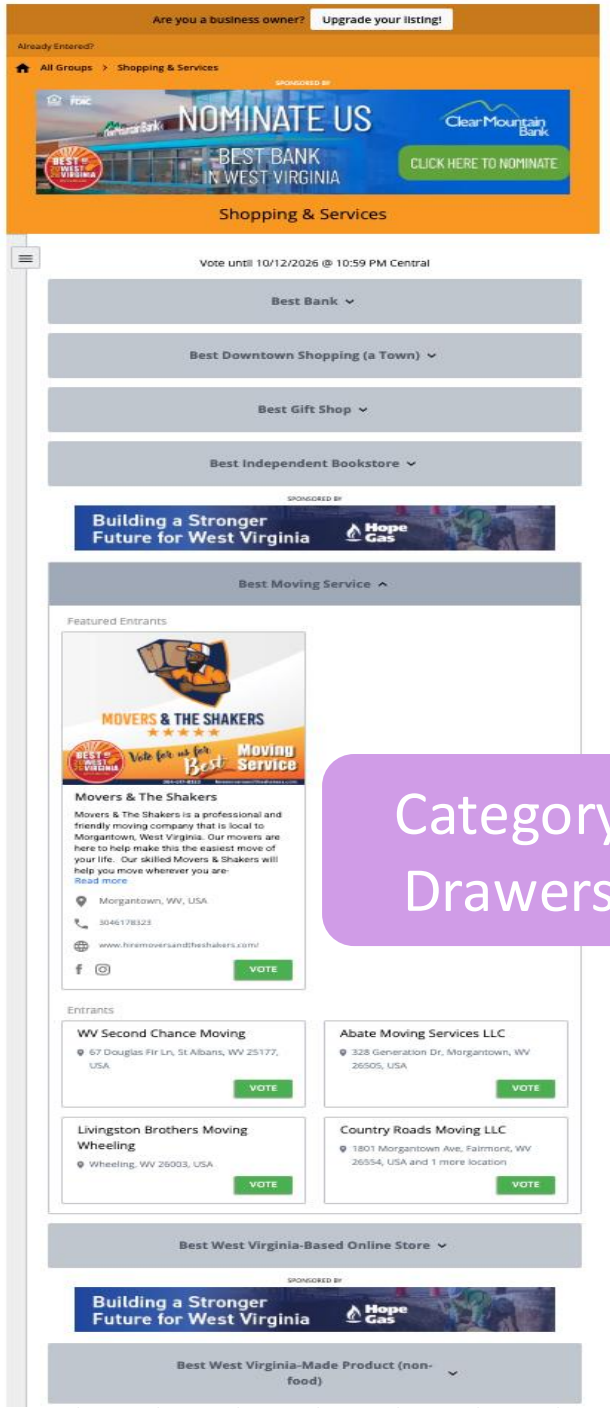
Update Your Layout



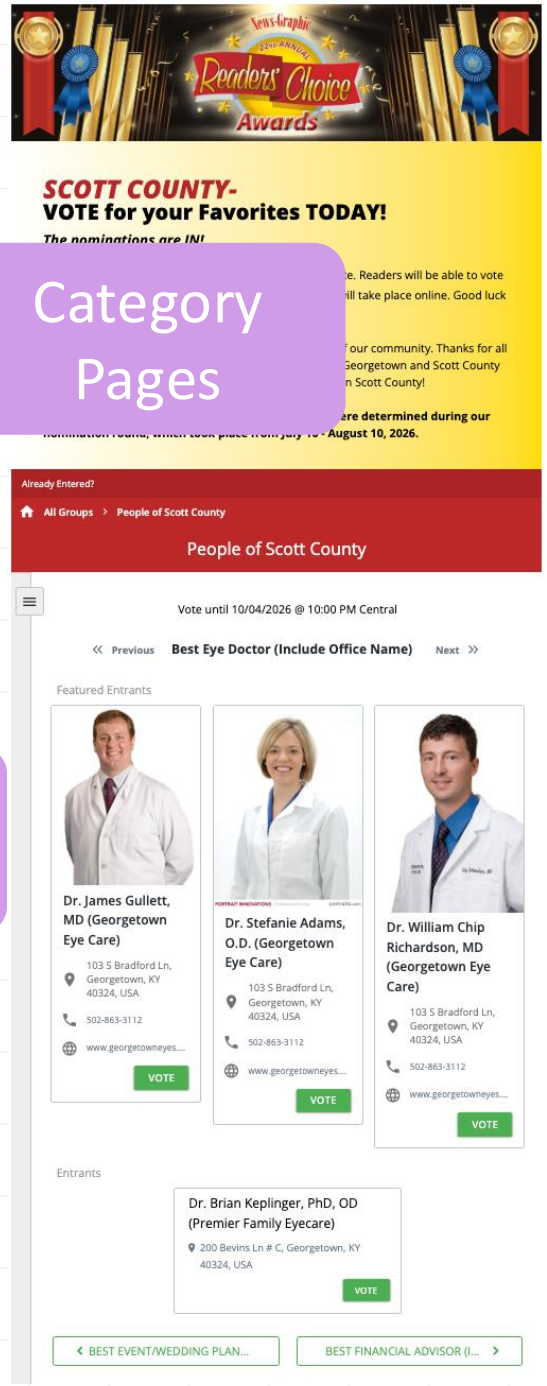
Change the ballot layout to match your audience's needs



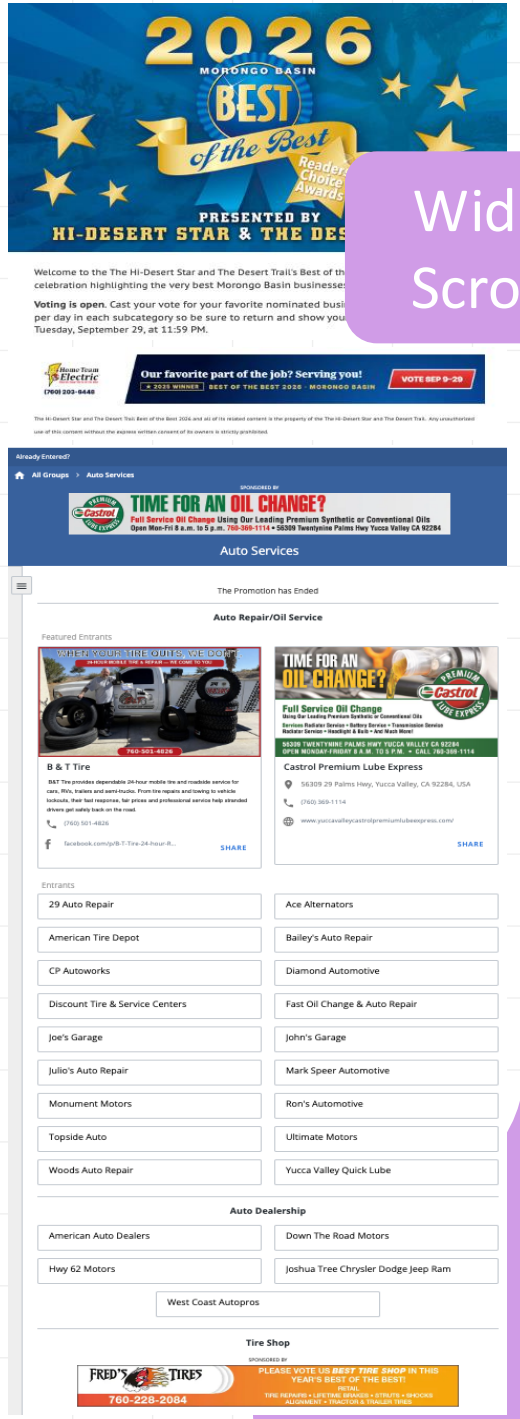
The OG: Narrow Scroll



Category Drawers



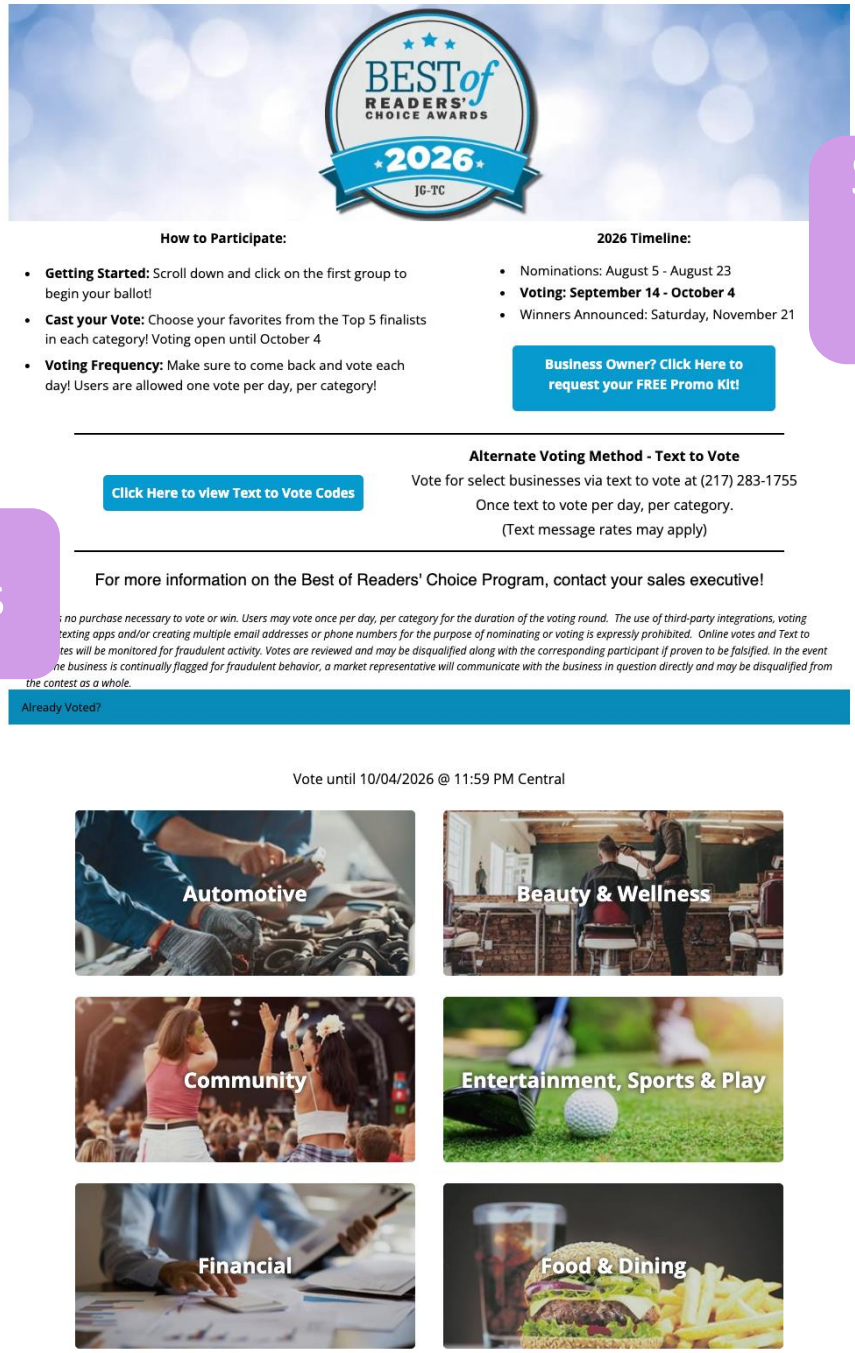
Category Pages



Wide Scroll

What's Possible

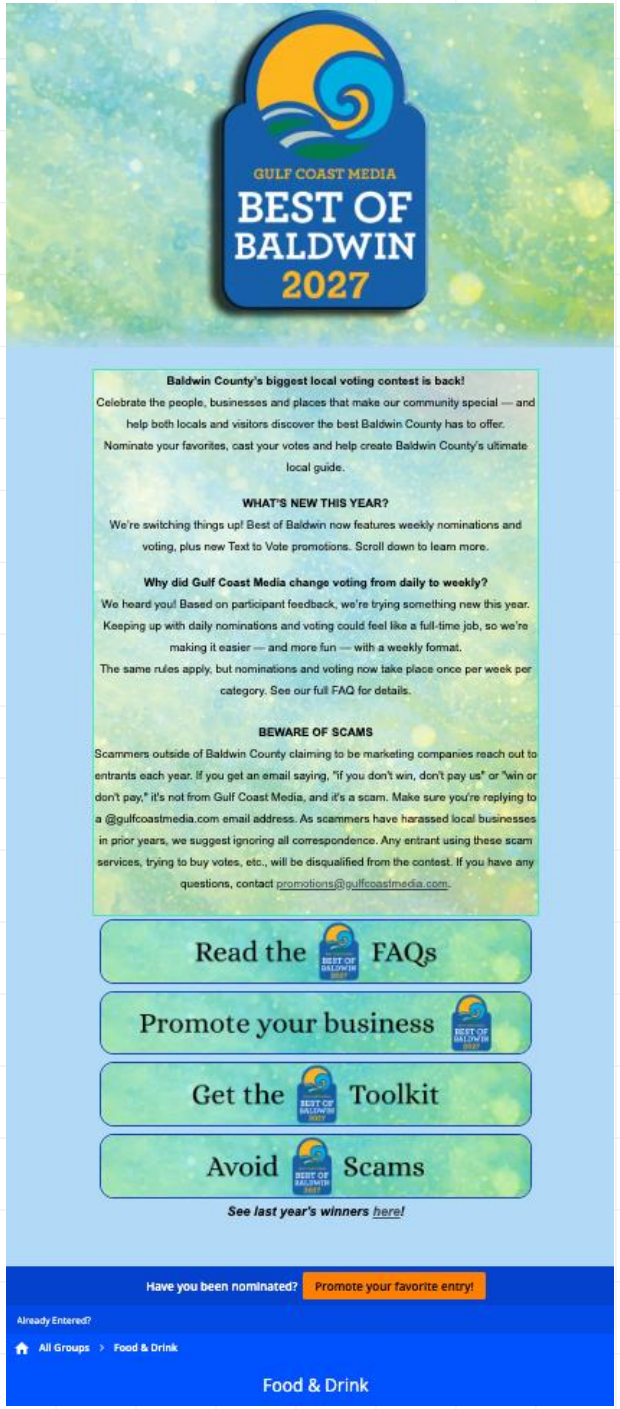
Include buttons



Separate info for better readability

What's Possible

Create your landing page within the ballot itself!



More branding possibilities

What's Possible

Huge branding opportunities

Buttons for landing page

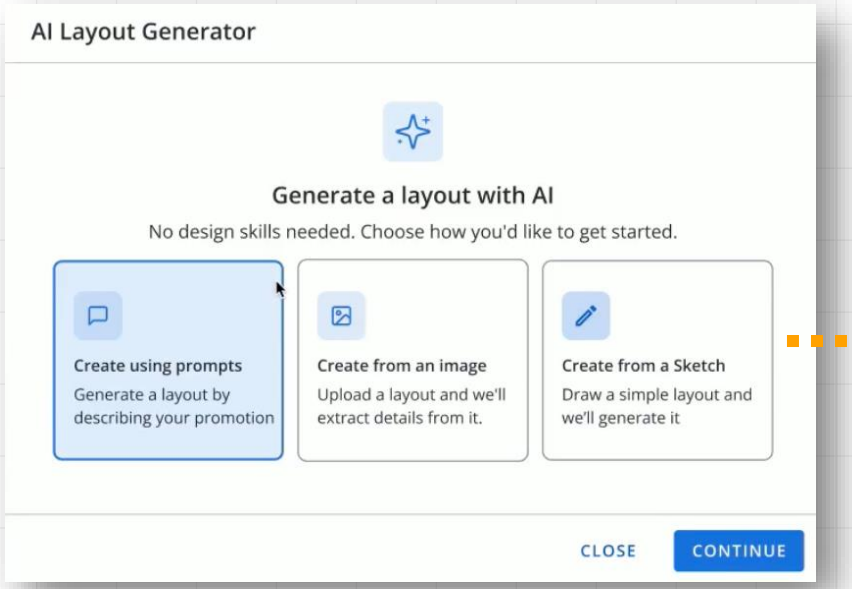
Custom ad spaces

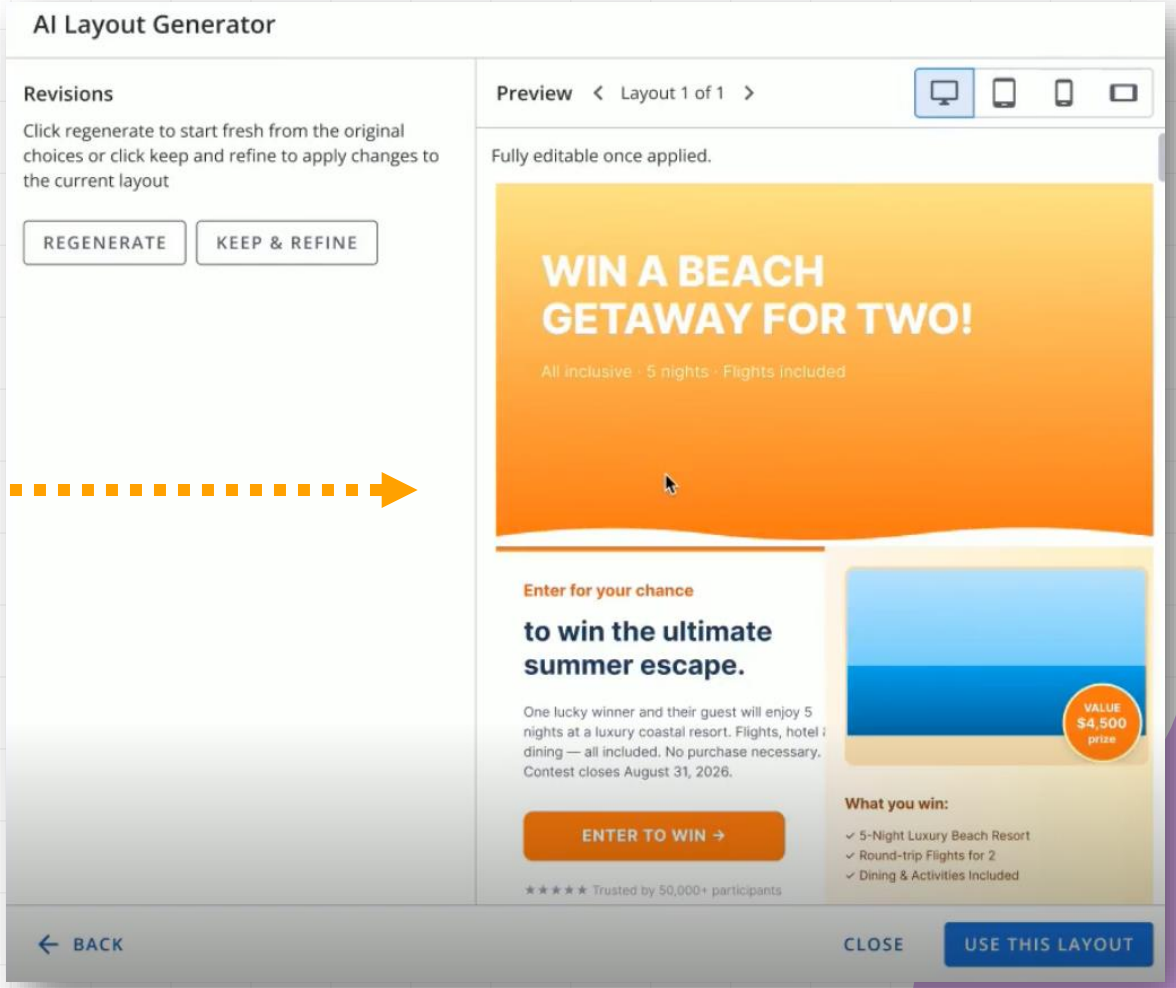
Countdown timer

Ads above & below ballot

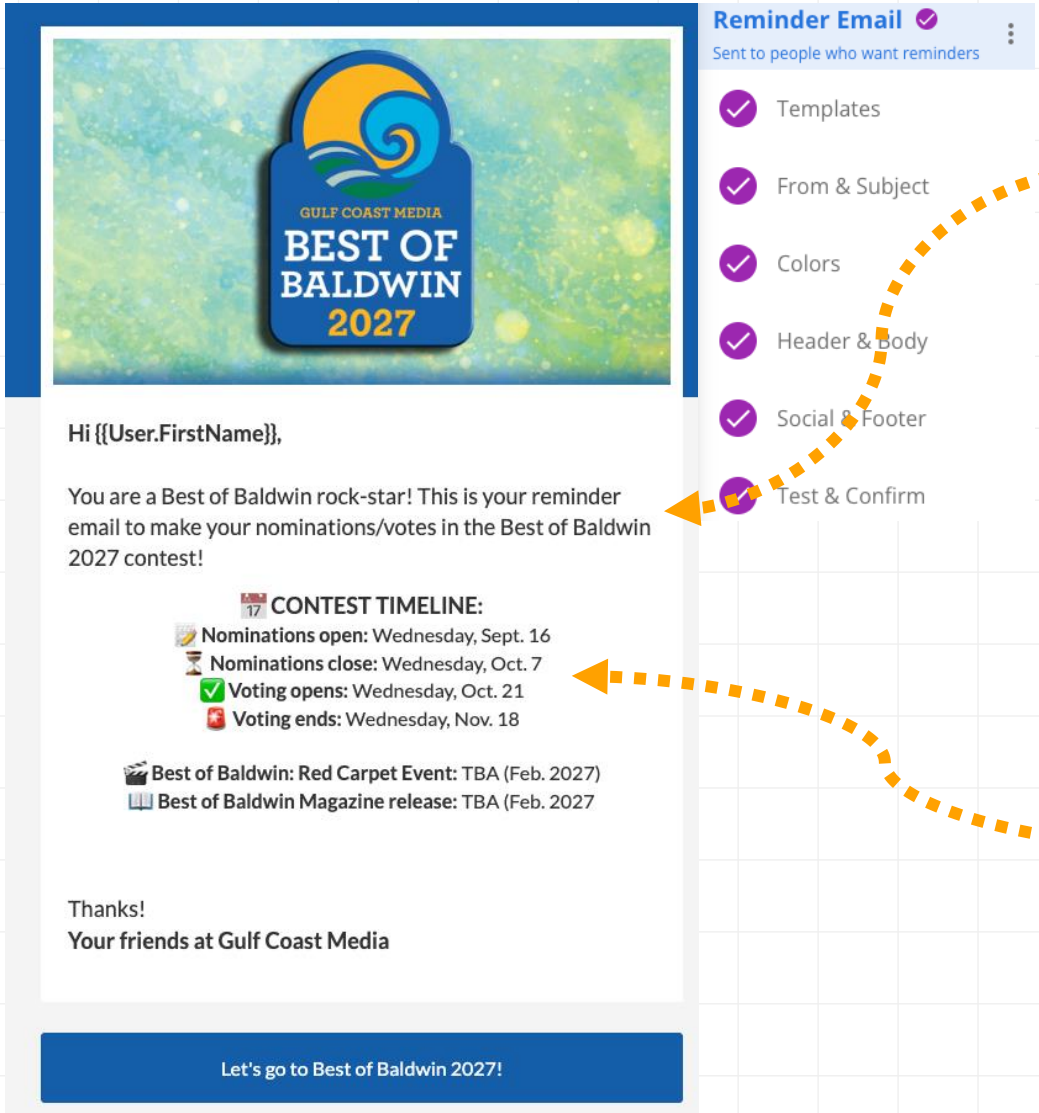
Coming Soon

AI Layout Generator





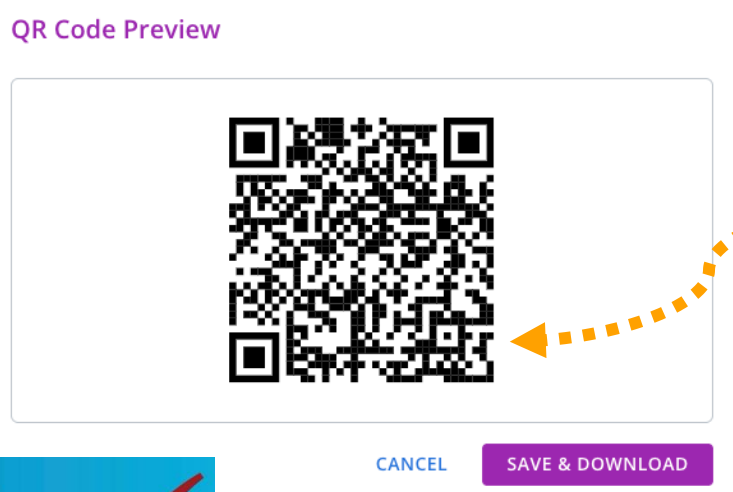
Drive Engagement w/ Emails



Use Reminder Emails to tell users when it's time to vote again

Reiterate timeline, include branding & title sponsor

Get the Word Out



Download the QR code on the Publish step

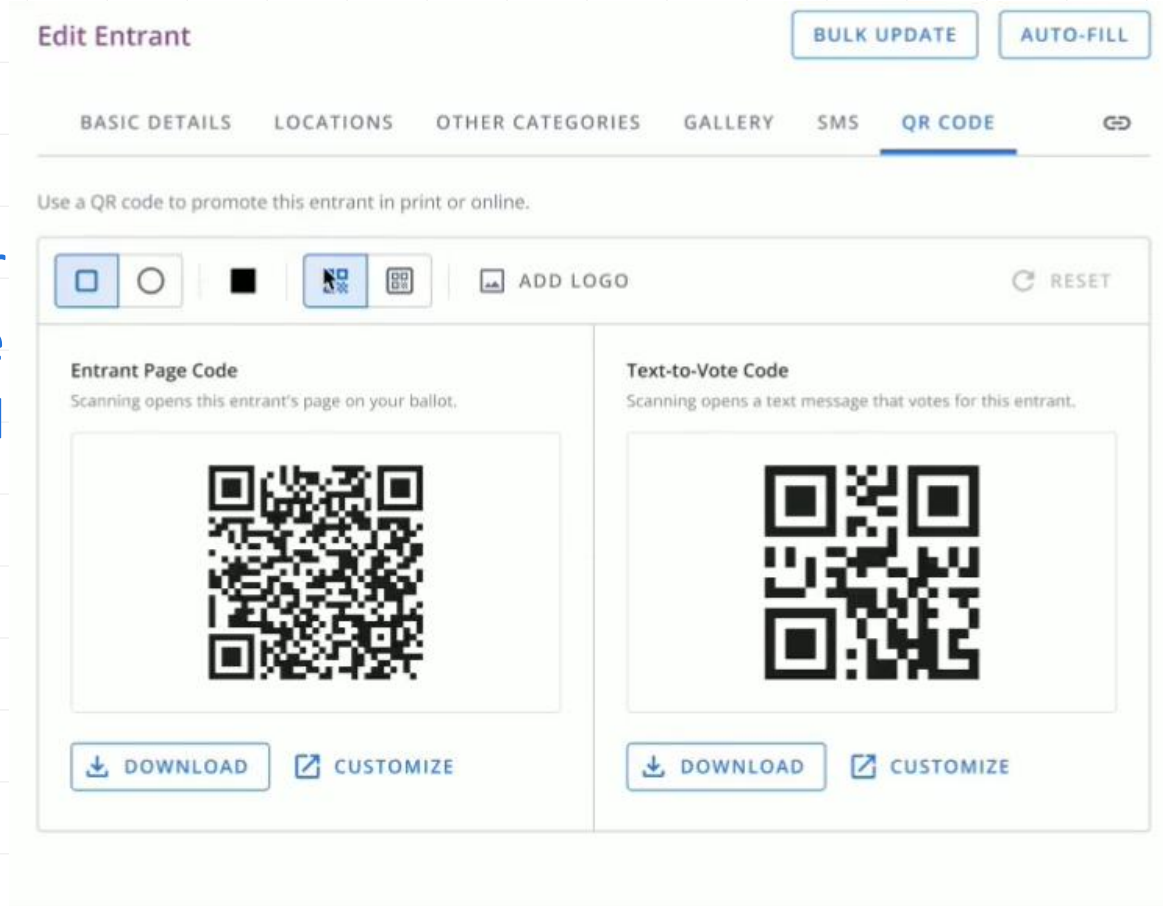


AND create QR codes for ANYTHING

Coming Soon

QR Codes for Entrants

Make quick edits or further customize in the QR code generator UI



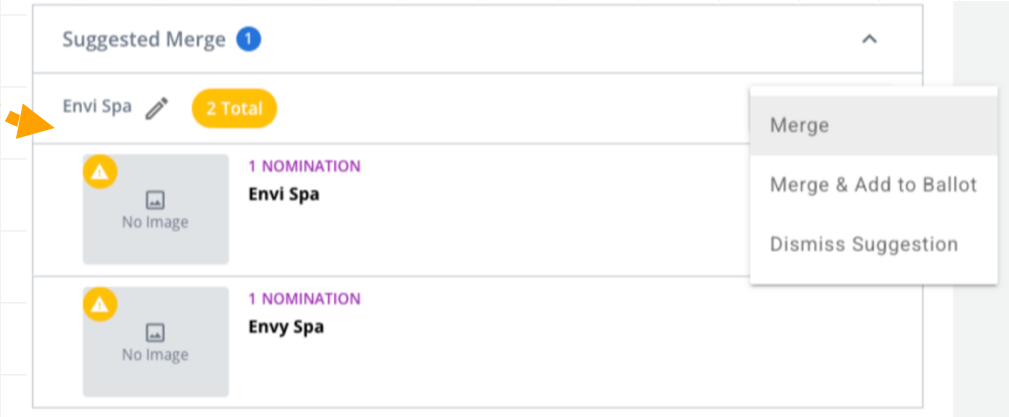
Creates QR codes for text creation and entrant page

Make Life Easier

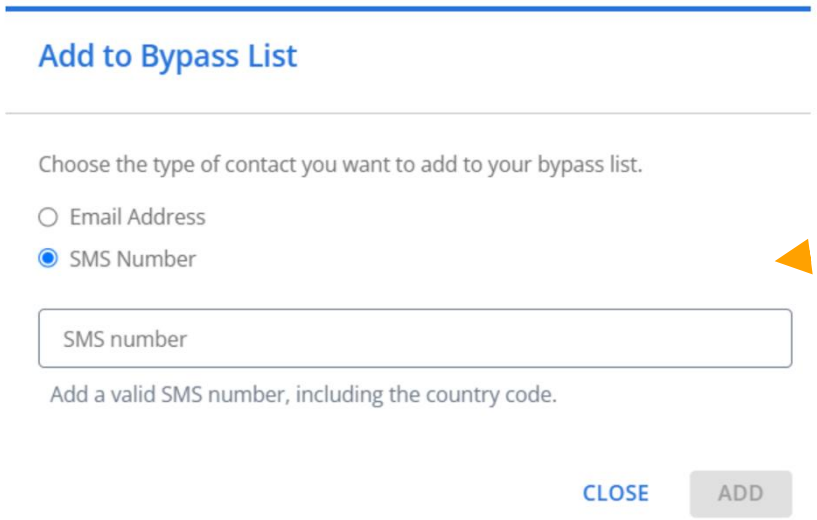
Add votes to single entries to easily resolve ties



Clear the clutter by dismissing suggested merges

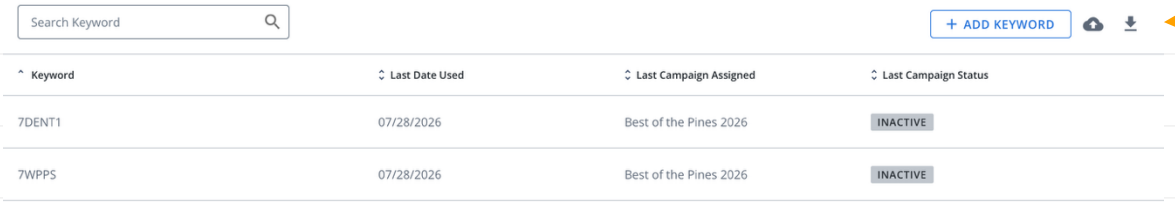


Make Life Easier



SMS fraud prevention takes the guesswork out of legitimate votes

Add users to bypass list to bypass fraud flags



Bulk import keywords for easy management

Come Back for Days 2 & 3!

Day 2: The Best Of Marketing Blueprint for Success

Wednesday, October 28 | 12 PM CDT | 1 PM EDT

A Best Of program is only as successful as the audience it engages. Learn the best promotional tactics and branding best practices that will increase participation, keep audiences interested throughout the campaign, and create more value for sponsors and advertisers.

Day 3: Best Of Revenue Accelerators

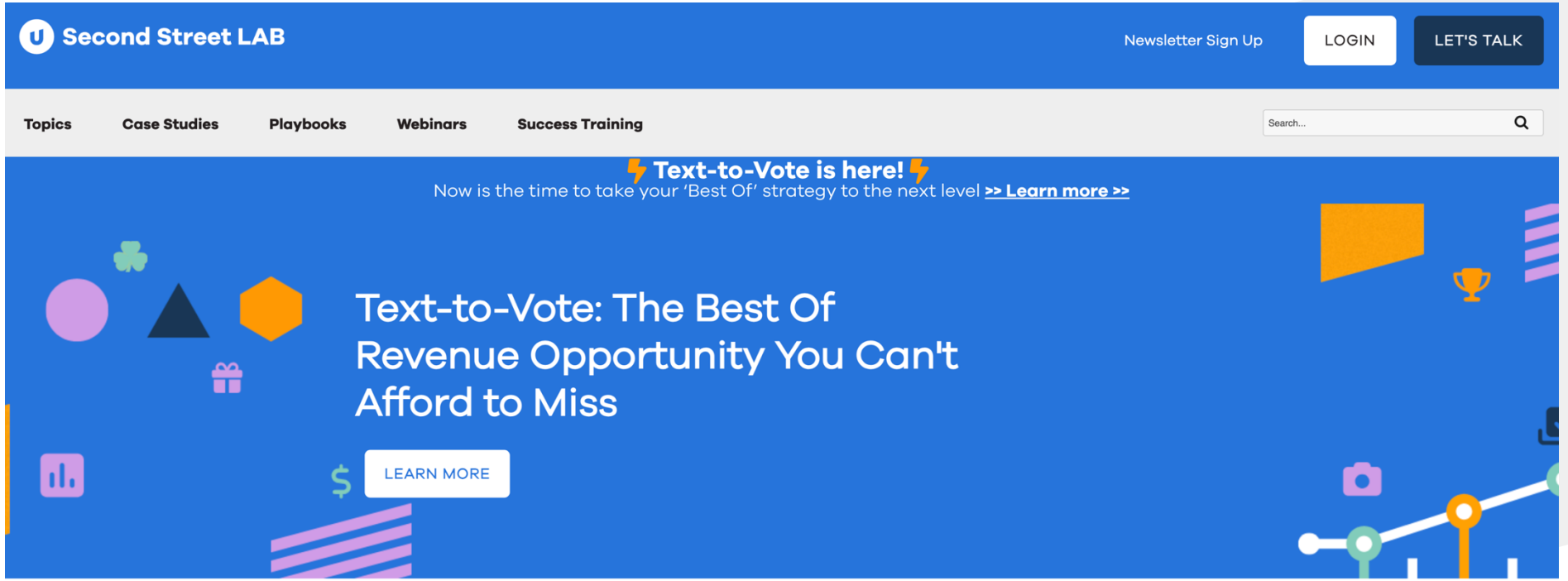
Thursday, October 29 | 12 PM CDT | 1 PM EDT

Take your Best Of revenue strategy to the next level with proven approaches for text-to-vote, eCommerce opportunities, tiered packaging models, and more. We'll cover how to position added value, overcome pricing objections, and help sellers confidently make Best Of a priority revenue driver.



https://uplandsoftware.com/secondstreet/resources/webinar/best-of-ballot-series-2026/

Resources







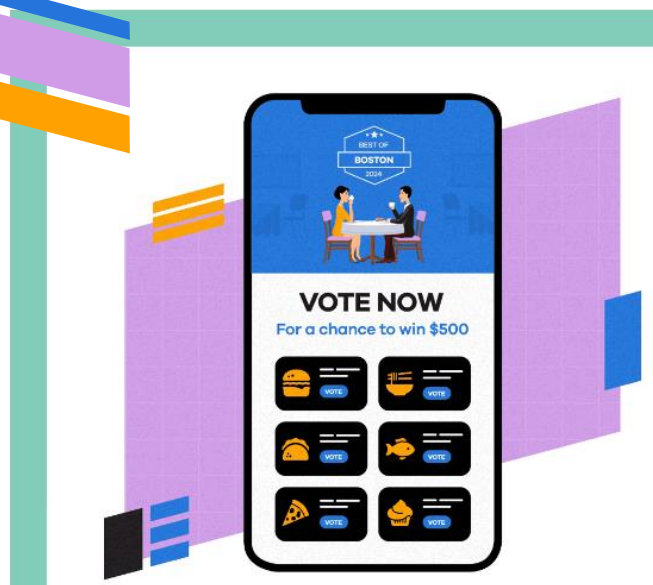


lab.secondstreet.com



Start nominating for the 2026 Second Street Awards NOW!

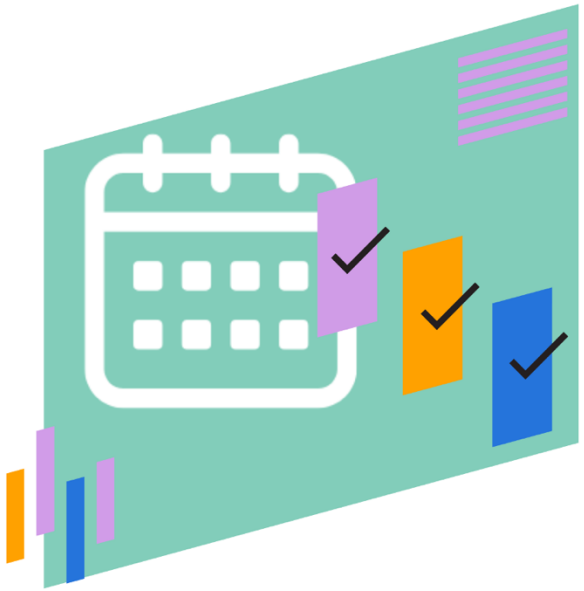
https://secondstreet.secondstreetapp.com/Second-Street-Awards-Nominations-2026/



Ballot Best Practices Guide

How to drive more revenue and engagement with 'Best Of' ballots

Second Street



Best Of Ballot Resources

Calendar, Sample Sales Sheets, & Revenue/Growth Calculator

Second Street

lab.secondstreet.com/playbooks/

Thank You!



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