Second Street

Best Of Ballot Series

Plan → Promote → Profit

Day 3: Best Of Revenue Accelerators



Welcome!



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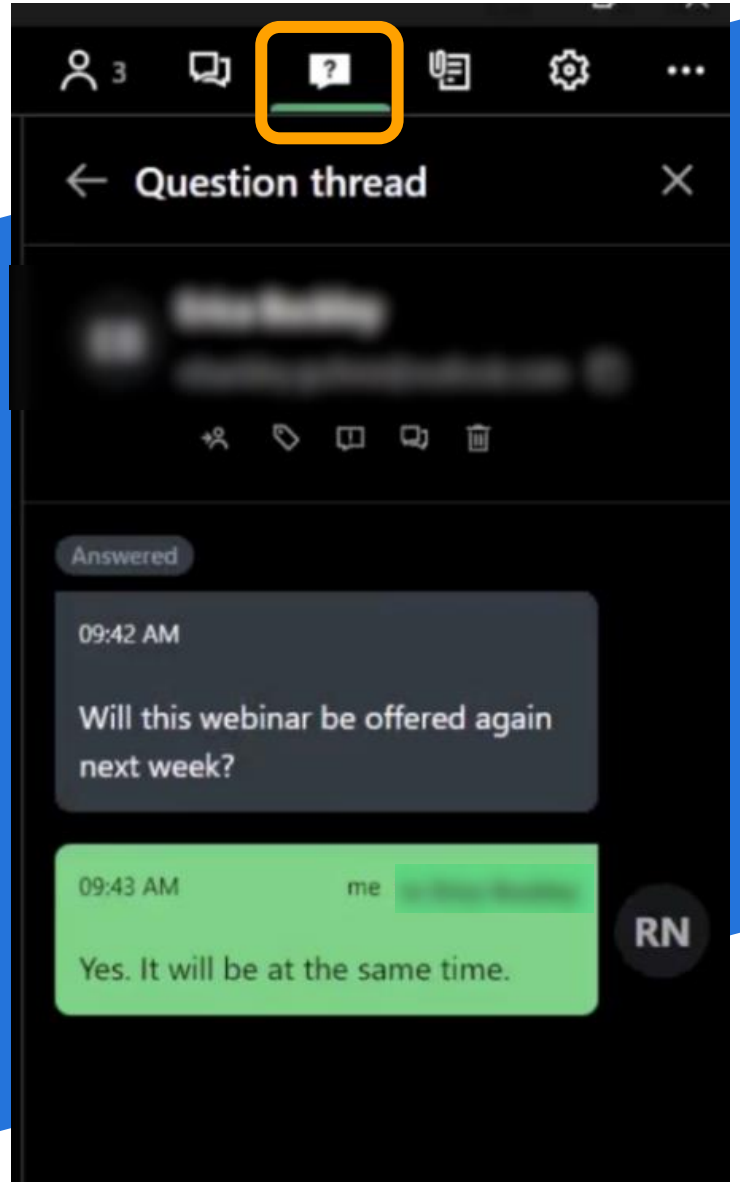
Got Questions?

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



We ran our Best of the
same as last year,
why didn’t our revenue grow?

THAT'S THE PROBLEM

These 3 things are preventing you from growing your Best Of revenue

Focusing on traditional programs

Reduced sales staff

Stagnant Best Of offerings

Problem #1

Focusing on Legacy/Traditional Programs

Solution:

Remove your lowest performing special sections

Problem #2

Reduced Sales Staff

Solution:

Remove your lowest performing special sections

Problem #2

Reduced Sales Staff

Solution:

Fractional/Limited Contract Resource

Problem #3

Stagnant Best Of Offerings

Solution:

Add new layers of value to your Best Of packages

These 3 ideas will add **layers of value** to your Best Of offerings

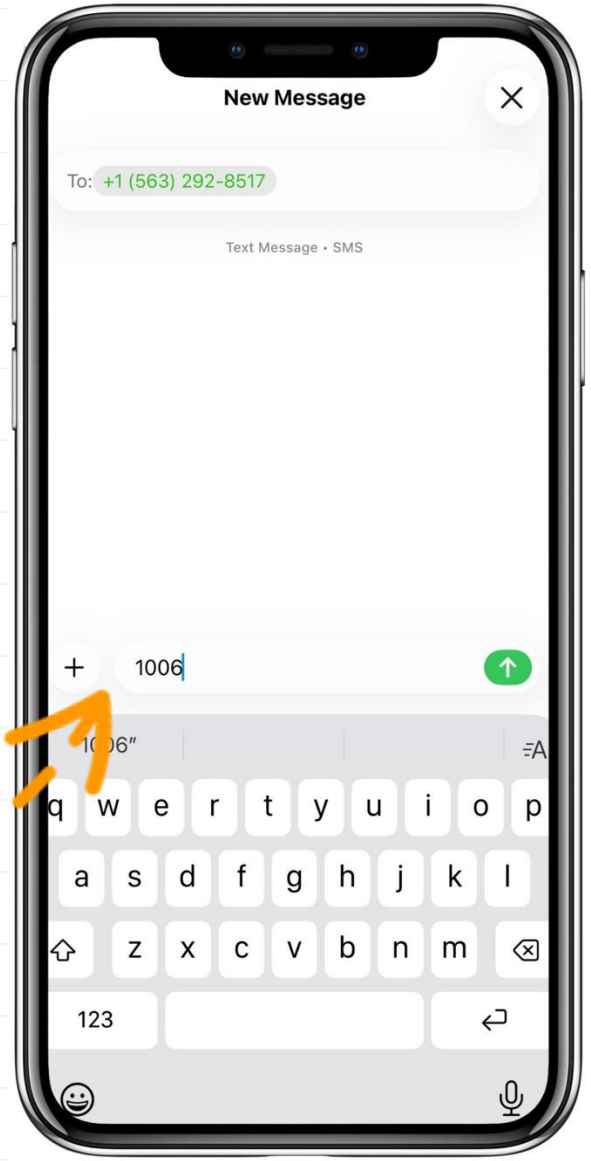
- Text-to-Vote
- eCommerce
- Innovative Packages

Text-to-Vote

What is Text-to-Vote?

A way for users to submit nominations/ votes via text

Another way to submit nominations/votes in seconds from anywhere



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 the Ballot

FACIAL & SKINCARE SERVICES

a business that specializes in skincare treatments extraction, facials, peels, etc.

Featured Entrants

WELL LABS+
MEDSPA

Well Labs+ Medspa

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

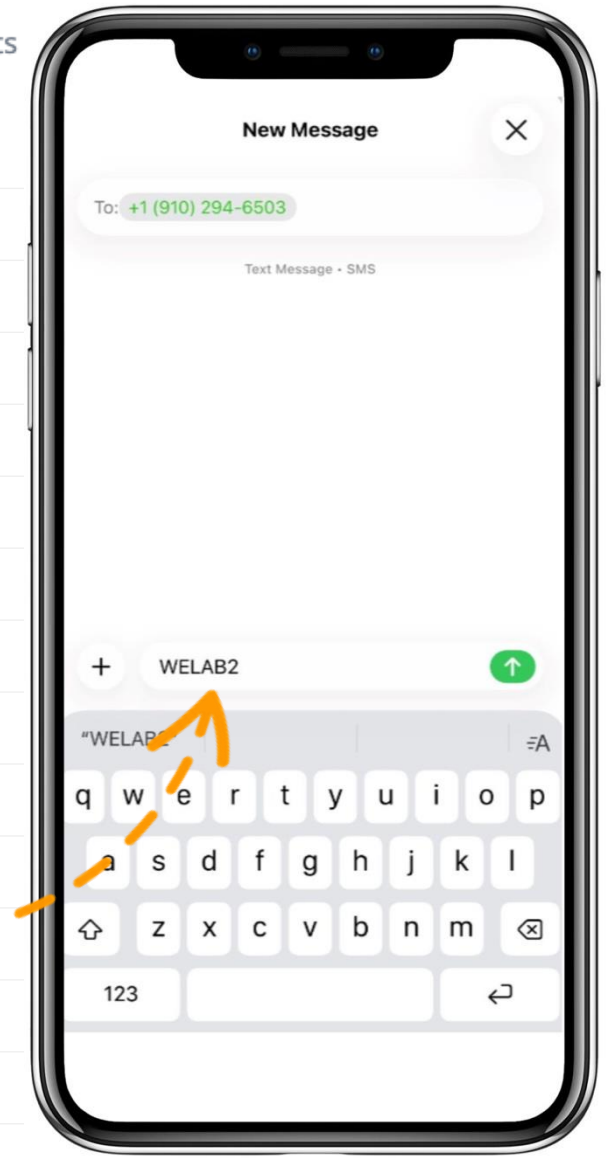
(910) 725-0134

southernpines.wellabsplus.com/

facebook.com/south...

Text WELAB2 to 19102946503 to vote.
Msg freq varies.

VOTE



Keyword & 10DLC will appear on the entrant

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

Case Study

Best of the Pines

The Pilot

YOY Stats:

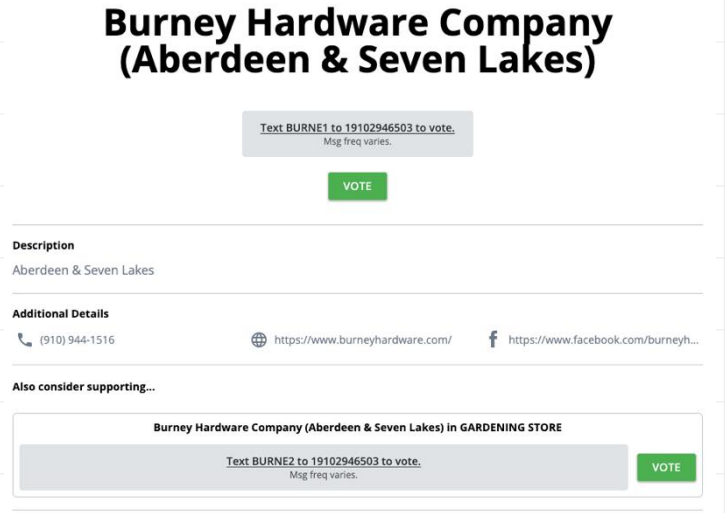
- 36% increase in users
- 26% increase in nominations
- 17% increase in votes
- 53% increase in ballot sales

*Not including event, winners' packages, etc

$30,000 in keyword sales







In just nomination & voting sales, we grew revenue by $50,000. For the first time ever, we broke over $300,000 in sales, not including our event or additional programming. And all of this is because of text-to-vote.

Case Study

Best of the Best

Trib-Total Media

- Included keywords in **Mega Package**
  - $250 add-on to any other packages
  - $300 a la Carte
- 50% increase in votes YOY
- 65% increase in participants YOY

$24,500 in keyword sales!

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/allegheny-north/...

🏚️ SOUTHWEST
📱 Text: SHINGLE to 412-685-8626
📩 Nominate Online:
https://bestofthebest.triblive.com/allegheny-south/...

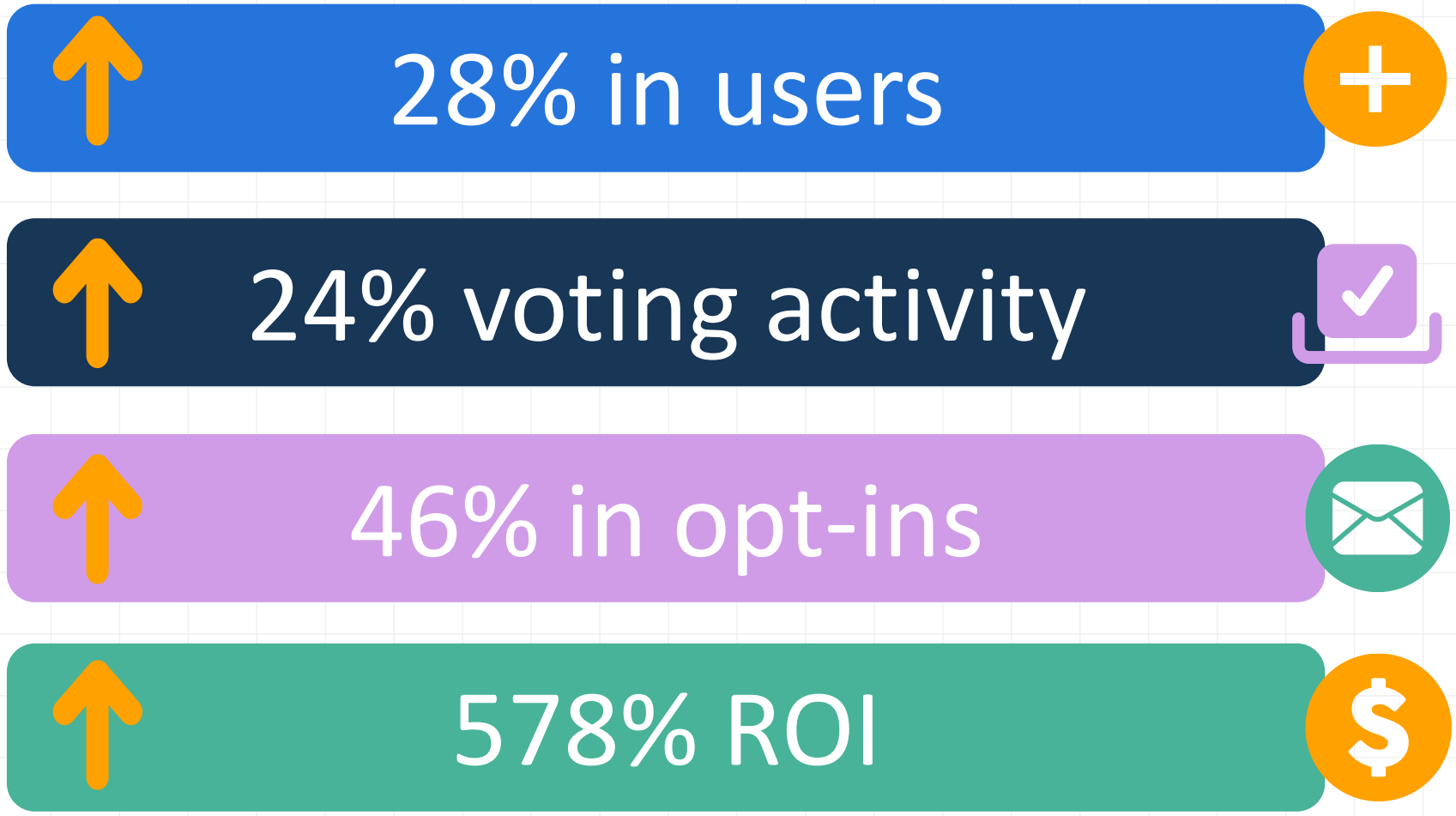
🔨 EAST
📱 Text: EAVES to 412-685-8626
📩 Nominate Online:
https://bestofthebest.triblive.com/allegheny-east/...

🔧 WESTMORELAND
📱 Text: RIDGE to 412-685-8626
📩 Nominate Online:
https://bestofthebest.triblive.com/westmoreland/...



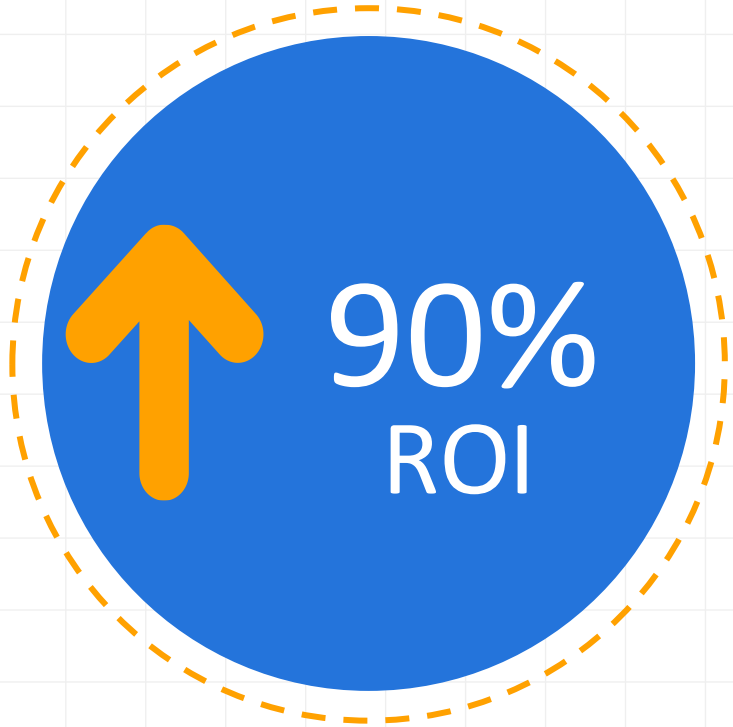
If someone bought the text-to-vote in the nomination round, it carried over to the voting round. We need to rethink that strategy and have a different fee structure for next year.

The Impact of Text-to-Vote



The Impact of Text-to-Vote

Increases revenue on average **$14k** YOY



How to Sell Text-to-Vote

Text-to-Vote Value Proposition

Convenient for Voters

Increased Engagement

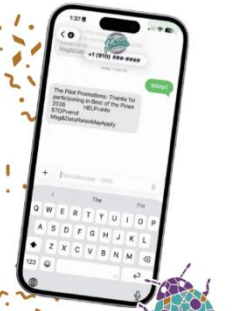
Competitive Advantage

Increased Marketing Reach

Revise Your Sales Sheets

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

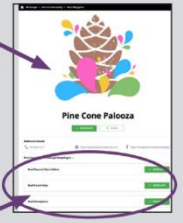
Example of Regular Listing



Example of Enhanced Listing

Your business logo here!

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 ba[illegible] ads in The Pilot's Brief[illegible] Email

EARLY BIRD SPECIAL $1049 TOTAL= ~~$1195~~ 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= ~~$699~~ 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= ~~$345~~ 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 [illegible]ations: 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

Text-to-Vote Competitive Advantage

Businesses using text-to-vote have an

80%

higher chance of winning



Overcoming Objections

“This sounds like pay to play”

It's not paying for votes, it's giving your audience a more convenient way to vote for you. Keywords are included in every package. You can also buy keywords without an advertising package.

“I already promote heavily”

You're already driving customers to take action, that's great! This simply removes friction from the process, giving them the fastest possible path to vote for your business. Remember, businesses with keywords are 2x more likely to win their category.

“I don't need more advertising”

This isn't really an advertising product. It's a tool that provides extended marketing reach. Keywords provide a faster and easier way to generate votes.

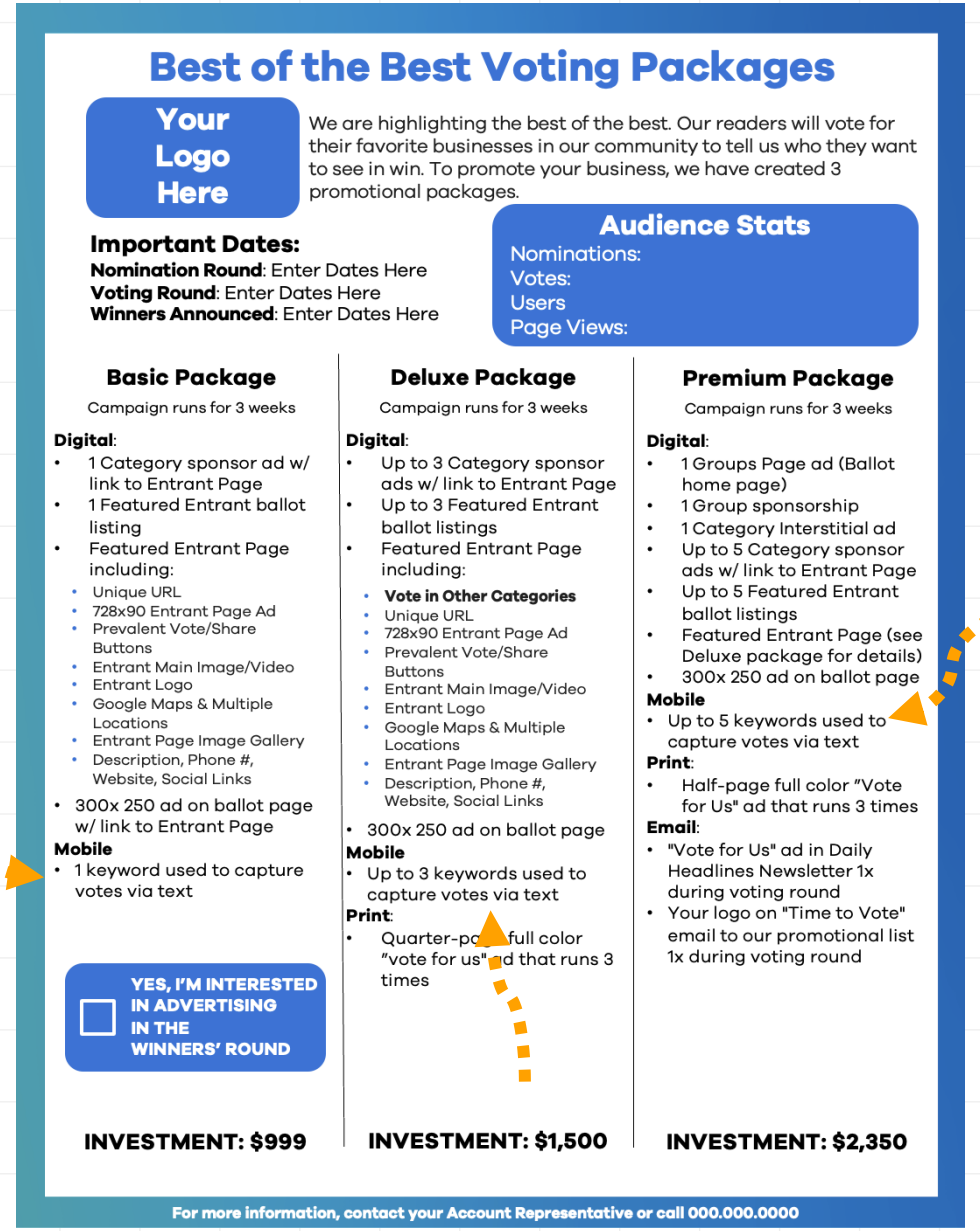
Text-to-Vote Best Practices

Text-to-Vote Best Practices

Include keywords in all packages

Can also sell a la carte:

$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

For more information, contact your Account Representative or call 000.000.0000

Text-to-Vote Best Practices

Don’t undersell

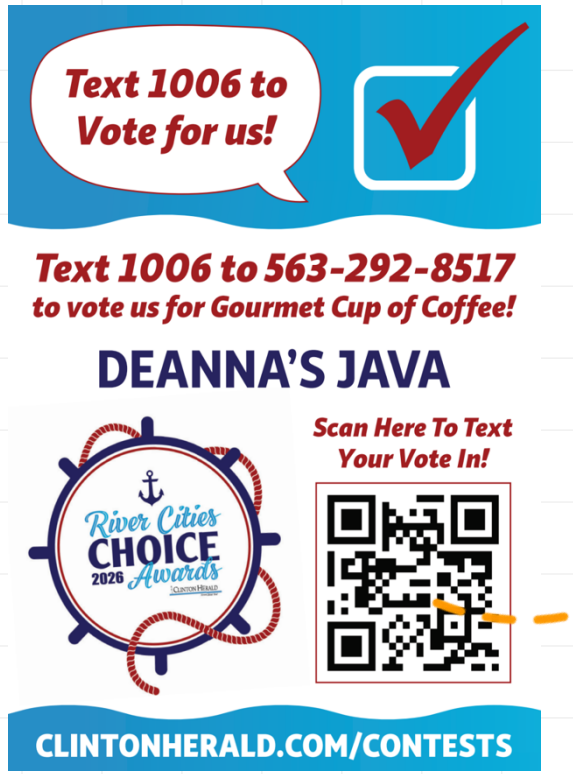
If someone bought the text-to-vote in the nomination round, it carried over to the voting round. We need to rethink that strategy and have a different fee structure for next year.

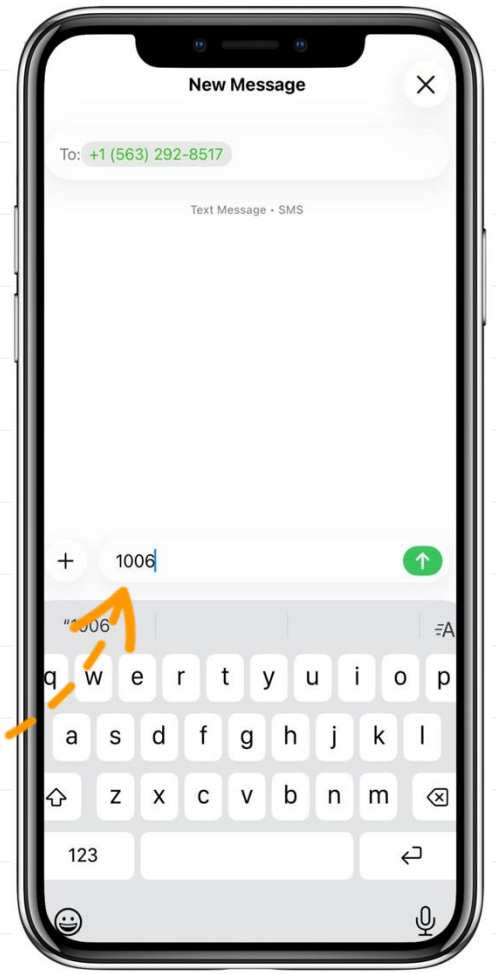
I know we should have charged more, and will increase prices for the final voting round.

“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!

Text-to-Vote Best Practices

Include marketing resources

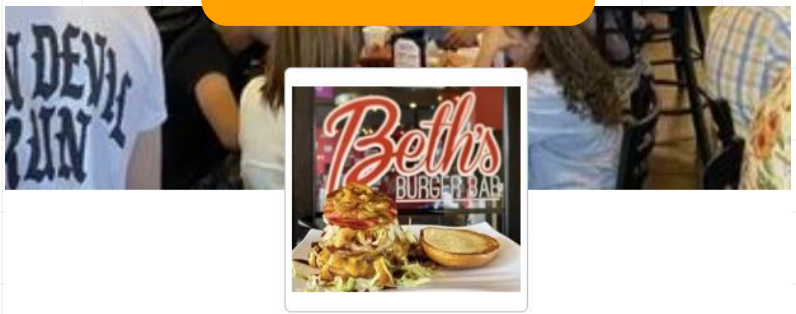




Text-to-Vote Best Practices

Use 4-digit numerical keywords

BAD



Beth's Burger Bar

Text BETHSBURGER to 123456789 to vote.
Msg freq varies.

VOTE SHARE

GOOD



Beth's Burger Bar

Text 1234 to 123456789 to vote.
Msg freq varies.

VOTE SHARE

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

Fill out this form, and we will reach out!

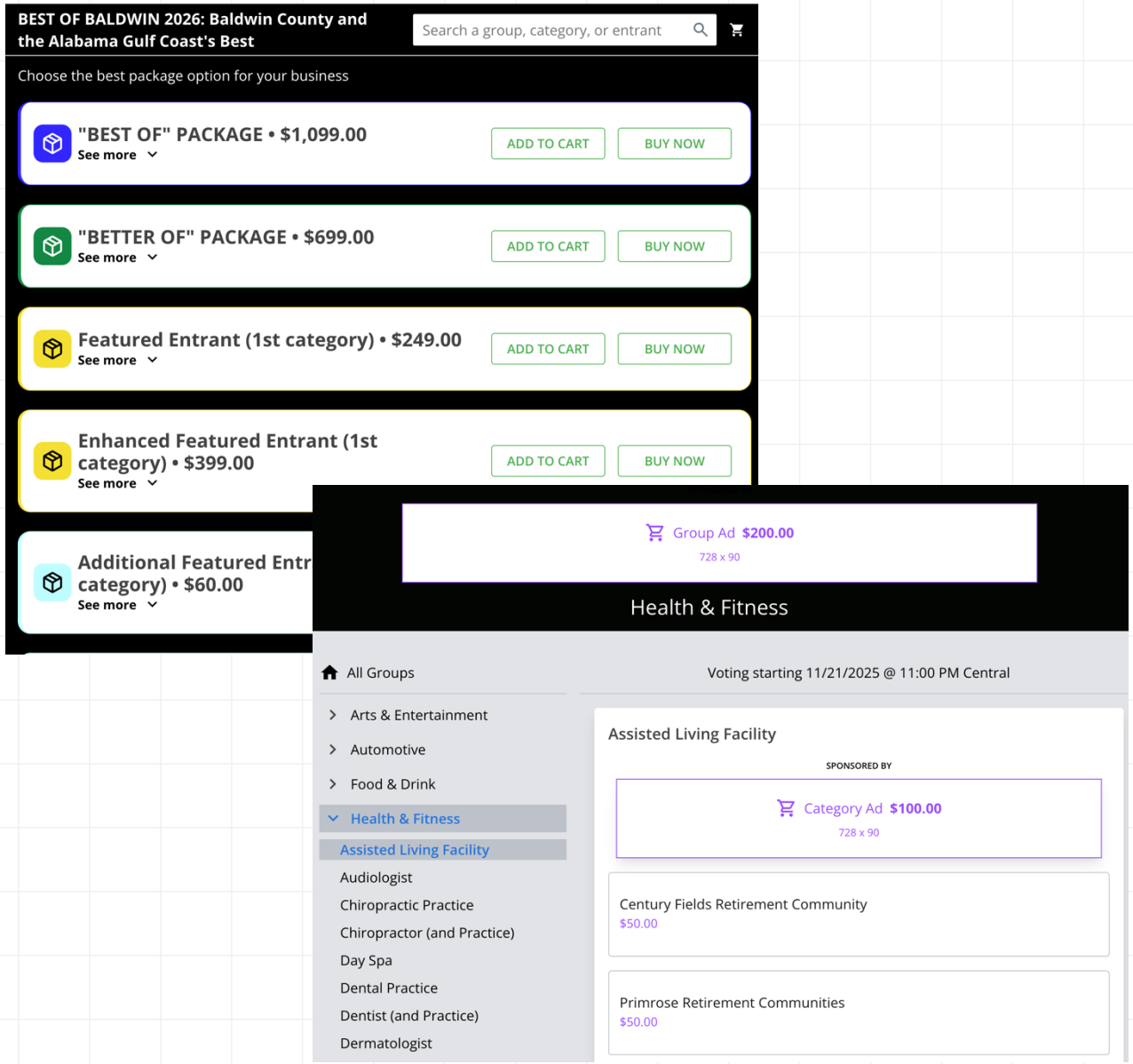
eCommerce

There is NO cost to you…
so no reason
NOT to turn it on!

This is strictly a way for you to generate **passive revenue**

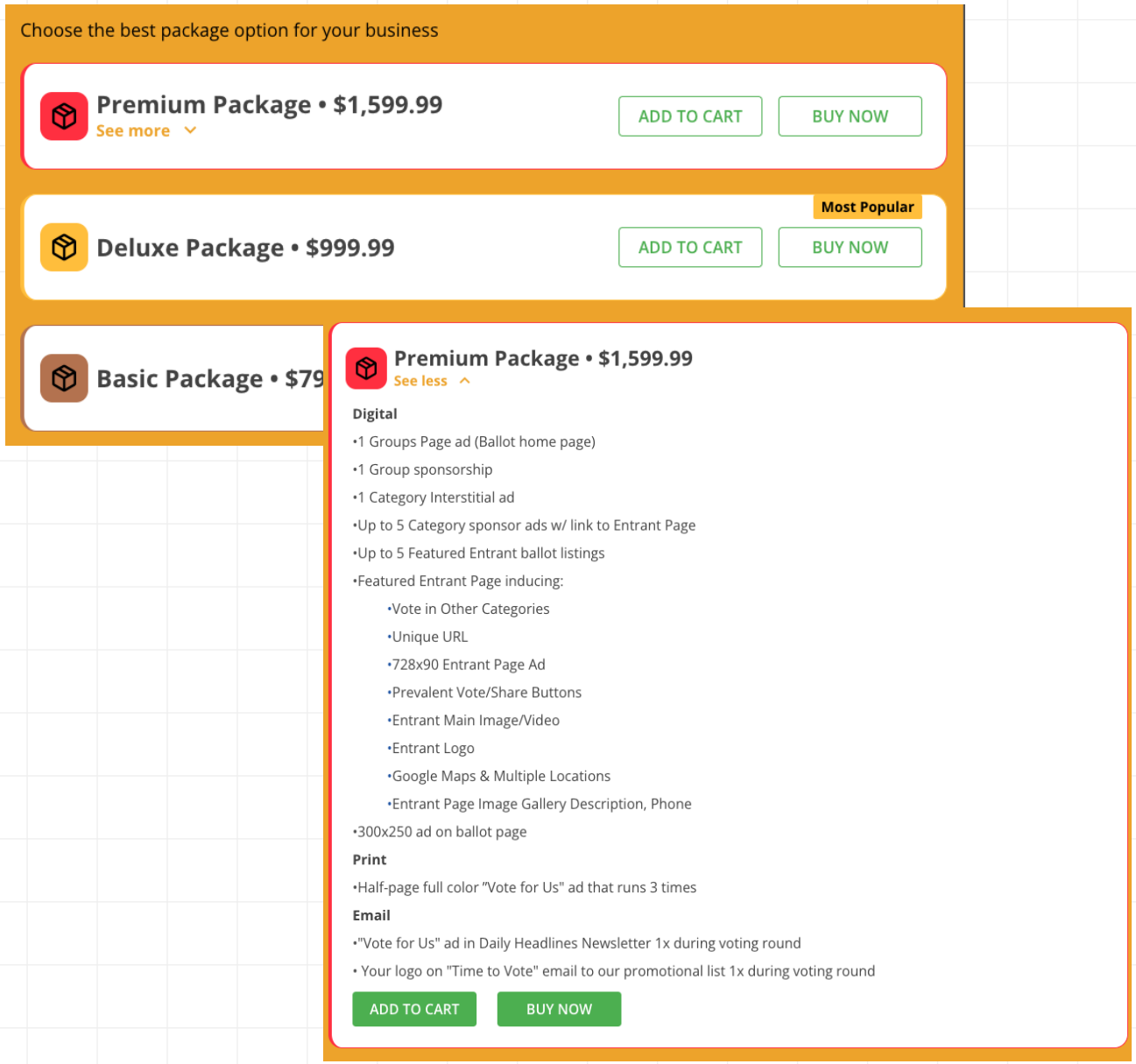
How It Works

- ☑ Integration with Stripe
- ☑ Sell ad spaces, featured listing upgrades, or custom package
- ☑ Sell in both nomination and voting phases
- ☑ Purchasing can happen BEFORE nomination ballot opens – until the end of voting phase
- ☑ Businesses can upload their own assets!



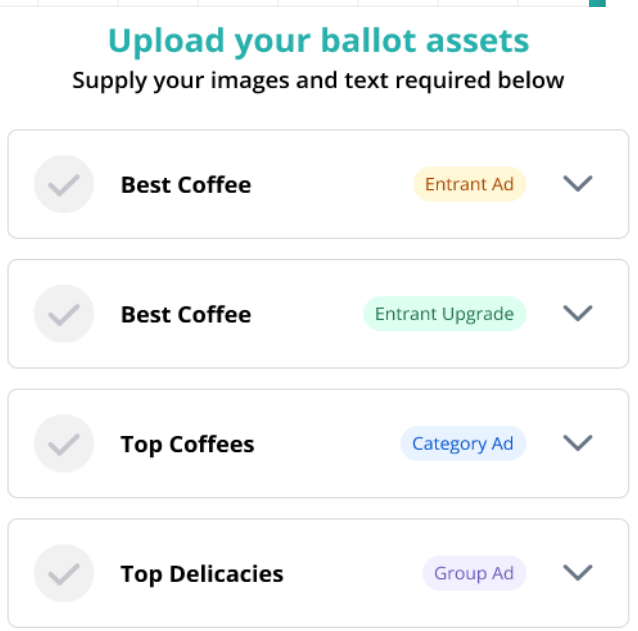
Custom Packages

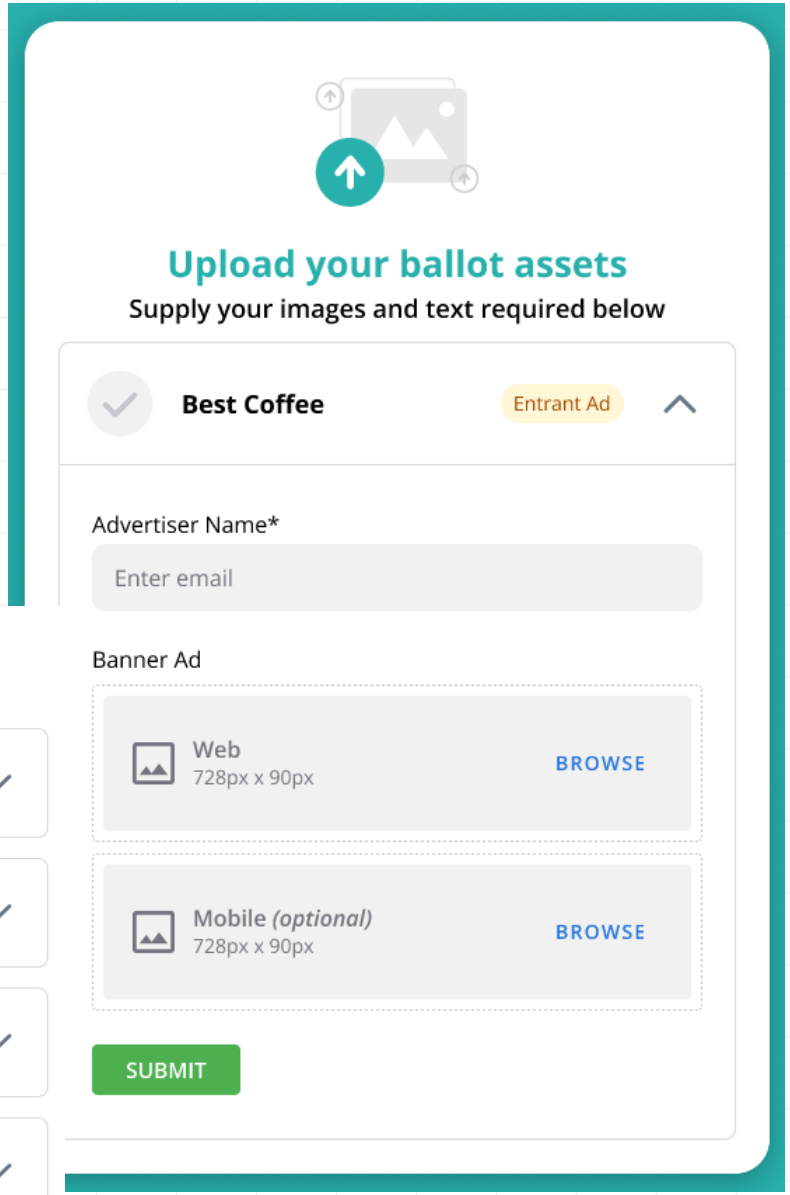
- ☑ Craft 3 tiers of packages
- ☑ Include multi-media offerings
- ☑ Utilize call-outs to drive sales
  - Most Popular
  - Best Value
  - Early Bird Special



Asset Portal

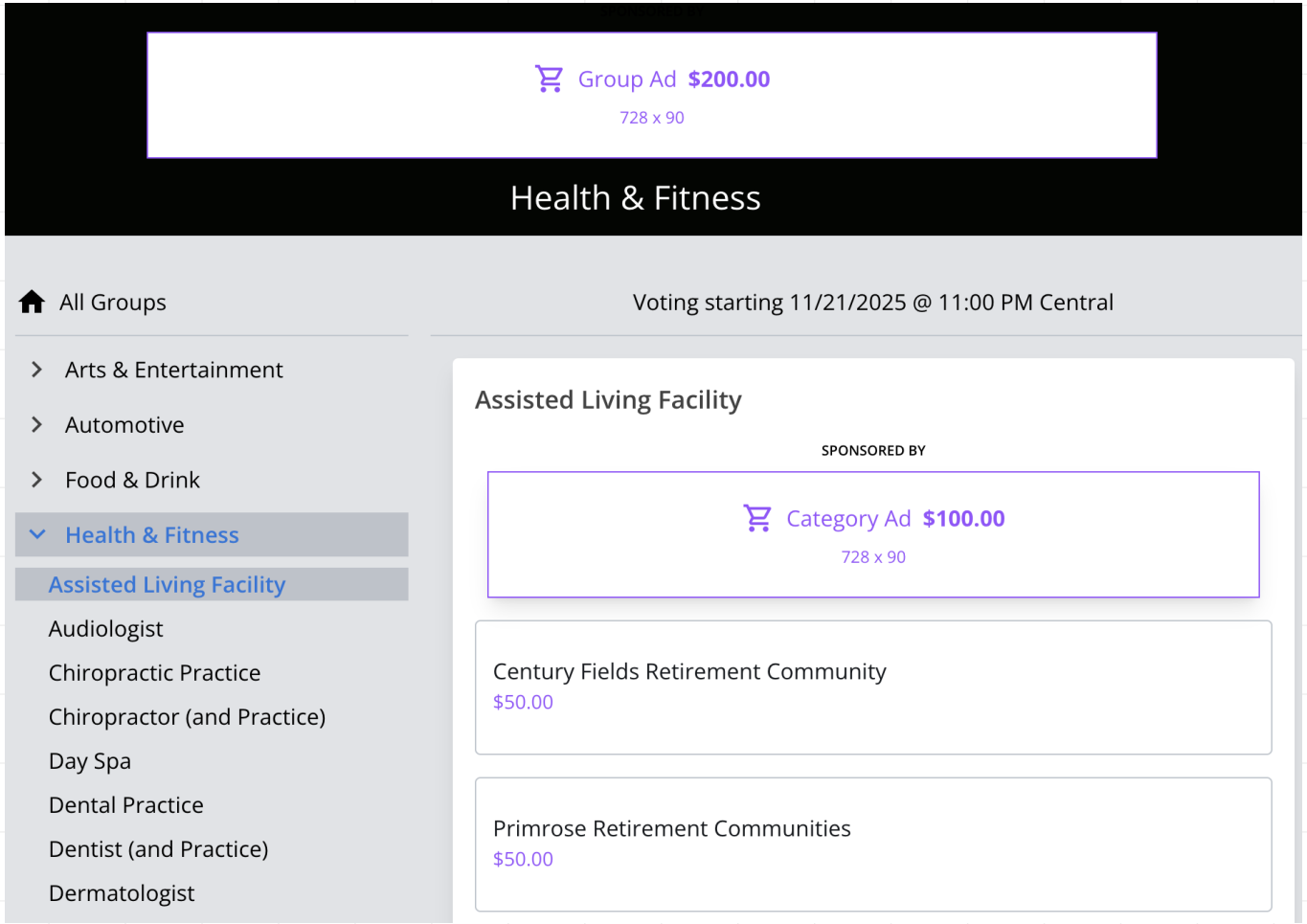
- If an advertiser purchases one-off ads (not a package), they can import ads through the Ballot Asset Portal
- Advertisers can submit image and text assets for self-serve fulfilment
- Automatically added to the ballot once uploaded





One-Off Ad Purchase Best Practices

- ☑ Featured Listing Upgrade
  - $149 per listing
- ☑ Entrant Ad
  - Include in the price of a featured listing
- ☑ Groups Page Ad
  - $999 / 2-3 inventory
  - $2,000 for exclusivity
- ☑ Group Ad
  - $550 / 5 inventory per group
- ☑ Group Ad
  - $550 / 5 inventory per group
- ☑ Category Ad
  - $245 / 5 inventory per category
- ☑ Category Interstitial
  - $199 / 30+ inventory
  - Best Practice: every 5-7 categories



From real use:

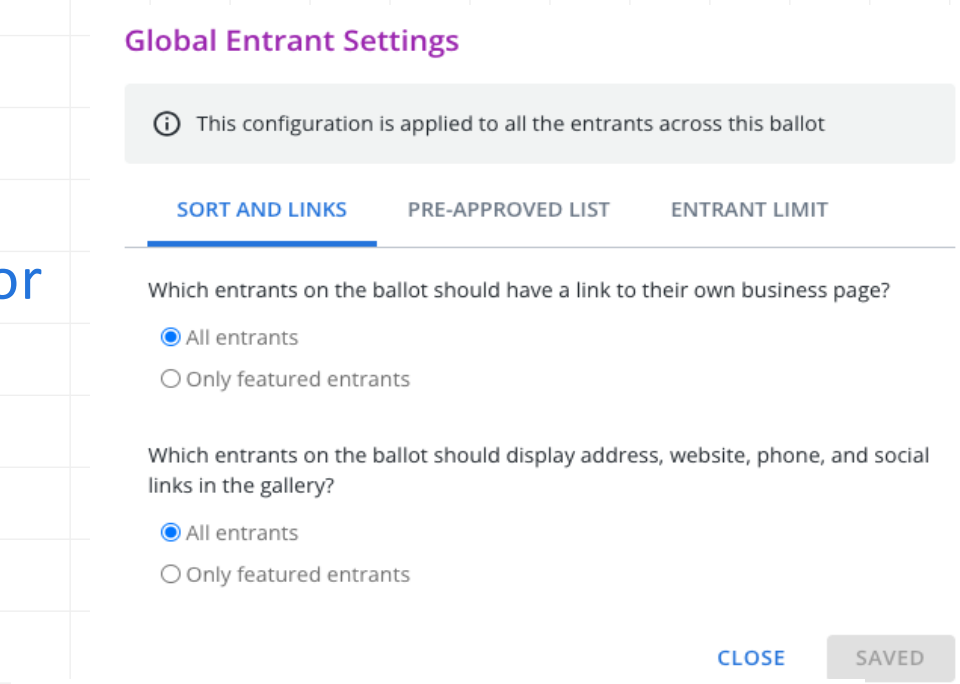
$4,100 made passively

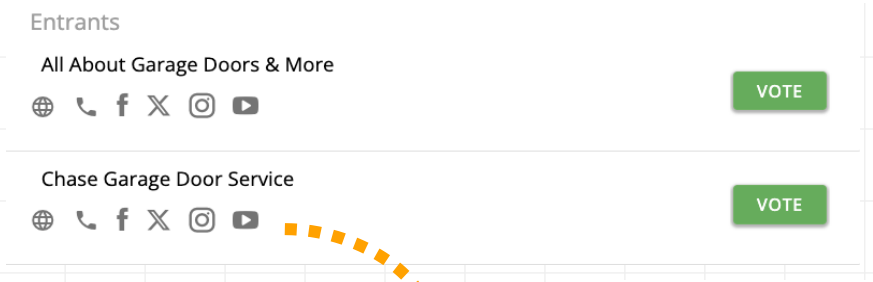
Average sale: $413

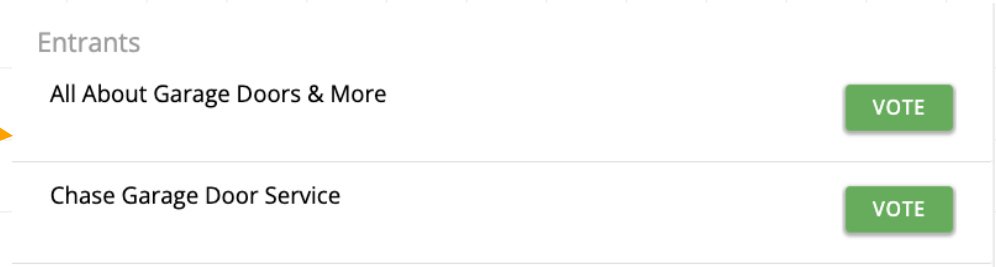
Innovative Packaging Strategies

Tiered Featured Entrants

- ☑ Disable stand-alone pages for non-featured entrants
- ☑ Hide entrant details in the gallery for non-featured entrants







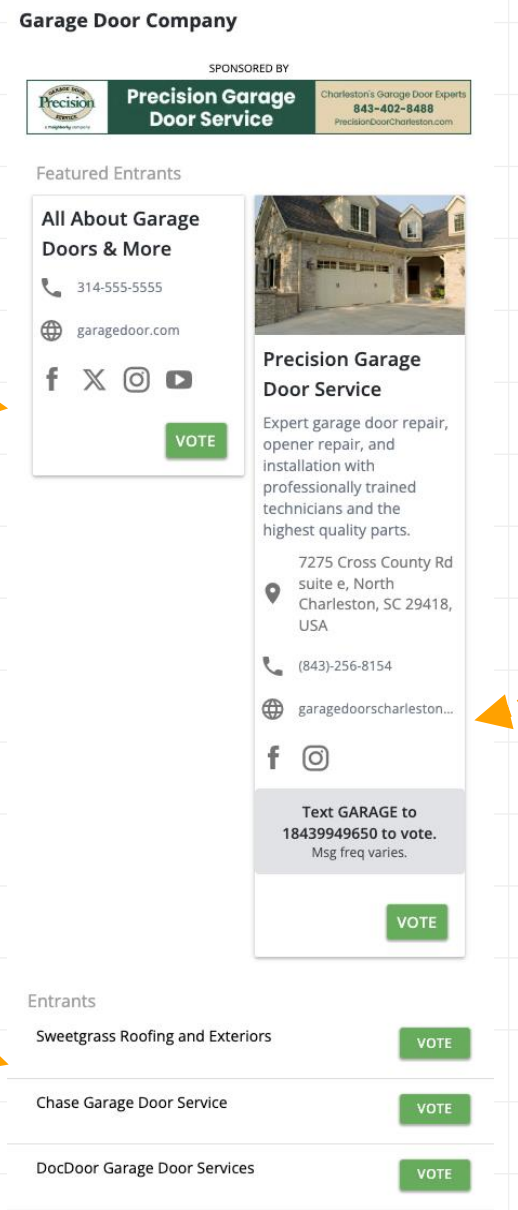
Tiered Featured Entrants

- ☑ Basic Tier - $300
  - Logo
  - Short description
  - Links to your website & social pages
  - Unique URL
- ☑ Premier Tier - $450
  - SMS Keyword
  - Logo
  - Short description
  - Links to your website & social pages
  - Unique URL
  - QR Code
  - trackable 600x200 entrant page banner ad
  - Button promoting nomination/voting for your entry in multiple categories
  - Photo gallery of up to 8 photos promoting your business/entry
- ☑ $100 for each additional category

Basic Featured Entrant Tier

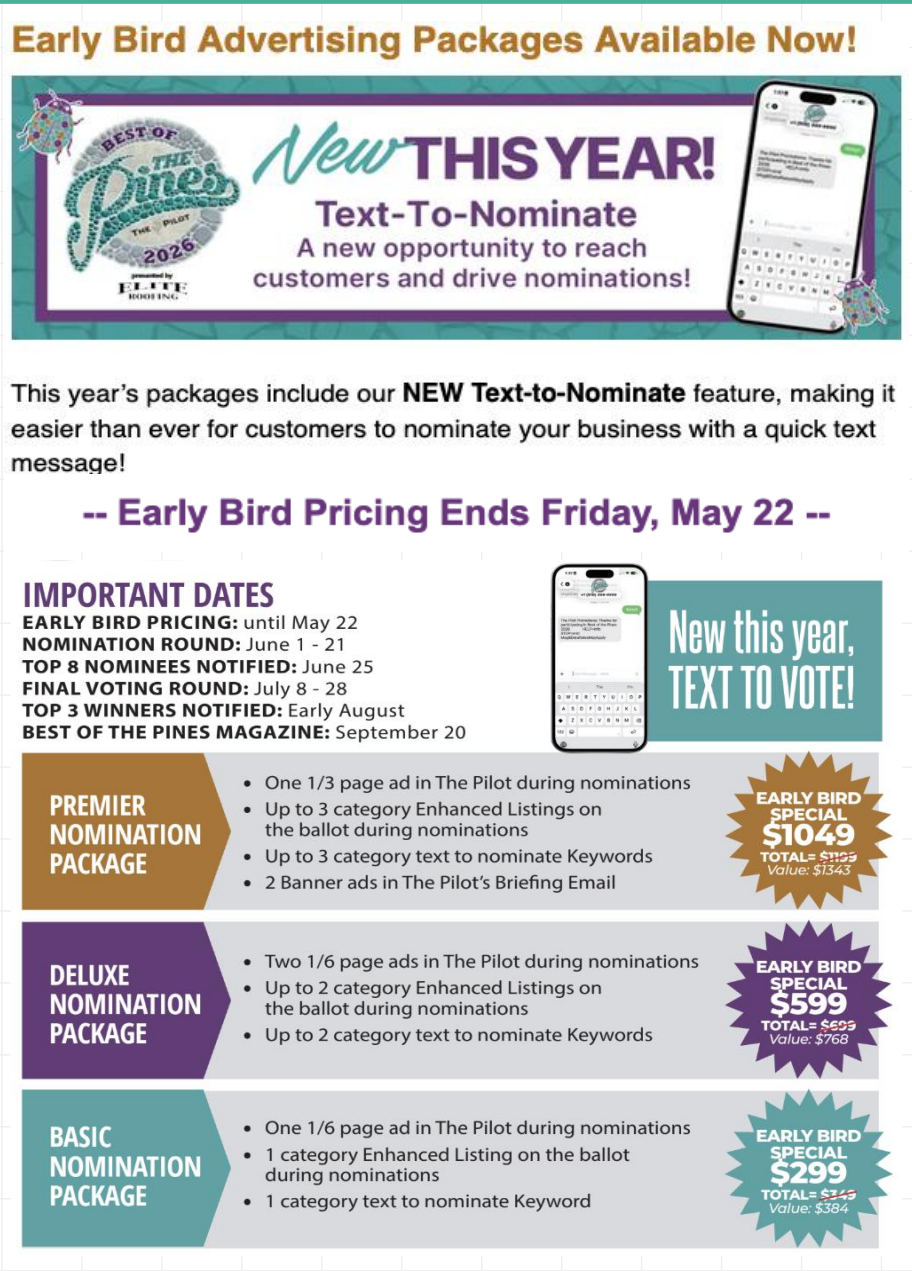
Platinum Featured Entrant Tier

Non-featured entrant



Early Bird Specials

- Incentivizes early package purchases
- Early bird rates for both nomination & voting packages available until 1 week prior to nominations opening
- Use your 2026 rates as early bird pricing for 2027
- Allows you to increase rates in 2027 while still offering businesses special rates
- Provides a way to increase rates without upsetting relationships



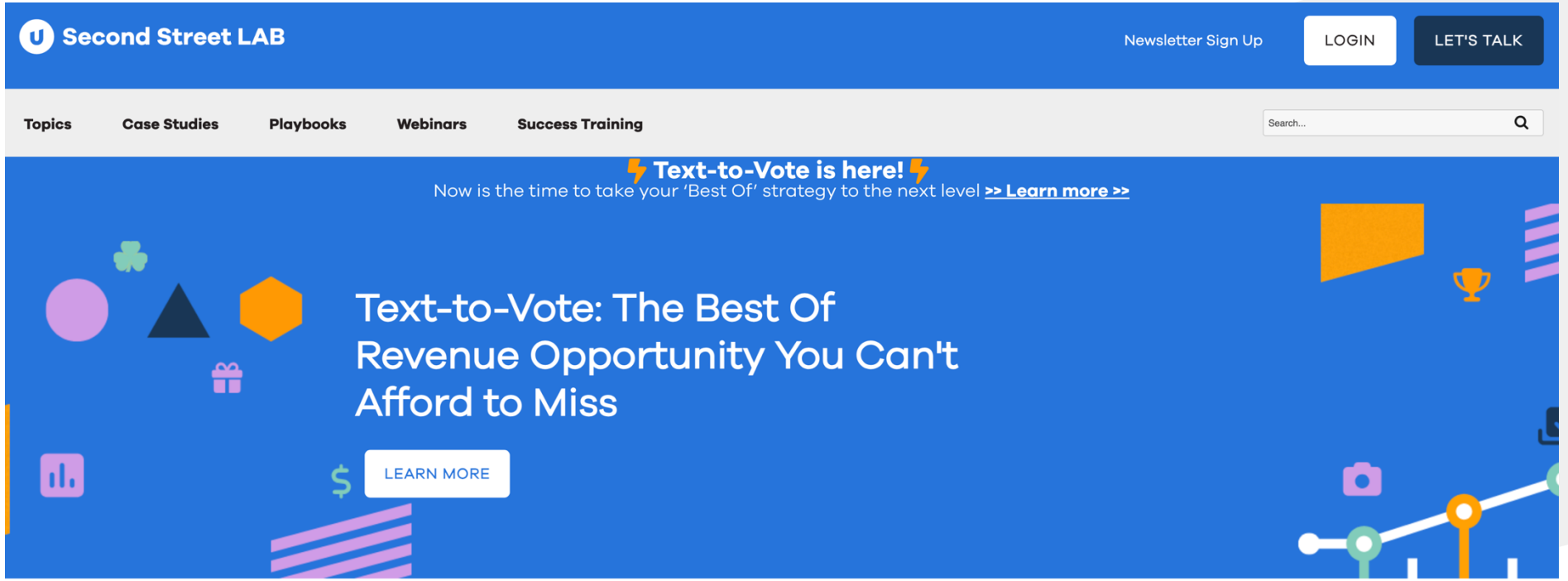
These 3 ideas that will grow your Best Of revenue

Removing underperforming programs

Hiring a fractional sales leader

Adding new layers of value to Best Of packages

Resources







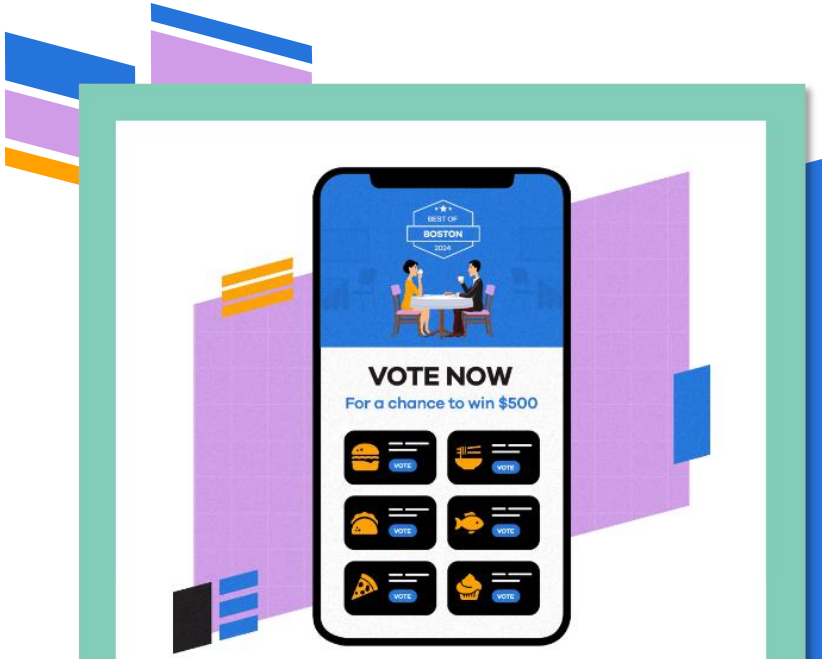


lab.secondstreet.com



Start nominating for the 2026 Second Street Awards NOW!

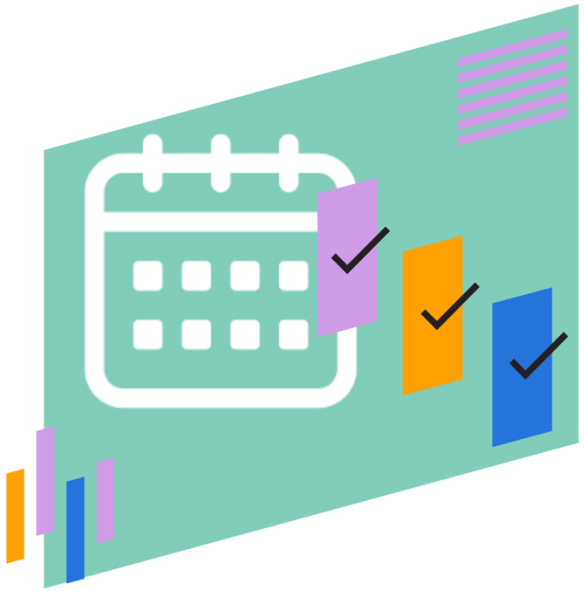
https://secondstreet.secondstreetapp.com/Second-Street-Awards-Nominations-2026/



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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