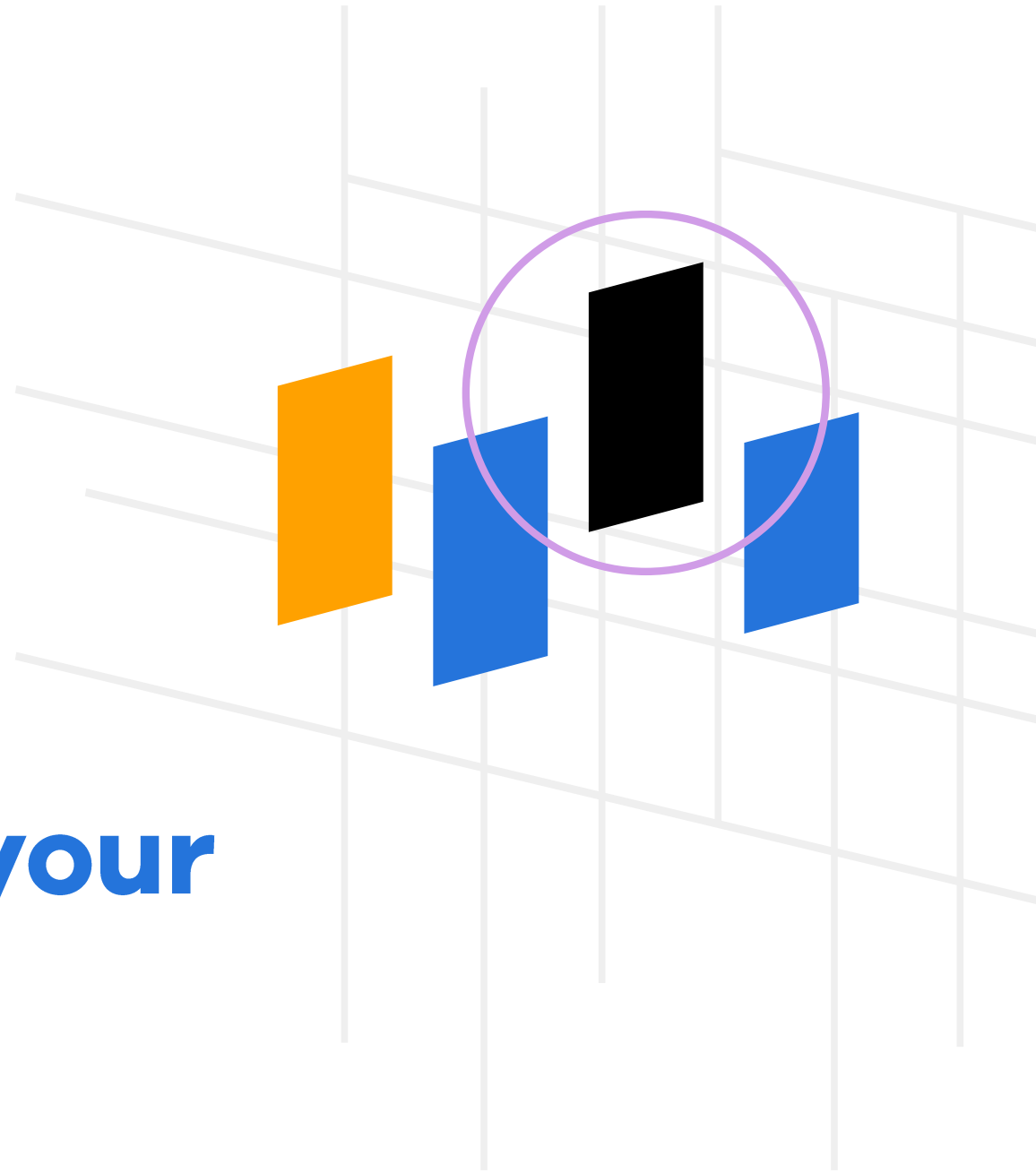




Master Class

How to Engage your Audience and Grow your Database with Promotions



Welcome



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com

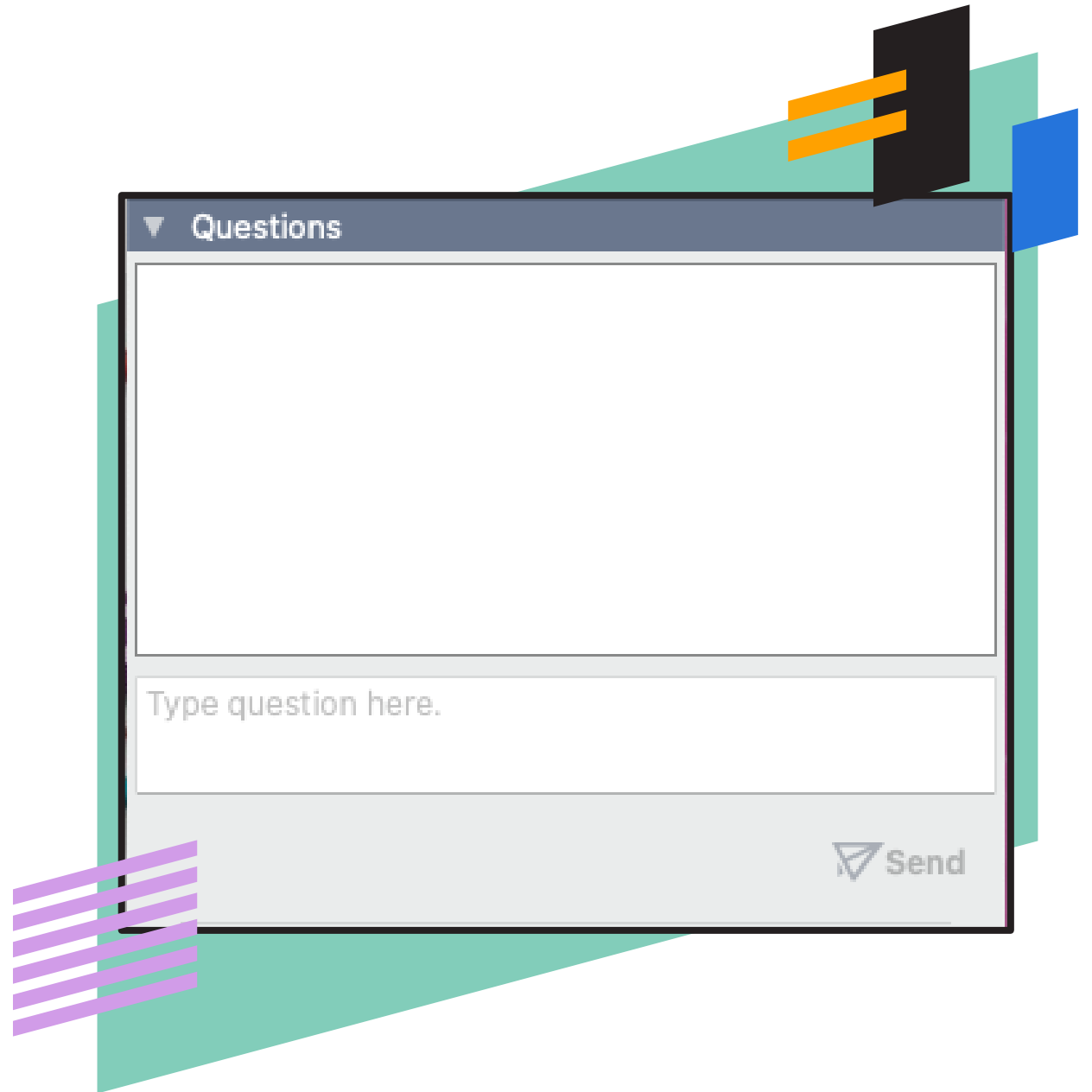


Matt Hummert

Customer Success Manager
mhummert@uplandsoftware.com

Do you have questions?

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

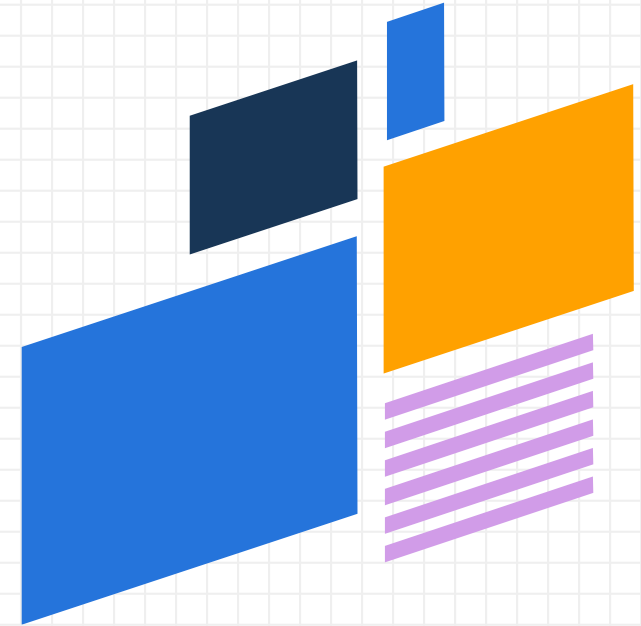




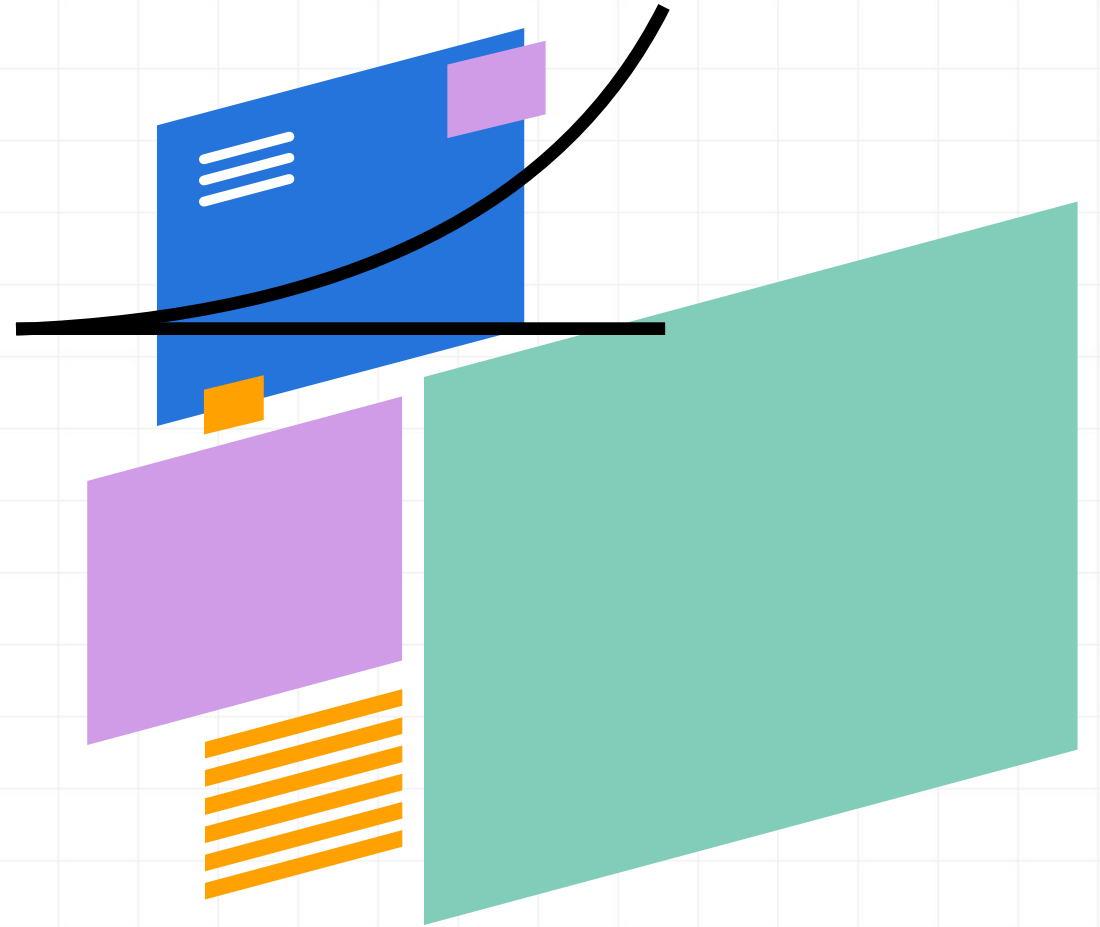
The Opportunity

“There’s an opportunity that many newsrooms miss, a huge opportunity... engagement plus capture.”

Dan Oshinsky
Inbox Collective

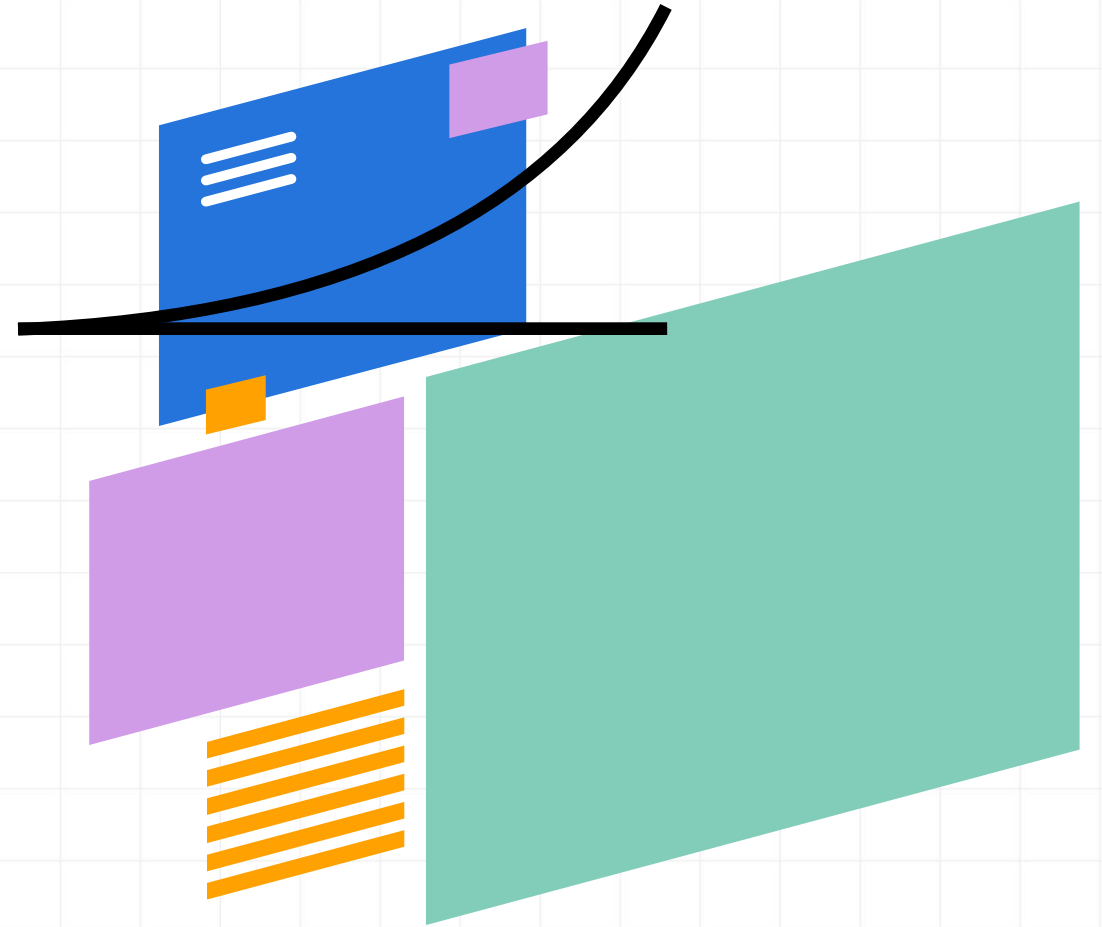


We are living in an
Attention Economy



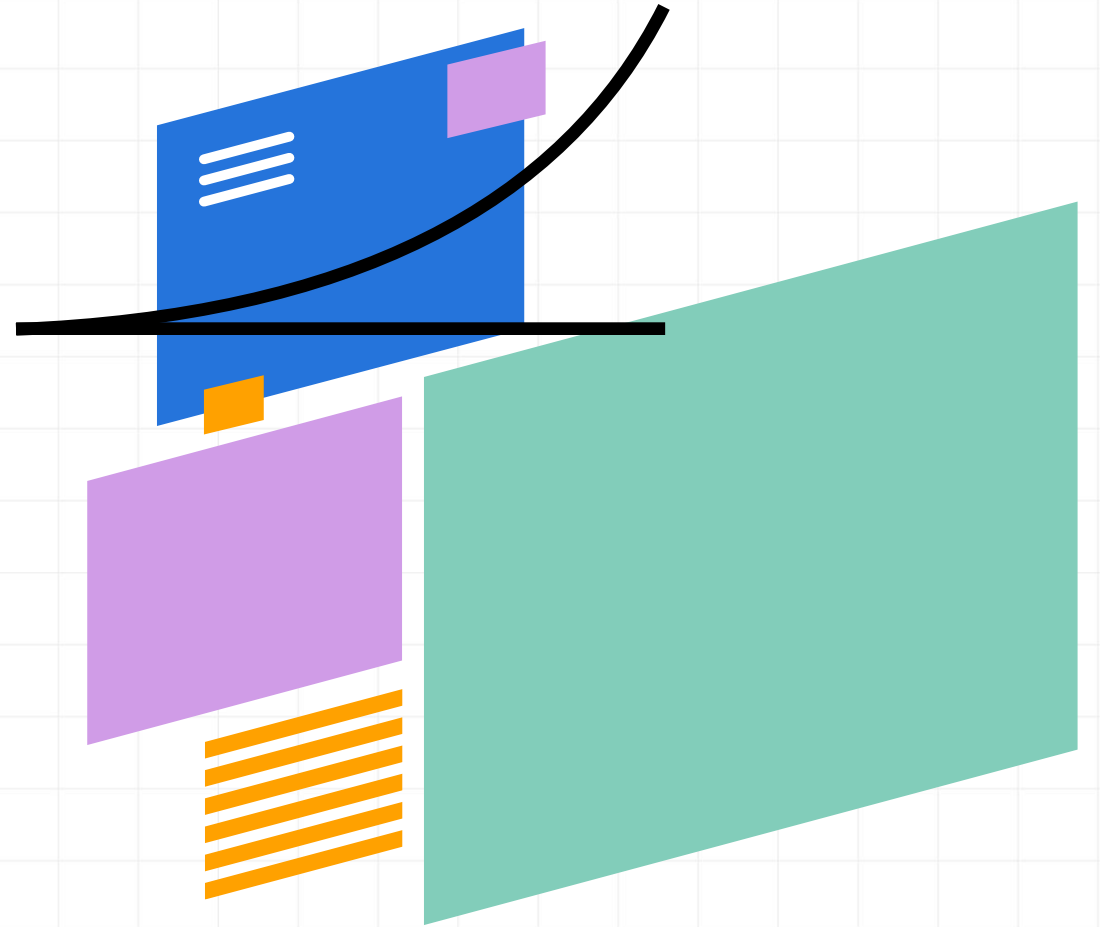
What does this mean?

“Many firms understand the scarcity of our attention and are adapting their business models to capitalize on it.”



You need to:

- Grow the number of subscribers/viewers/listeners you have, and
- Create loyalty to retain them



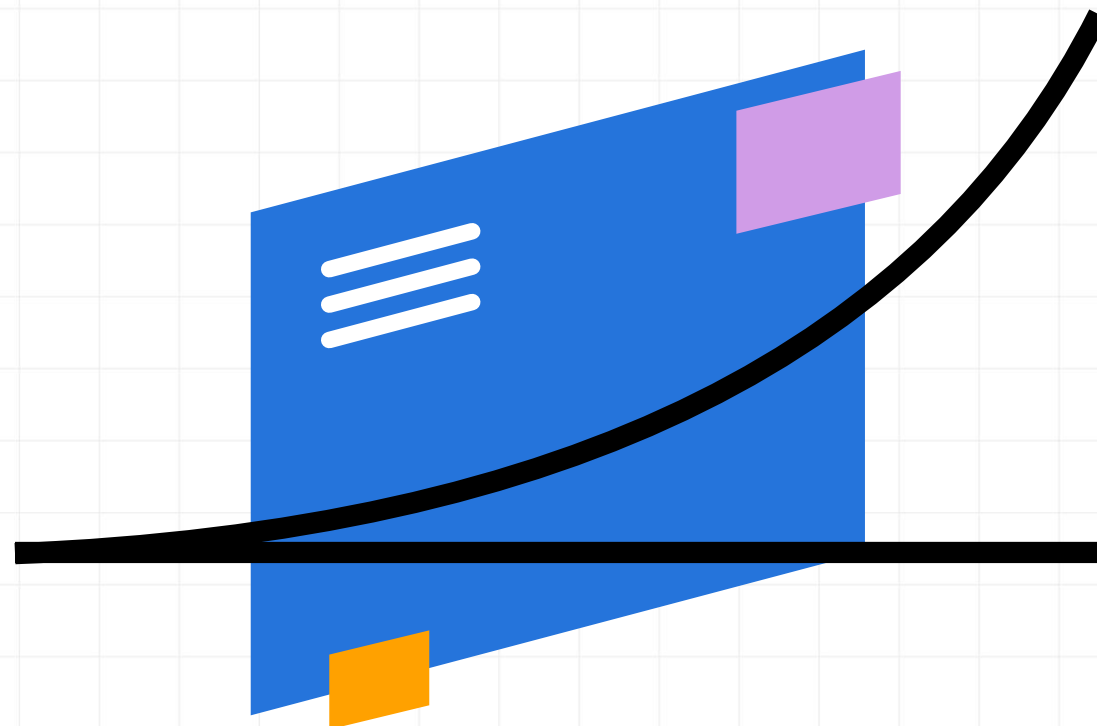


But **HOW** do you grow?

Amongst current partners:

87%

Of email database growth
comes from contests &
interactive content through
Second Street



Case Study

Wehco Media, Inc.

- 500,000 emails via promotions
- 27,000 subscription conversions
- 4.7%-7.7% conversion rate
- **LTV = \$9 per email address**



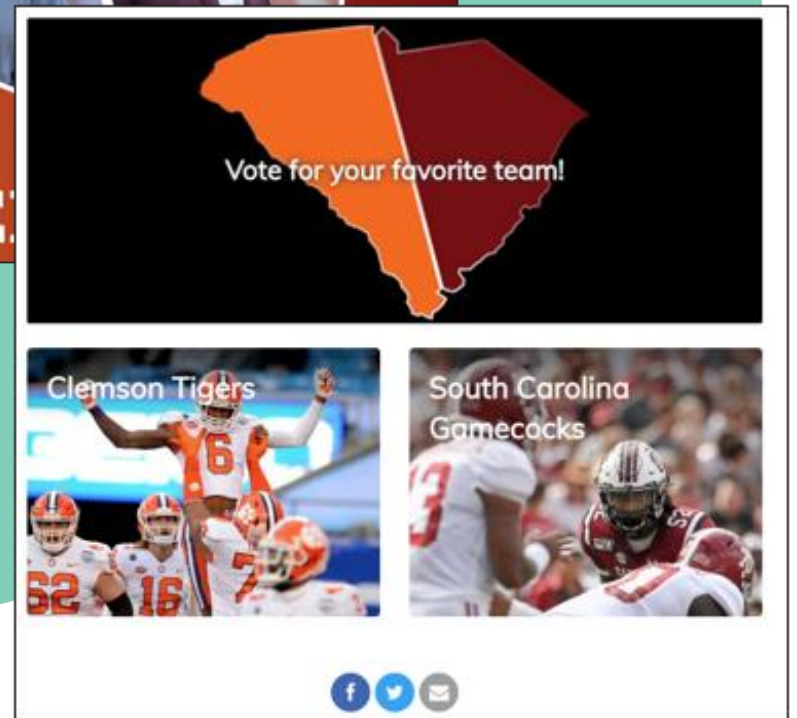
WEHCO MEDIA, INC.



How to Engage and Grow

How to Engage your Audience

Choose topics your audience cares about



How to Engage your Audience

Choose topics that align with your editorial calendar



Q3	Q4
High School Sports	Pro & College Football
Back to School	Winter Holidays
Pro & College Football	Weather Safety
Fall Home Show	Holiday Shopping Guide

How to Engage your Audience

Choose topics that are highly shareable

THE BUFFALO NEWS 2021
Best OF **716**
WESTERN NEW YORKERS DECIDE

The Buffalo News Best of 716

Thank you for voting! Winners were announced in a Best of 716 special section that published in The Buffalo News on September 19, 2021. If you missed it, you can view a digital version [here](#).

For more information on The Buffalo News Best of 716, contact your sales executive or email us at LCislo@buffnews.com.

2022 Contest Timeline:
Nominations will start May 10, 2022!

Contest Timeline 2021:
The Best of 716 Nominations: May 10 - May 30
The Best of 716 Voting: June 21 - July 11

SPONSORED BY & IN MEMORY OF
RAY H. WINTERS, P.C.
ATTORNEY AT LAW

Student of the Month

It's time to nominate & vote for a student in Horry County that you believe should be recognized as **May Student of the Month**!

The student with the most votes by the end of the month **WINS!**
The winning student will receive a plaque, \$50 prize from our sponsor, Ray Winters Attorney at Law, and a follow up story in our weekly papers!

Please note: Parental permission required for photo release and interview for feature story

This is our last Student of the Month for the 2021 - 2022 school year!
Vote & Nominate : May 1 - May 31

Already Voted?

The Promotion has Ended

Jordan Whiteley - Bridgewater Academy <small>Jordan is a 7th grader at Bridgewater academy is a great student and a loving kid he is kind hearted and is always willing to help out others. He thinks deeply about his work and is pleasant with e... Read more</small> SHARE	Katie Lyn Godfree - Ten Oaks Middle School <small>Katie is in 8th grade at Ten Oaks Middle School. She is an academically gifted young lady. She maintains an A in all her academic subjects. She also belongs to the Carolina Forest high school tennis... Read more</small> SHARE
Cindy Bernard - Forestbrook Elementary	Anna Maroz - Carolina Forest High

ATHLETE OF THE WEEK

Hines Presented by

Each week, four outstanding athletes will be selected as finalists by the Sumter Item's sports editors, and then it is up to the public to decide the winner!

SEVEN DAYS BEST of the BEASTS PET PHOTO CONTEST

SPONSORED BY:
BURLINGTON EMERGENCY & VETERINARY SPECIALISTS

Sorry, we are no longer accepting entries in the Best of the Beasts Pet Photo Contest, sponsored by **BEVS**.

The deadline to enter was Sunday, August 1 at 11:59 p.m.

The top photo from every category (voted on by the *Seven Days* staff) will be featured in the Animal Issue on August 11.

The winners will receive a \$100 gift card to Pet Food Warehouse.

Already Entered?

Doggone Adorable (dog photos)

Categories
[Doggone Adorable \(dog photos\)](#)
[Purrfect Power \(cat photos\)](#)
[Wild Card \(exotic pets\)](#)
[Best Dressed \(pets in costume\)](#)
[Lucky & The Trump \(best pigs\)](#)

The Promotion has Ended



How to Engage Audience

Pick the right
promotion type



Test your coffee knowledge and win a \$25 gift card, coffee, and more.
Watch News 12 This Morning & News 12 This Morning Break where a weekly winner will be chosen.

Question 1 of 1

Which part of town should we highlight next?

#1 Where was the film 'The Shawshank Redemption' filmed?

New Haven,
Connecticut

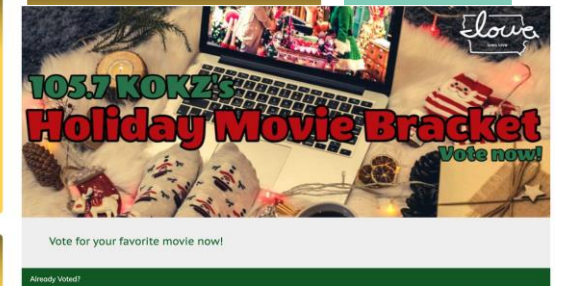
Quincy,
Massachusetts

South Asheville

A

East Asheville

C



Vote for your favorite movie now!

Already Voted?

A design for every lowan.
We have a meaningful & unique gift for each of your friends and family members.

Voting has ended



FINAL

National Lampoon's
Christmas Vacation
(1989)

VS

Rudolph, The Red-
Nosed Reindeer (1964)

How to Engage your Audience

Ask for the opt-in!



The Final Girls Soccer Rankings Are Out! See who made the #HSOTtop25

Add me to the following WRAL.com newsletters:

- ☐ Sports: High School
- ☐ Sports: College & Pro
- ☐ Morning Briefing
- ☐ Special Offers from WRAL & Partners

e and finished atop the West top 25 rankings, while Cardinal finished atop the East 25. It's the first time Wheatmore has ended HighSchoolOT ranking.


[READ MORE](#)



Opt-Ins on Everything

and don't pre-check them


Opt-Ins on Everything



It's time to vote for the Northwest Herald Athlete of the Week! Vote for your favorite athlete. Voting ends Wednesday evening.

Already Entered?


The Promotion has Ended



Joseph Mrowiec, Richmond-Burton baseball

Mrowiec was masterful with nine strikeouts and three hits, allowed as the Rockets beat Maroon Pines, 2-1, in their Class 2A state semifinal.


SHARE



Lleyton Grubich, McHenry baseball

Grubich pitched the Warriors to their first sectional championship in program history, throwing a complete game and striking out 10 in a 6-3 win over Hanley.


SHARE



Mark DeCicco, Crystal Lake South baseball

DeCicco threw five plus innings with five strikeouts and collected two hits and three RBIs in the District 5-2 win over St. Victor in the Class 3A Grayslake Central Sectional final.

SHARE



Norah Mungle, Woodstock North softball

Mungle went 3 for 4 with a home run, two doubles and three RBIs for the Thunder in a season-ending loss to Belvidere North, 5-4, in a Class 3A Spanglade Sectional semifinal.

SHARE

Athlete of the Week
Northwest Herald

Voting runs from May 20th to May 30th.

Teacher of the Year

Teachers make a difference every day in our kids' lives, vote for your favorite one!

The winning teacher will receive supplies for their classroom donated by Midwest Bath and Elevated Exteriors!

Quad-City Times **ELEVATED EXTERIORS** **MIDWEST BATH**

VOTE TODAY!

Honor a deserving educator as **2021 Teacher of the Year**

Nominations are open from March 28th to May 19th. Voting runs from May 20th to May 30th. You may vote once per 24 hours per email address.

Already Entered?

The Promotion has Ended

Featured Entrants

Allison Schultz

Mrs. Schultz goes above and beyond for her students. It doesn't stop after school hours. She is kind and patient with all the adversity through Covid. She stays after school one day a week to help...[Read more](#)

SHARE

Amy Benac

Mrs. Benac is always there for the kids! She goes above and beyond whether they are in class in front of her or remote on the computer. Her lessons are always engaging and the kids always take something...[Read more](#)

SHARE

Amy Perry

Mrs. Perry understands that education does not stop at academia. Mrs. Perry has helped my daughter's social development as well as her mental health development during a time of isolation. As everyone...[Read more](#)

SHARE


Angela Groene

Mrs. Groene has such a kind soul. She wants the best for every student and doesn't give up on them until she knows they have reached their full potential.

SHARE

Teacher of the Year
Quad-City Times

Question 1 of 10



#1




Jorge Soler's three-run homer in Game Six of the 2021 World Series helped Atlanta win its first title since 1995. How many feet did the home run travel?

389


403

446

472



[Terms of Service](#) [Privacy Policy](#)

Powered by  **Second Street**

How well do you know the Braves
Atlanta Journal-Constitution



Pre-checking.

Good for baggage. Bad for email opt-ins.

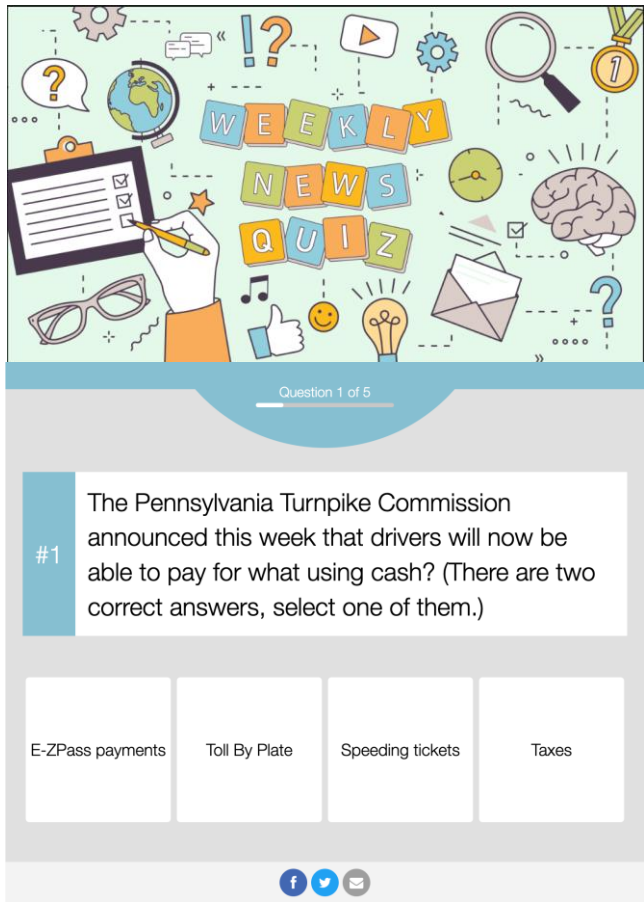


Promotions that Engage and Capture



Quizzes

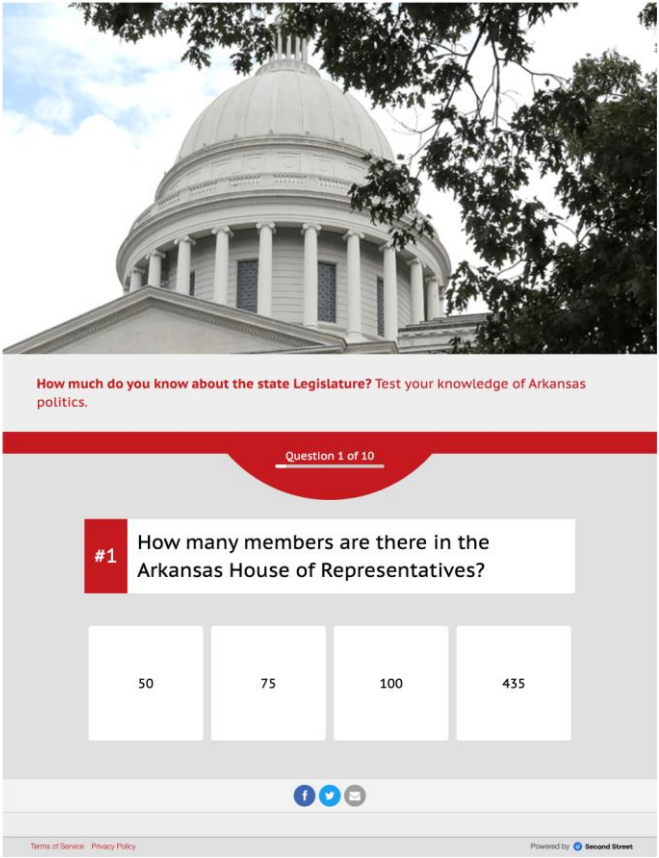
Content Quizzes



Weekly News
WHTM-TV



Ocean City Maryland vs NJ
Courier-Post

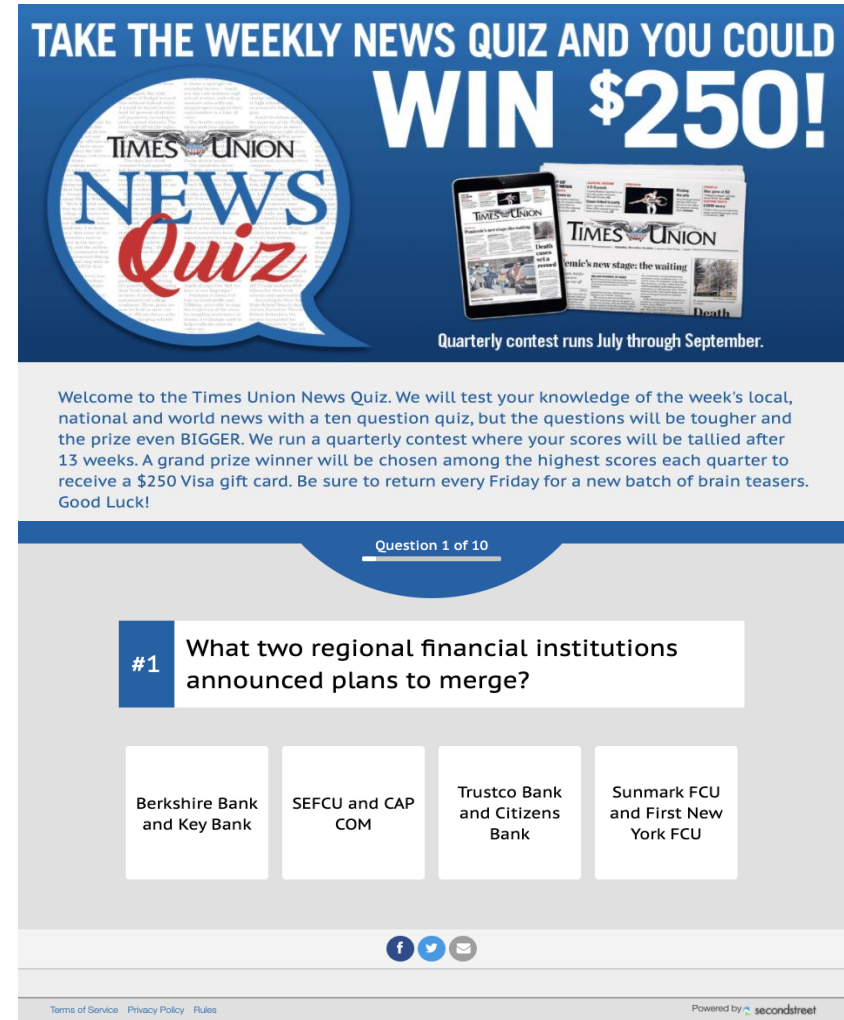


How much do you know about the State Legislature?
Arkansas Democrat-Gazette

Times Union Weekly News Quiz

Times Union, Albany, NY

- Avg. 1,000 user per week
- 1,500 new opt-ins in 2021
 - 17% Daily News opt-in avg
 - 7% Contests & Promo opt-in avg
- Monthly \$250 prize



The screenshot shows the landing page for the Times Union Weekly News Quiz. At the top, a blue banner reads "TAKE THE WEEKLY NEWS QUIZ AND YOU COULD WIN \$250!". Below this, a circular logo features the "TIMES UNION NEWS Quiz" text. To the right, images of a smartphone and a newspaper are shown. A text box states "Quarterly contest runs July through September." Below the banner, a paragraph welcomes users and explains the quiz rules. The main content area displays "Question 1 of 10" and the question: "#1 What two regional financial institutions announced plans to merge?". Four answer options are provided in white boxes: "Berkshire Bank and Key Bank", "SEFCU and CAP COM", "Trustco Bank and Citizens Bank", and "Sunmark FCU and First New York FCU". At the bottom, there are social media icons for Facebook, Twitter, and Email, along with links for "Terms of Service", "Privacy Policy", and "Rules". The footer indicates the quiz is "Powered by secondstreet".

TAKE THE WEEKLY NEWS QUIZ AND YOU COULD WIN \$250!

Quarterly contest runs July through September.

Welcome to the Times Union News Quiz. We will test your knowledge of the week's local, national and world news with a ten question quiz, but the questions will be tougher and the prize even BIGGER. We run a quarterly contest where your scores will be tallied after 13 weeks. A grand prize winner will be chosen among the highest scores each quarter to receive a \$250 Visa gift card. Be sure to return every Friday for a new batch of brain teasers. Good Luck!

Question 1 of 10

#1 What two regional financial institutions announced plans to merge?

Berkshire Bank and Key Bank

SEFCU and CAP COM

Trustco Bank and Citizens Bank

Sunmark FCU and First New York FCU

f t e

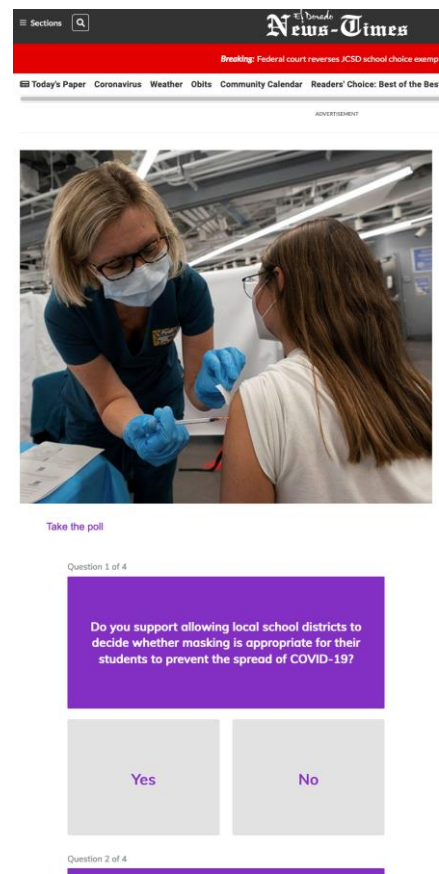
Terms of Service Privacy Policy Rules

Powered by secondstreet



Polls

Polls



COVID Poll

El Dorado News- Times



Is Die Hard a Christmas Movie?

CFMY-FM



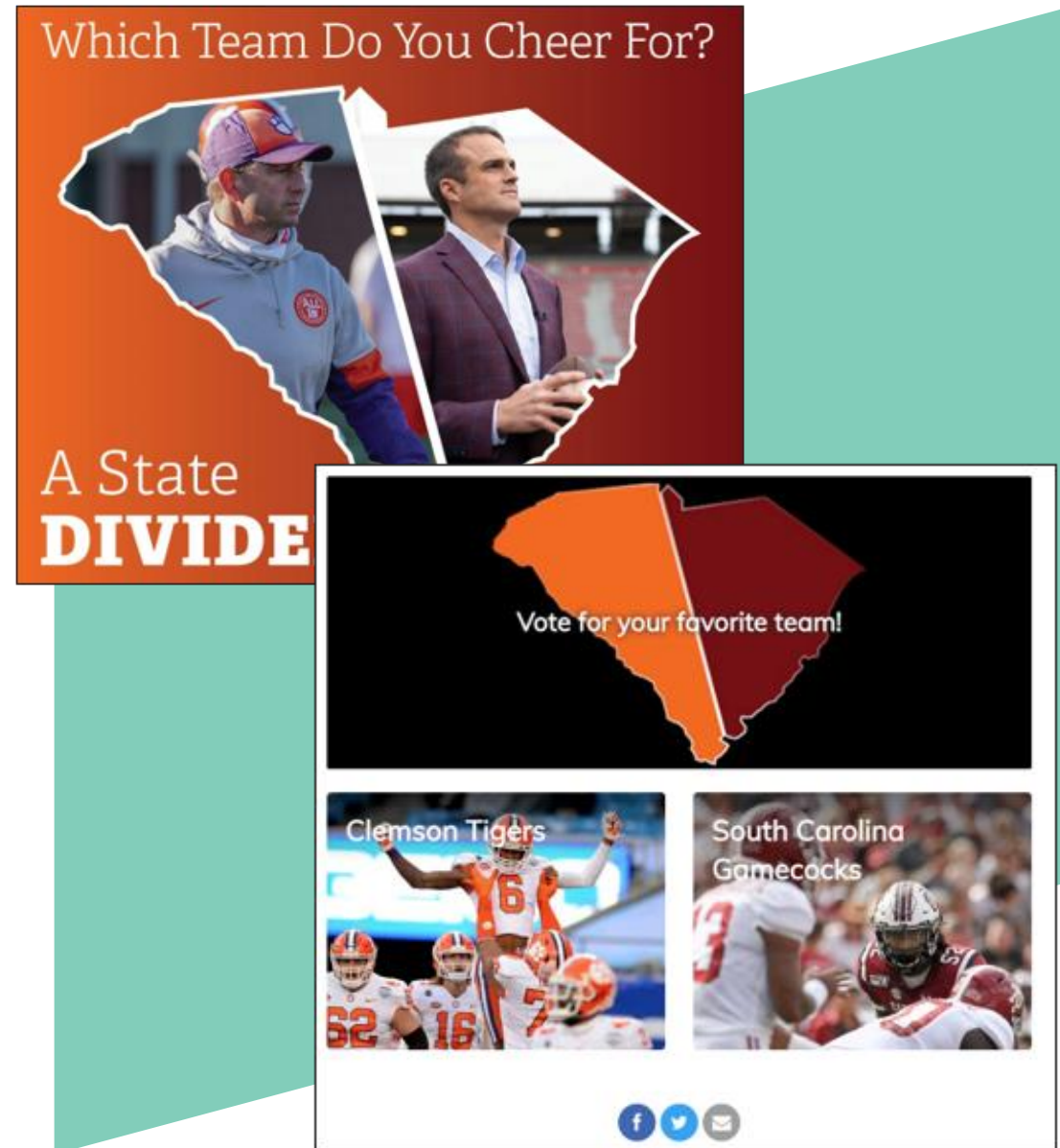
Favre or Rodgers?

WISC-TV Channel 3000

Gamecocks vs. Tigers Fan Poll

Post and Courier, Charleston, SC

- 2,932 poll responses
- 1,853 Clemson Sports Newsletter opt-ins
- 1,803 So. Carolina Sports Newsletter opt-ins
- Goal was to collect opt-ins for the launch of two new newsletters. The Tiger Take & Gamecocks Now.



Mask Mandate Repeal Poll

Northwest Arkansas Democrat-Gazette, Fayetteville,
AK

- Goal was to determine how people felt about the state instituted mask mandate ben being repealed.
- 1K + submissions
- 75 COVID Newsletter opt-ins
- 72 Breaking News Newsletter opt-ins
- 40 Morning News Newsletter opt-ins
- 25 Afternoon News Newsletter opt-ins
- 29 Contests & promotions opt-ins

Question 2 of 4

Will you start wearing a mask again, now that the CDC has recommended them indoors for fully vaccinated people?


Yes, I want to protect myself and others	No, the risk is low
I never stopped wearing a mask	I never started wearing a mask and I won't start now
I'll at least wear a mask in some situations	Not sure




Sweepstakes

Sweepstakes

BEST TIRE PRICES
Schlert
TIRE & SERVICE
...PERIOD!



15 GRAND IN YOUR HAND






Enter for a chance to win the \$15,000 Cash Prize, brought to you by Big Cheese 107.9 and Schlert Tire & Service Centers!


Email Required

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

CONTINUE >




[Terms of Service](#) | [Privacy Policy](#) | [Rules](#)

Powered by  Second Street


15 Grand in your Hand (Second Street National Sweepstakes)

WBCT-FM



WGN-TV Birthday Club

WIN 8 TICKET PARTY PACKAGE TO RAGING WAVES WATER PARK!



ENTER NOW!

Email

Required

☐

I am 18 years of age or older.

Required

☐

I have read and agree to the


[Contest/Sweepstakes Rules](#)

Required

CONTINUE >

Enter for your chance to win (1) Party Package to Raging Waves Water Park. Includes Eight (8) General Admission Tickets, Eight (8) Tube Rentals, and Two (2) Ultimate Meal Vouchers, Eight (8) Soft Serve Ice Cream Cone Vouchers. Ultimate Meal Vouchers include Four (4) Hot Dogs and Four (4) Fountain Sodas. (ARV: \$380)

Birthday Club
WGN-TV



The Summer Festival Flyaways

Carolina Country Music

Proudly Presented By

Flow Nissan Fayetteville

It's WKML's Summer Festival Flyaway contest and your chance to be beach side for the Carolina Country Music Fest!

The beach and country music are coming in HOT at Carolina Country Music Fest with Luke Combs, Eric Church, Darius Rucker, and 30+ of country's hottest artists.

WKML is giving you a chance to go VIP to this pent-up beach party, happening June 10-13, 2021 on the shores of Myrtle Beach, South Carolina.

One lucky winner and a guest will kick off the summer concert season with an amazing trip (hotel & airfare included) to Myrtle Beach for a 3-night VIP experience at Carolina Country Music Fest.

Our winner and their guest have the opportunity to check out the Friday, Saturday and Sunday night shows from a viewing platform complete with an air-conditioned catering tent and bar.

Get ready for an amazing summer of country music and great memories. Enter for your chance to win below.

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

Summer Flyaway
WKML-FM

Win Groceries for a Year Sweepstakes

WRAL-TV , Raleigh, NC

- 3K + entries
- 667 SmartShopper Newsletter opt-ins
- 655 Local Events & Things to Do Newsletter opt-ins
- 308 Moms & Family Newsletter opt-ins
- 92 Special Offers from WRAL & Partners opt-ins





Brackets

Brackets

ATHLETE OF THE YEAR

Presented by



furniture and bedding



Vote now in Hines Furniture Athlete of the Year contest below. Sumter Item readers have selected finalists throughout the 2020-21 season.

Already Voted?

Sponsored by



ATHLETE OF THE YEAR

Vote once per day during each round of voting!



Javion Martin - Crestwo...



Kylie Horton - Clarendo...



Kameron Rodriguez - L...



Porter Laney - Thomas ...



Javion Martin - Crestwo...



Porter Laney - Thomas ...



Javion Martin - Crestwo...

Hines Furniture Athlete of the Year Bracket

The Sumter Item

VOTE NOW AT
MISSISSIPPIWEEKEND.COM

The Clashes keep on coming! Vote for your favorite tacos and margaritas spot in Central and Southwest Mississippi! Play along each week! See the winner announced LIVE on Today at 11 on WLBT!

Already Voted?

SEMIFINAL

FINAL


SEMIFINAL

Terms of Service Privacy Policy Feedback

Powered by secondstreet


Culinary Clash Bracket: Tacos

WLBT-TV




Foodie Bracket Challenge

Sponsored by



What Chefs Want!
Serving restaurants and chefs in Chattanooga and select cities



Vote for your favorite takeout spot in our foodie bracket sponsored by What Chefs Want!

Voters will be entered in a drawing to win a \$75 gift card to their favorite local restaurant.

Come back and vote in each new round!

Round 1: March 23-March 26
Round 2: March 27-March 29
Round 3: March 30-April 1
Final round: April 2-April 4

Bracket winners will be featured in the May edition of Chatter Magazine.

Vote for Outdoor Bracket Here:
<https://timesfreepress.seconddstreetapp.com/FoodieBracketOutdoor/>

Already Voted?

Voting has ended

FINAL

Amigo Mexican Restaurant

VS

Champs's

Amigo Mexican Restaurant

Tostitos Tavern

Amigo Mexican Restaurant

El Primo

SEMIFINAL

Amigo Mexican Restaurant

Tostitos Tavern

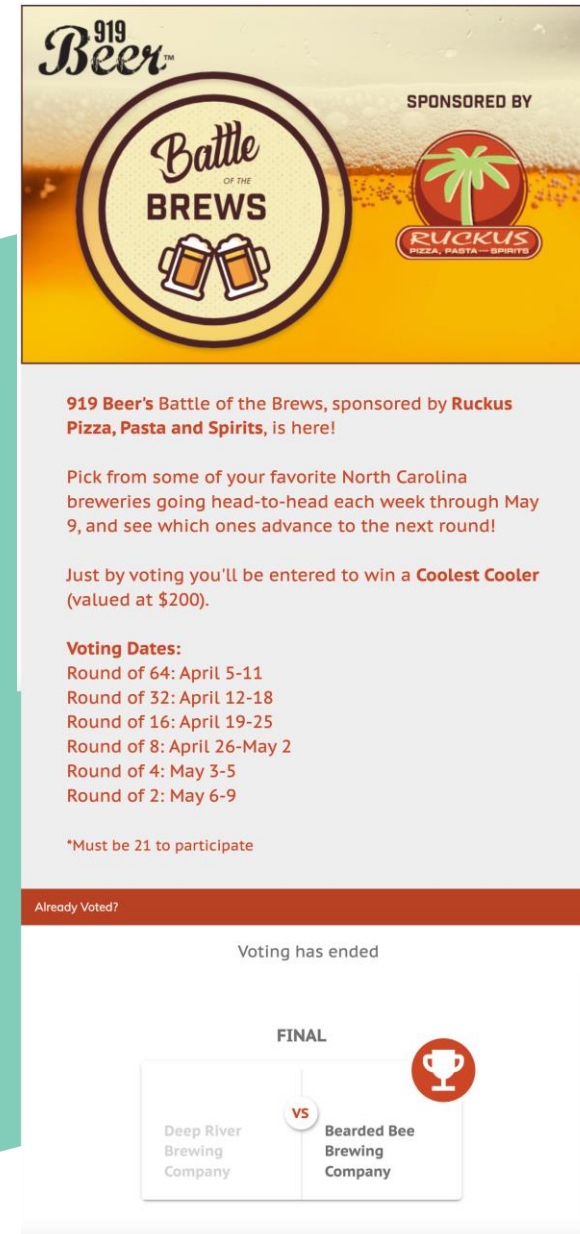
Foodie Bracket Challenge

Chattanooga Times Free Pres

Battle of the Brews

WRAL-TV , Raleigh, NC

- 2K+ People
- 29,797 Votes
- 184 Opt-in Local Events & Things to do
- 50 Opt-ins Special Offers
- 43 Opt-ins Sports College & Pro



919 Beer™

Battle OF THE BREWS

SPONSORED BY **RUCKUS**
PIZZA, PASTA, SPIRITS

919 Beer's Battle of the Brews, sponsored by Ruckus Pizza, Pasta and Spirits, is here!

Pick from some of your favorite North Carolina breweries going head-to-head each week through May 9, and see which ones advance to the next round!

Just by voting you'll be entered to win a **Coollest Cooler** (valued at \$200).

Voting Dates:
Round of 64: April 5-11
Round of 32: April 12-18
Round of 16: April 19-25
Round of 8: April 26-May 2
Round of 4: May 3-5
Round of 2: May 6-9

*Must be 21 to participate

Already Voted?


Voting has ended

FINAL

VS

Deep River Brewing Company

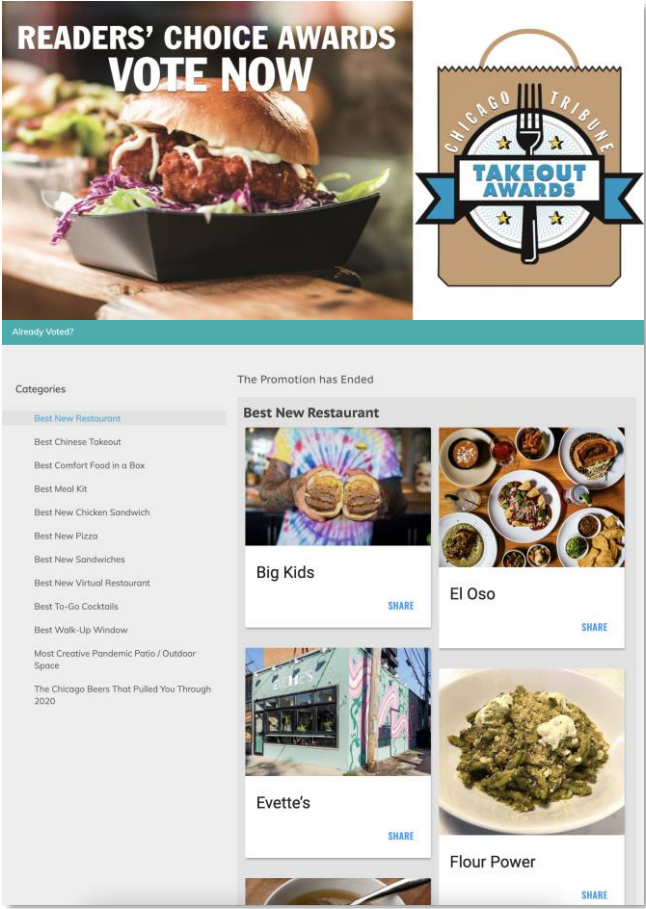
Bearded Bee Brewing Company



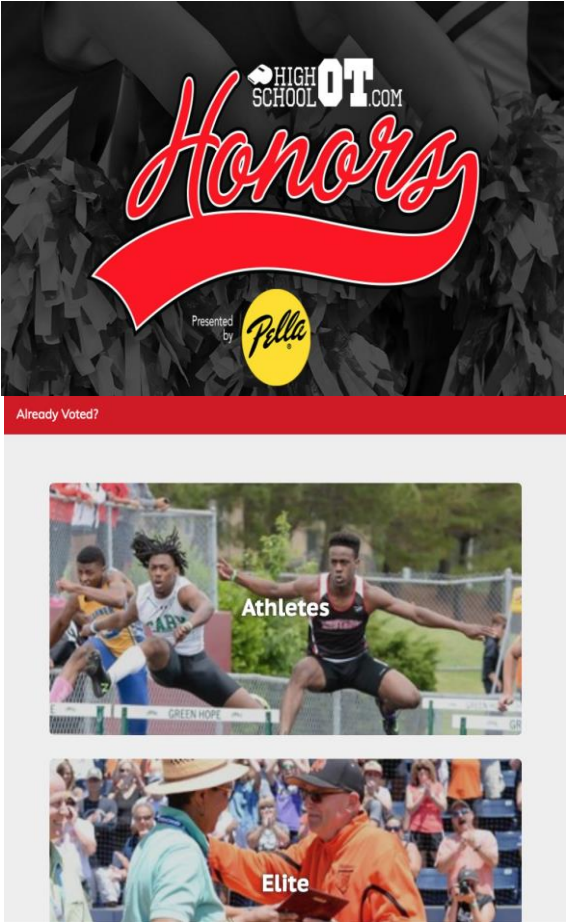


Ballots

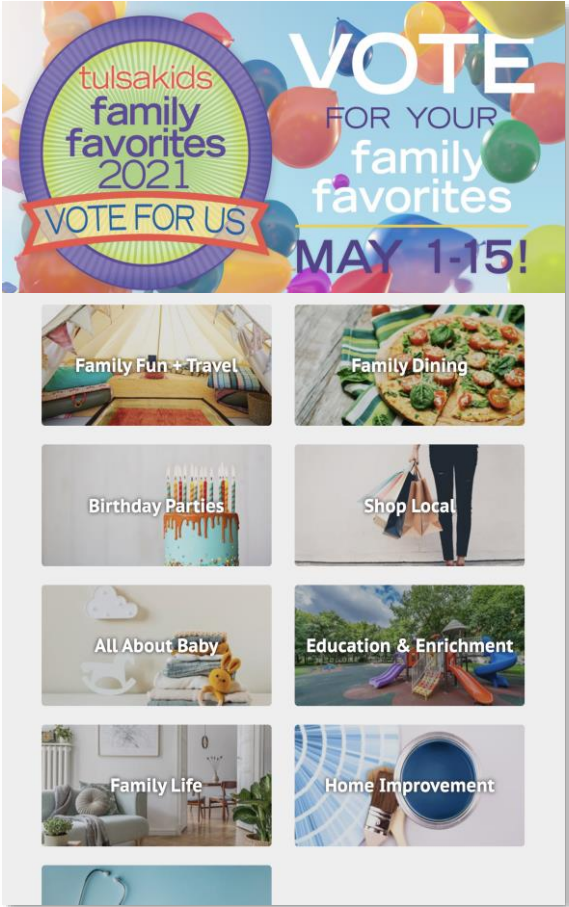
Ballots



Takeout Awards
Chicago Tribune



High School OT
WRAL-TV



Family Favorites Ballot
Tulsa Kids

Pardi Paws Pet Ballot

St. Louis Post-Dispatch, St. Louis, MO

- 5,800+ Votes
- 2,687 Users
- 850 Opt-ins SLPD Pets monthly newsletter
- 563 opt-ins - SLPD breaking news
- 518 Opt-ins SLPD Contests & Promo



PARDI PAWS

PRESENTED BY



PET PHOTO CONTEST



PURINA
PET PARADE
STL + MO

Already Voted?

The Promotion has Ended



Trixie

SHARE

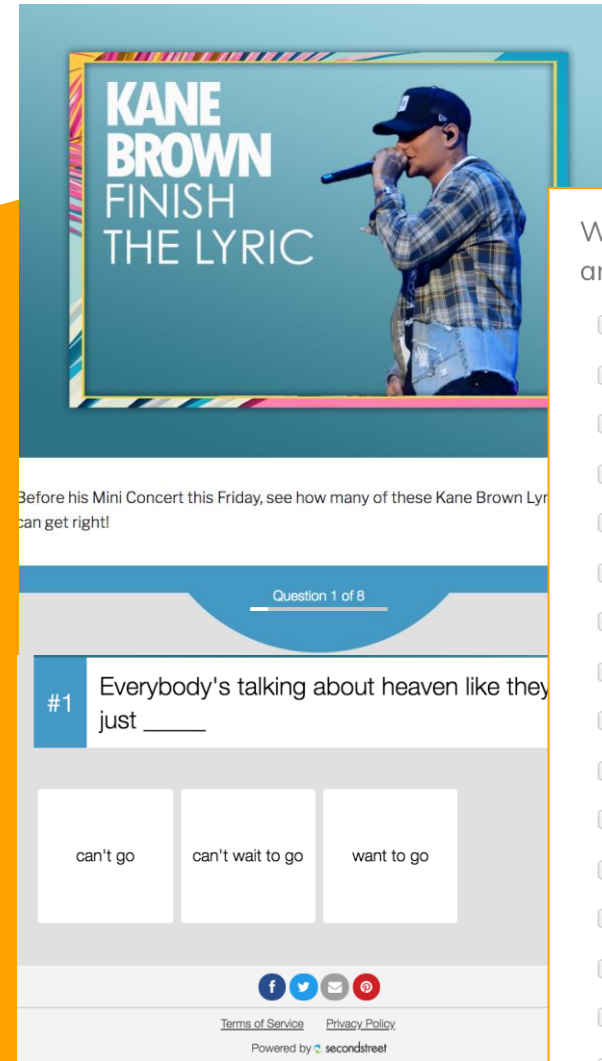


Harper & Sully



GROW and KNOW
your database

Asking for Permission AND Interests



The screenshot shows a mobile app interface for a game titled "KANE BROWN FINISH THE LYRIC". The top section features a photo of Kane Brown singing into a microphone. Below the photo, there is a text prompt: "Before his Mini Concert this Friday, see how many of these Kane Brown Lyrics you can get right!". The game is currently on "Question 1 of 8". The question is: "#1 Everybody's talking about heaven like they just ____". There are three answer options: "can't go", "can't wait to go", and "want to go". At the bottom, there are social media icons for Facebook, Twitter, Email, and Pinterest, along with links for "Terms of Service" and "Privacy Policy". The app is powered by "secondstreet".

Which of these Country artists are among your favorites?

- ☐ Lauren Alaina
- ☐ Jimmie Allen
- ☐ Jason Aldean
- ☐ Kelsea Ballerini
- ☐ Dierks Bentley
- ☐ Big & Rich
- ☐ Lee Brice
- ☐ Garth Brooks
- ☐ Brothers Osborne
- ☐ Kane Brown
- ☐ Luke Bryan
- ☐ Kenny Chesney
- ☐ Eric Church
- ☐ Luke Combs
- ☐ Billy Currington
- ☐ Dan+Shay
- ☐ Jordan Davis
- ☐ Devin Dawson

Case Study

WMMR-FM, Philadelphia, PA

> 40% open rates

> 20% click rates



Hey Friend,

We wanted to thank each and every person who nominated a front line worker to receive a sign, but damn there are a lot of you! Unfortunately we spent all the money we had to produce as many as we could. We are dry. We are like to help you get your version has

Print it, or
HEROES

- The

Pr

59%
OPENED
25%
CLICKED



(*apologies if you are receiving this response unnecessarily,

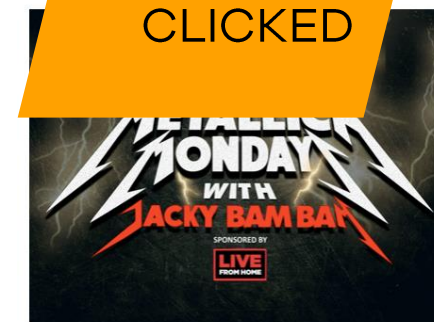


Swag Bag

Win a Metallica
Tote Bag, two
AND a copy of
songs, self
and curate

Grand Prize
order the
Batch 1

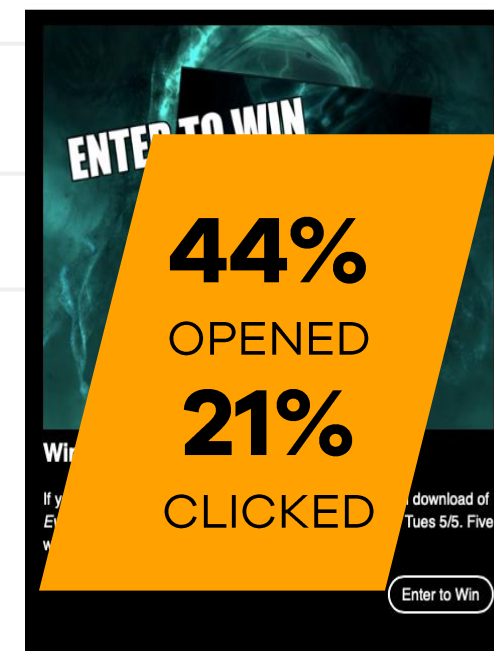
48%
OPENED
30%
CLICKED



Win Vinyl, Metallica Mondays

Join Jacky Ram Ram on the radio! Mondays nights at 9 for a link-case

Looks like you are a Disturbed fan, so we thought you'd want to know about this contest. We also found one of our interviews with David Draieman.. from 2011! And some photos from their 2019 concert in Philly.



44%
OPENED
21%
CLICKED

QUICK HITTERS

- PHOTOS: Disturbed 2019 concert at WFC. [See Photos HERE.](#)

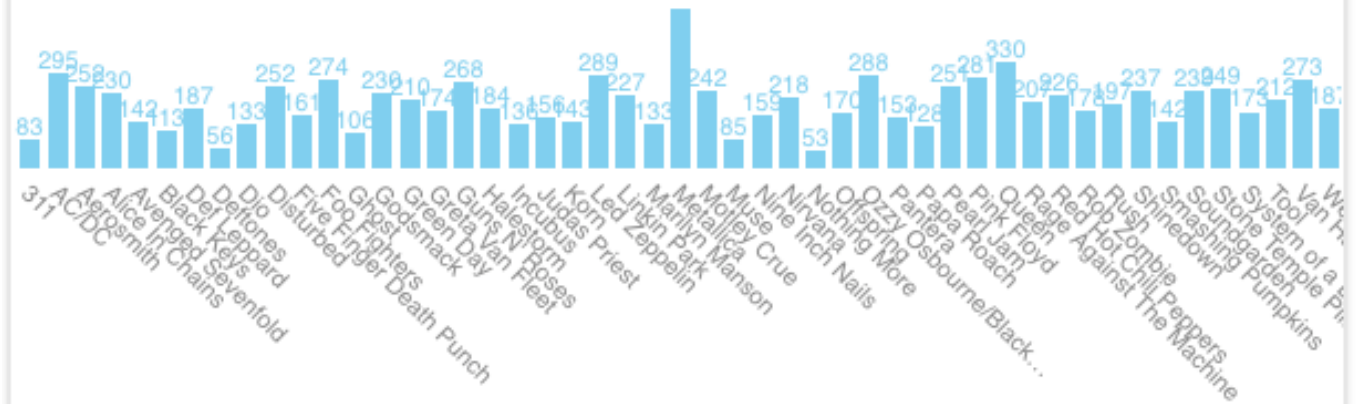
- Our former Music Director, Rabbi, interviews David Draieman from the 2011 Mayhem Festival! [LISTEN HERE.](#)



Group-Wide Focus on Actionable Data

Segments built
for each
station based
on format

☰ Which of these Rock artists are among your favorites?



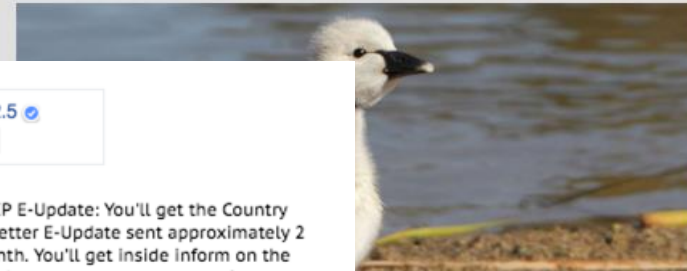
100% Answered

Lead-Gen
Questions
change each
month



Test your knowledge to win!

Question 1 of 5



Which baby zoo animal?

Ostrich

Wild Turkey



- ☒ Country 102.5 VIP E-Update: You'll get the Country 102.5 VIP Newsletter E-Update sent approximately 2 to 3 times a month. You'll get inside info on the music you love, the contests you want to win, events you can't wait to attend and so much more.
- ☒ Country 102.5 Pre-Sale Club: You'll get exclusive pre-sale offers to concerts and theater performances. These offers will only be available to those that sign up to receive this email.

Which is more your preference?

- ☒ -- Select One --
- Beer
- Wine/Champagne
- Liquor
- Non-alcoholic beverage

SUBMIT



Key Takeaways



Run Promotions



Opt-ins on everything



Run promotions relevant
to the audience
you want to grow



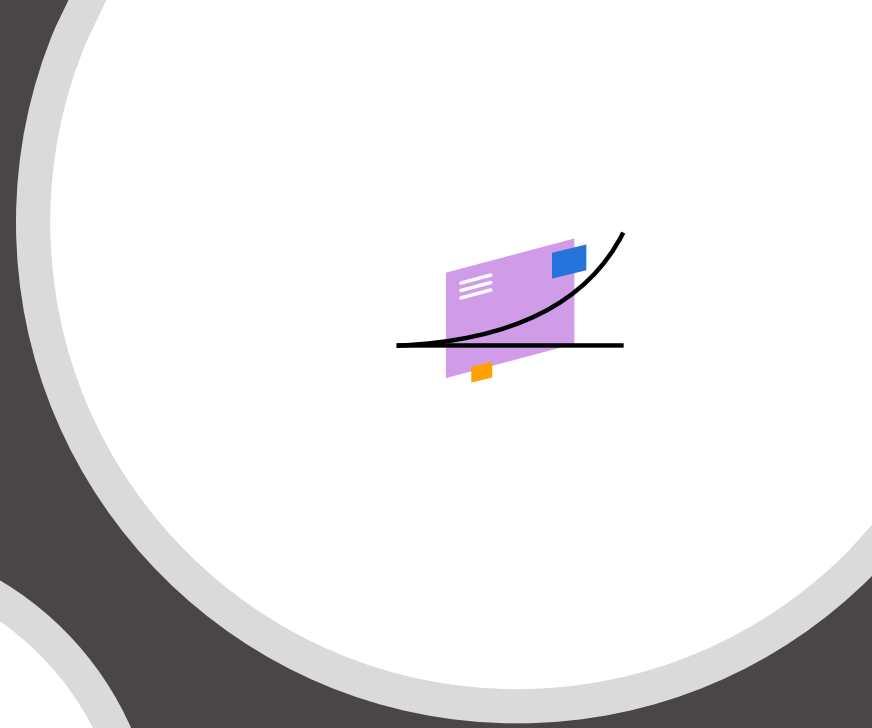
Gather data



Master Class: What's Next?

**Thursday June 16th
at 11:00 am CT**

Generating the MOST
Revenue from Your
Ballot





Resources

What can we help you tackle today?

Find definitive best practices, guidance, and thought leadership from our world-class team of industry and product experts.

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Editor's Picks

ARTICLE
The Ultimate Guide to Recurring Revenue Campaigns

EBOOK
Seller's Guide: Solutions for Top Advertisers

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Second Street Awards

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5 ways Second Street makes it easier to succeed with promotions

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EBOOK

Sample Email Pricing for Magazines

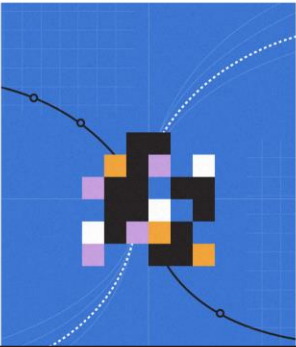
When selling email, building the perfect sales package can be time consuming.

That's why we've created this deck that includes customizable sales packages you can use to build out various email sponsorship packages.

It includes pricing for:

- Newsletters
- Birthday Emails
- Anniversary Emails
- Promotions Emails
- Dedicated Emails

[Download the deck](#)




EBOOK

Email Goals Worksheet

Like most aspects of business planning, setting clear goals from the start for your email program will inform everything that follows.

In this worksheet, we'll help you define your goals and prioritize them against each other. Additionally, you'll be able to see which goals are long-term and near-term and how they coincide with your company's broad strategic interests.

[Download the worksheet](#)




EBOOK

Email Revenue & Lifetime Value Worksheet

The Email Revenue & Lifetime Value Worksheet is a new interactive workbook that's going to help you calculate the revenue and LTV of all your emails.

This workbook will also help you set revenue goals for your email program and see much value your email database brings to your company.

[Download the worksheet](#)



EBOOK

Radio's Guide to Promotions & Email

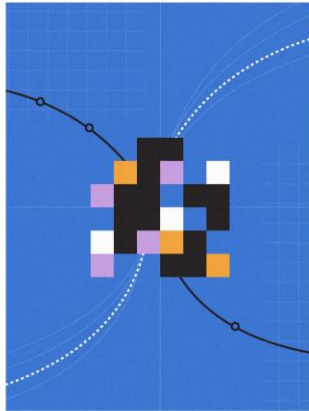
Promotions and email can drive revenue, engage your listeners, add listening opportunities, and so much more for your station.

In this guide, you'll find specific promotion ideas for a variety of radio formats including rock, sports, country, urban, and more.

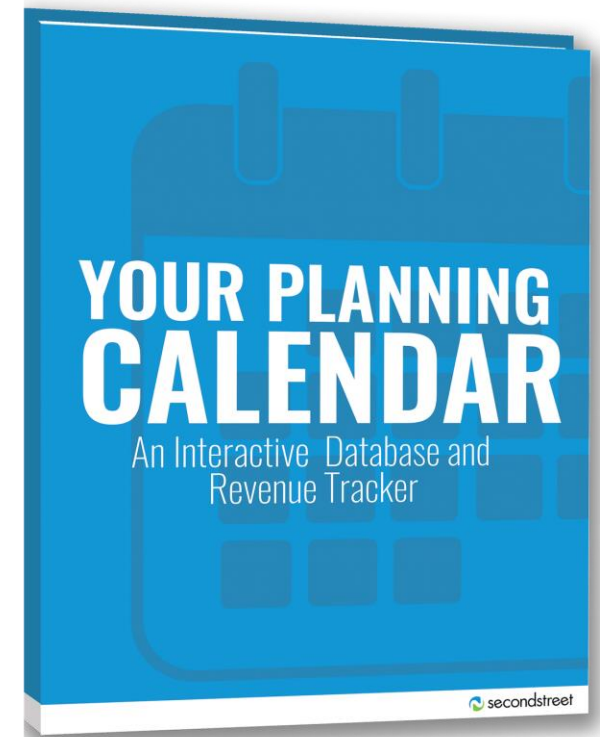
This playbook will include:

- Tips on how to achieve your station's top goals
- Case studies and success stories
- 6 things every station should do
- and MORE!

[Download the playbook](#)



Downloadable



Playbooks

Thank You!



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