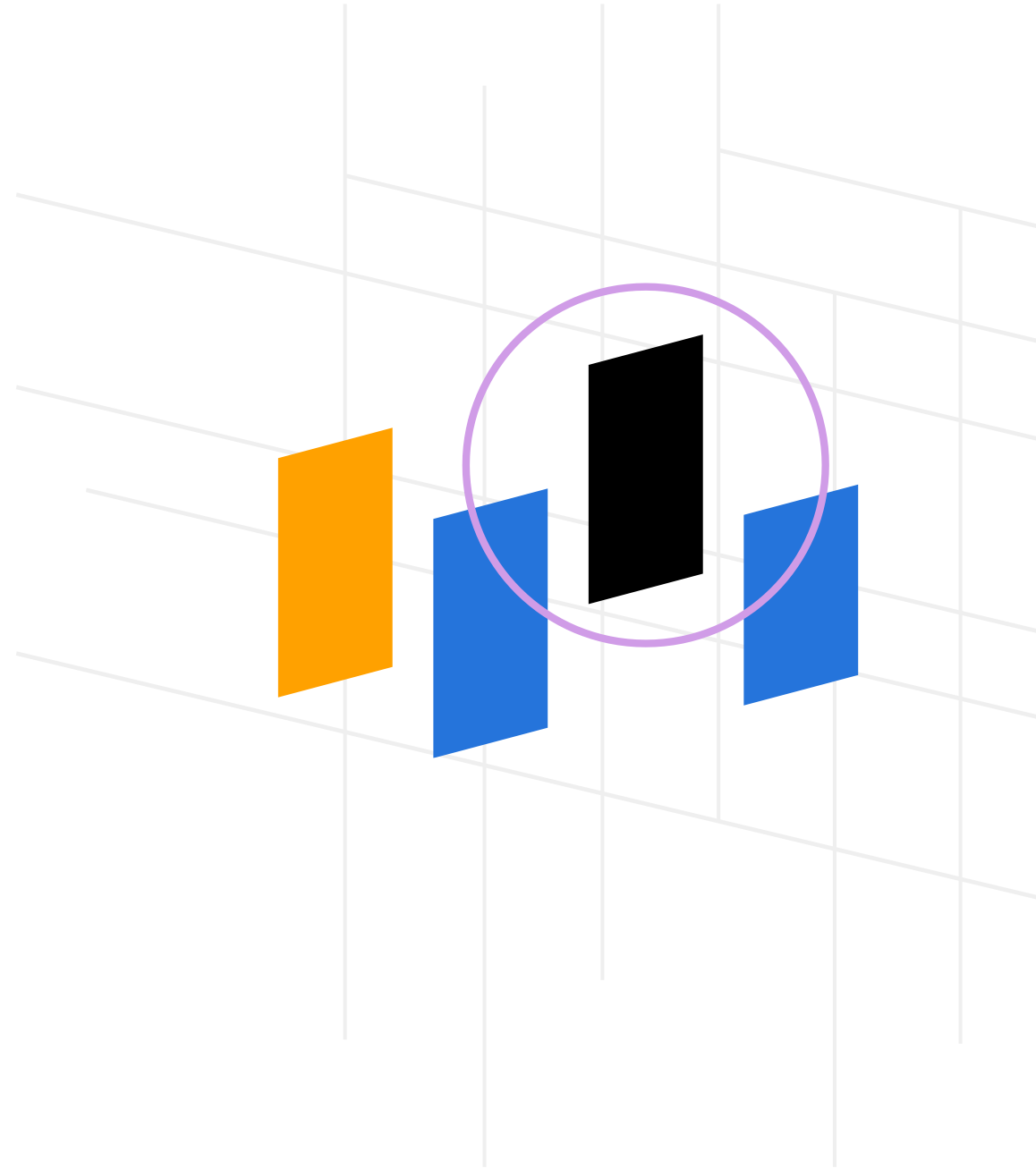




Master Class

# Why Promotions?



# First things first...



**Liz Huff**

Sr. Director of Customer Success at  
Upland Second Street  
[lhuff@uplandsoftware.com](mailto:lhuff@uplandsoftware.com)

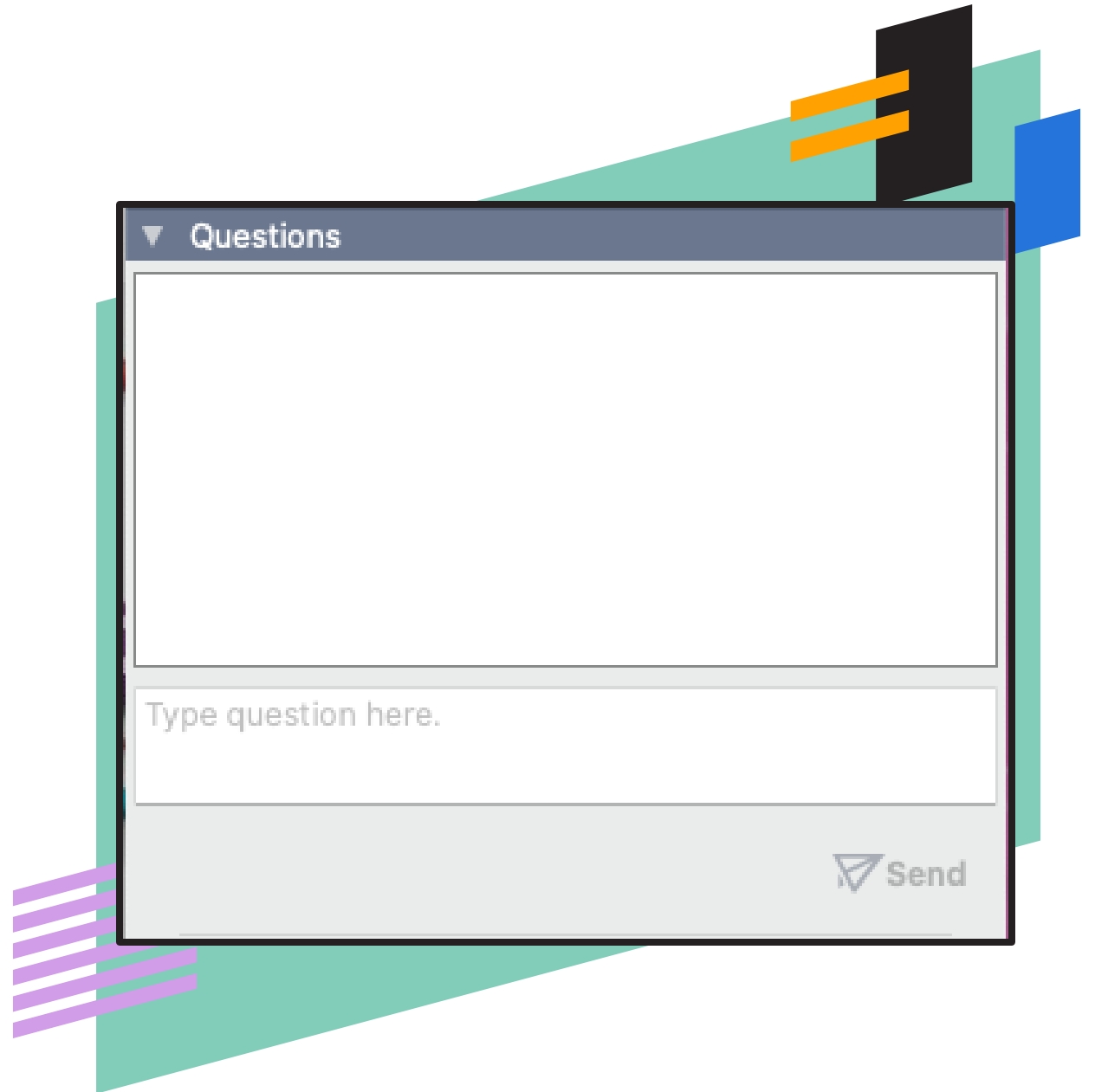


**Julie Foley**

Sr. Customer Success Manager at Upland  
Second Street  
[jfoley@uplandsoftware.com](mailto:jfoley@uplandsoftware.com)

# Do you have questions?

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



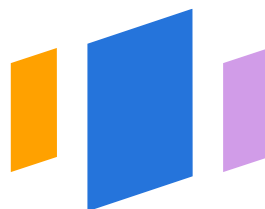


## Audience Engagement Software

Run contests and interactive content on your websites to:



**Grow your email & mobile database**



**Generate revenue**



**Engage your audience**

# Our Partners



**H E A R S T**

**GULF COAST MEDIA**



**TEGNA**

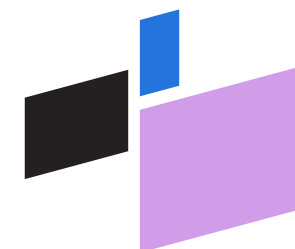


WEHCO MEDIA, INC.



**GANNETT**

**THE OGDEN NEWSPAPERS**



# Contests & Interactive Content

## Enter to Win

- Sweepstakes
- Codeword Sweepstakes
- Photo Contests
- Video Contests

## Quizzes

- Personality/Outcome
- Trivia

## Voting

- Photo Voting
- Video Voting
- Custom Brackets

## Ballots

- Best Of
- Niche
- Advertiser-Specific

## Questionnaires

- Polls
- Surveys



# Today's Agenda

- What to expect in 2022
- Why Promotions?
- 3 Keys to Success with Promotions

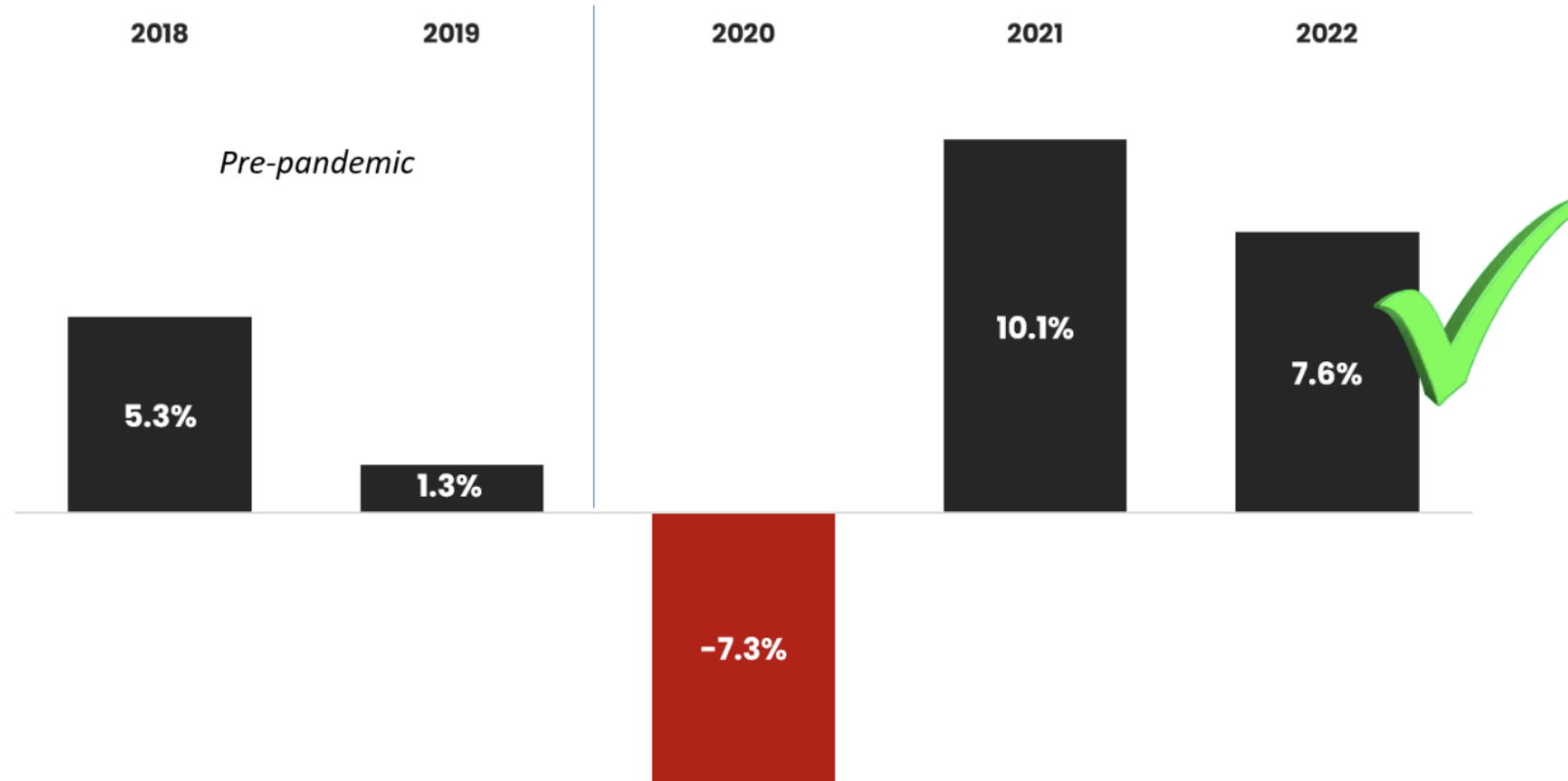


# What to expect in 2022



# 7.6% Growth in 2022 = Progression Toward 'Normalcy'

Year-Over-Year Growth in U.S. Local Advertising Expenditures



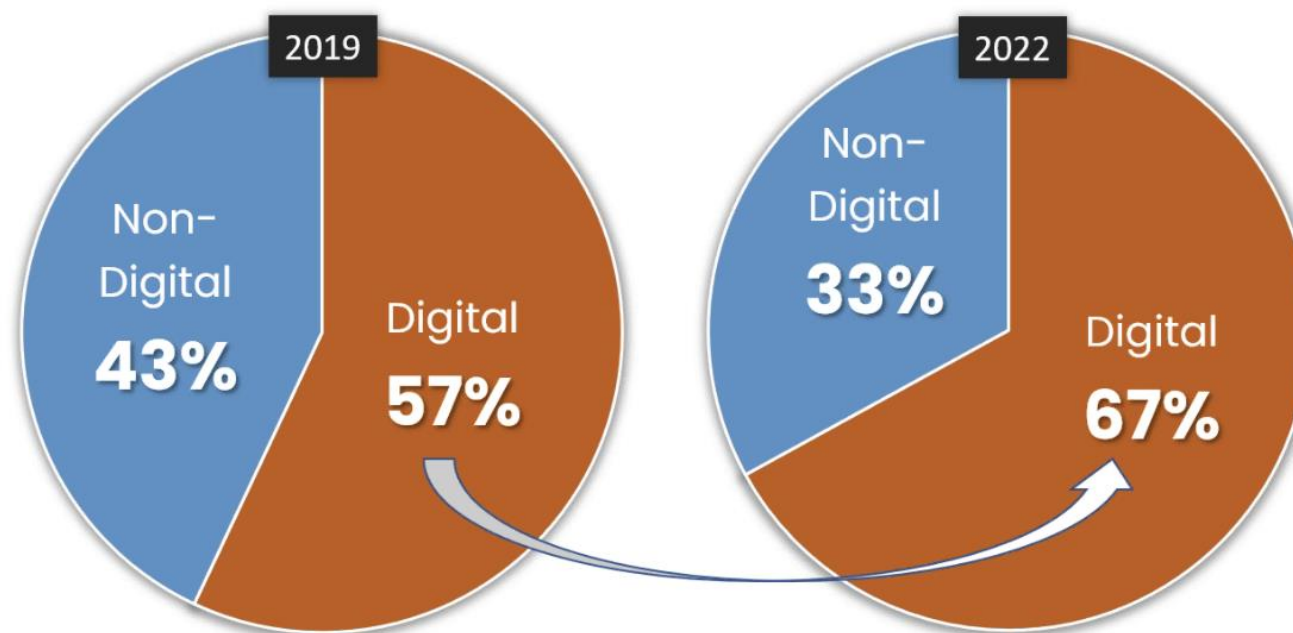
Source: Borrell Associates Inc., June 2022

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# Digital Media's Share Rose 10 Points Since Pandemic

Share of U.S. Local Advertising Expenditures for Digital vs. Non-Digital Media



Source: Borrell Associates Inc., June 2022

Copyright © 2022 Borrell Inc.

## Since the Pandemic, Local Ad Buyers Have ...

- Learned the value of their “owned media” holdings
- Hired internal marketing staff to manage those tasks
- Preferred personal contact with ad-sales reps DIY
- Turned to media cos. that offer holistic marketing advice

**Social Media** and  
**Website Development**  
exhibited highest growth  
at peak of pandemic

**Nearly half** say decisions  
are now being made by an  
internal marketing team,  
not by the owner \*

**82%** prefer to interact  
with a person when  
buying local advertising,  
14% prefer a DIY platform\*

**85%** say it is very to  
extremely important for  
sales reps to exhibit a  
high level of marketing  
expertise \*

Copyright © 2022 Borrell Inc.

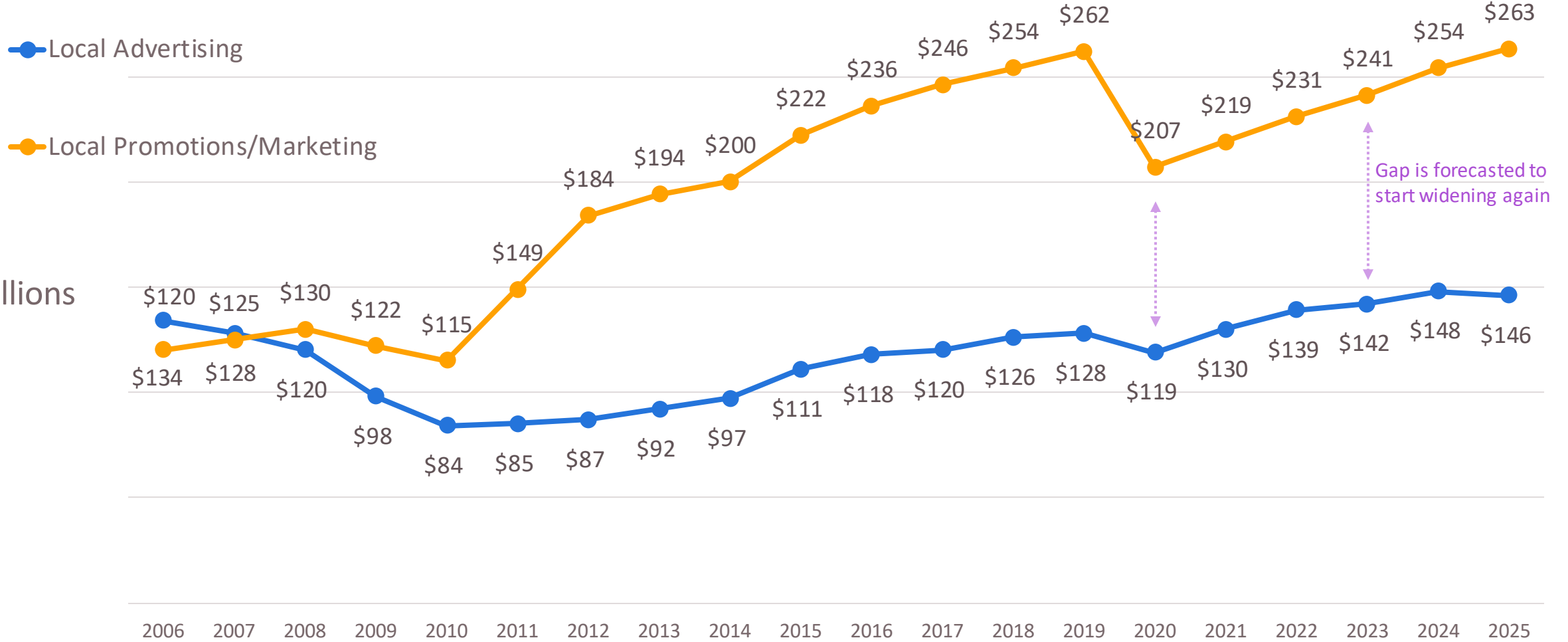
\*Source: Borrell's 2021 survey of 2,811 local ad buyers





# Why Promotions?

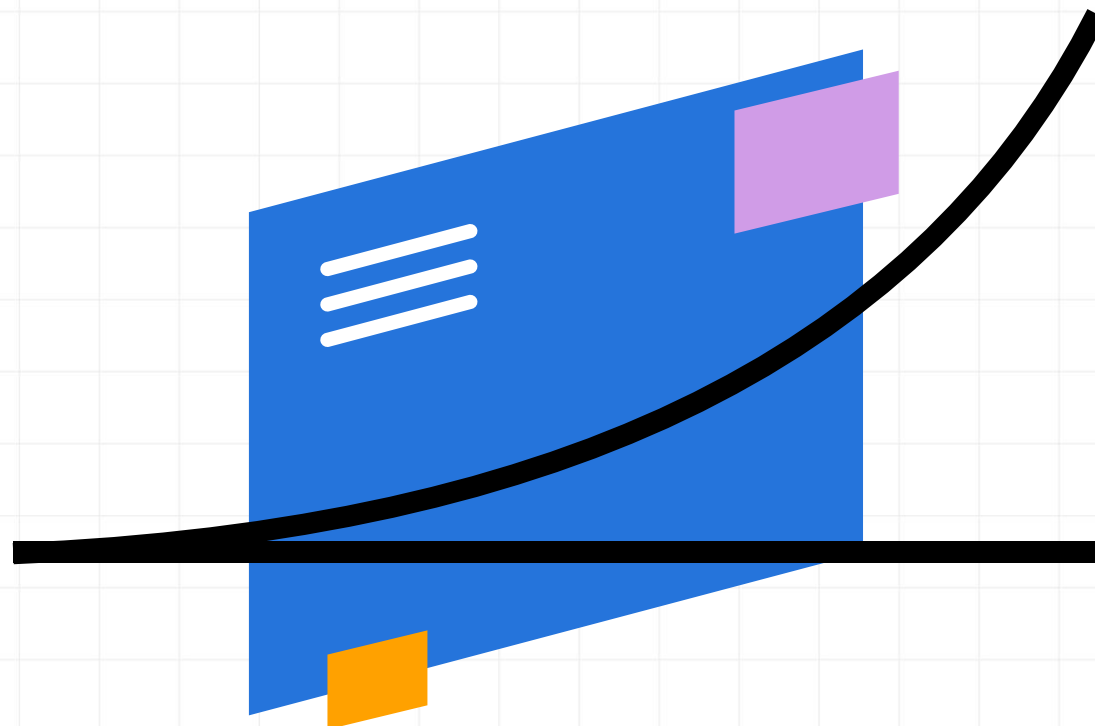
\$ Billions



Amongst current partners:

87%

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



# Benefits of Promotions


- Drive Leads
- Capture Email Addresses
- Gain consumer data
- Increase site traffic, social engagement
- Trackable ROI





# **3 Keys to Success with Promotions**





**Audience  
Engagement**



**Database Growth**



**Revenue**





# Audience Engagement

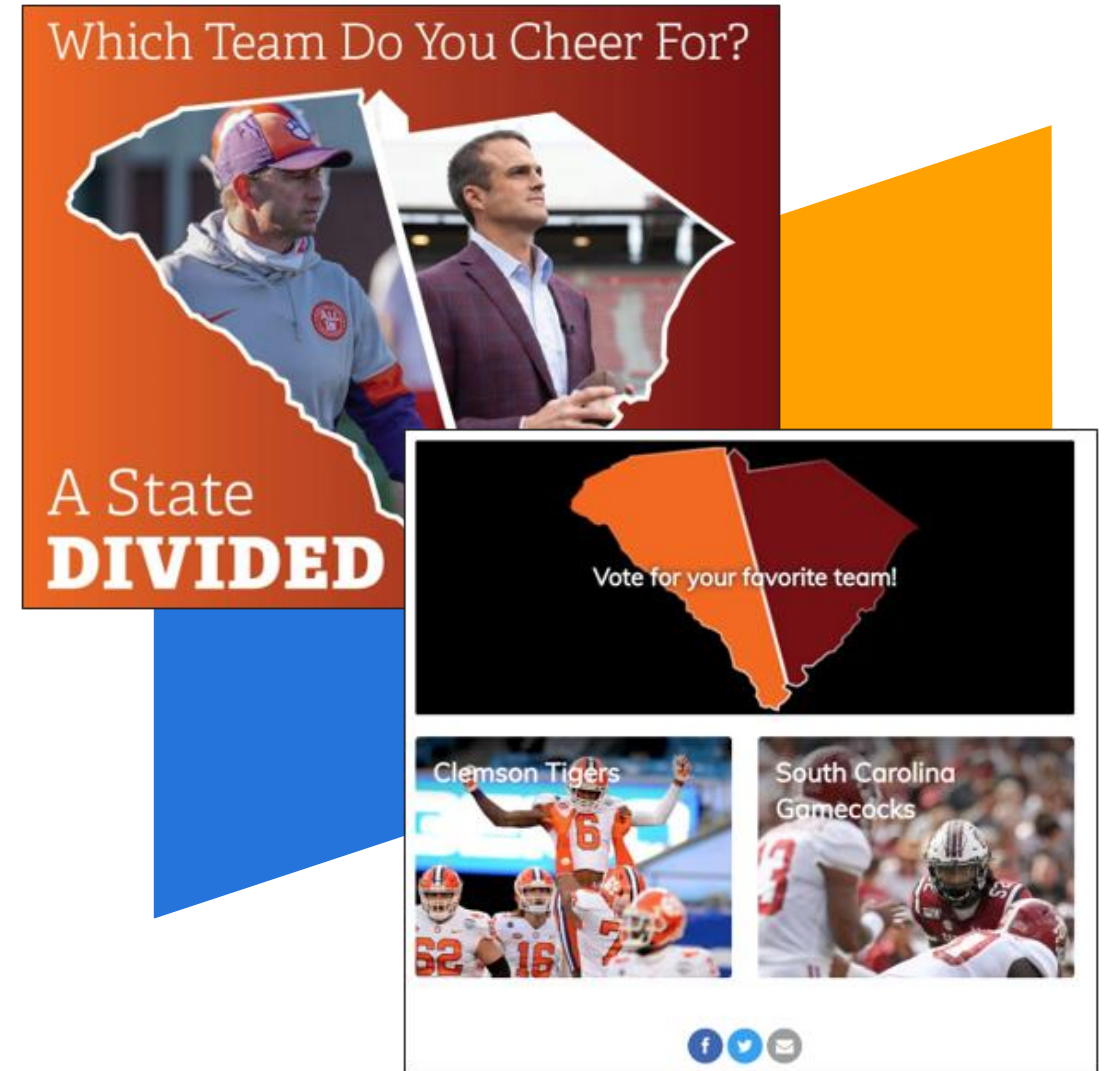
**“There’s an opportunity that many newsrooms miss, a huge opportunity... engagement plus capture.”**

Dan Oshinsky  
Inbox Collective



# How to Engage your Audience

- Choose topics:
  - Your audience cares about
  - That align with your editorial calendar or programming schedule
  - That are highly shareable
- Pick the right promotion type
  - Barrier to entry, repeat engagement, enticing prize
- Ask for an opt-in!



# 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

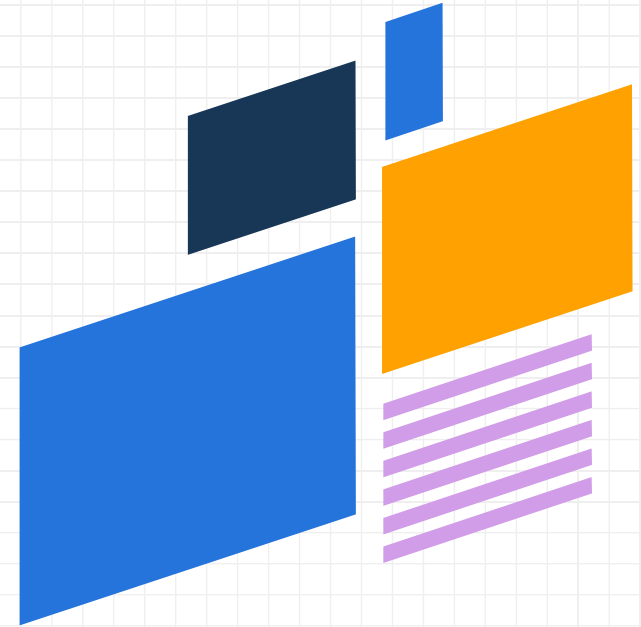
Will you start wearing a mask again, now that the CDC has recommended them indoors for fully vaccinated people?

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

“This helped to add value to our users, both subscribers and non-subscribers. Subscribers saw more value. Non-subscribers saw the benefits of being a subscriber. Adding their email addresses to our recurring newsletter campaigns brought them closer to that goal.”

Anthony Reyes

Northwest Arkansas Democrat-  
Gazette





# Database Growth

Email drives  
participation

Email is the #1  
driver of  
promotions  
activity.

70%

Of promotions activity comes  
from email



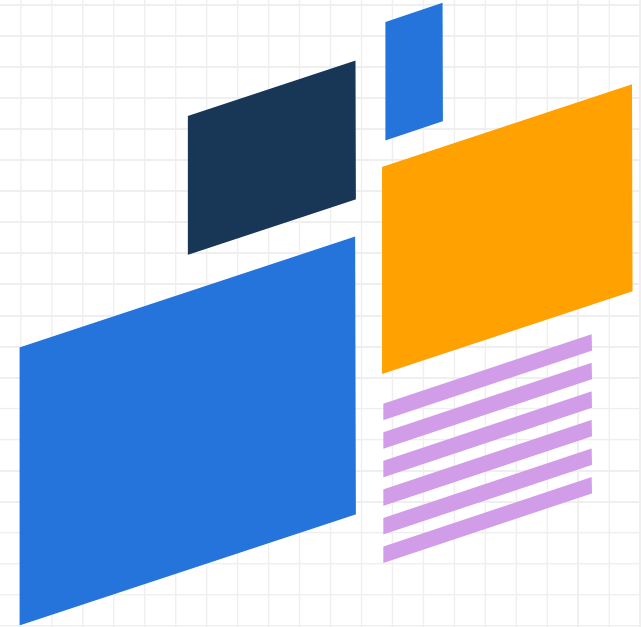


Participation drives  
email growth

**Promotions are the #1  
driver of email  
permissions.**

**87%**

Of new email opt-ins come  
from promotions

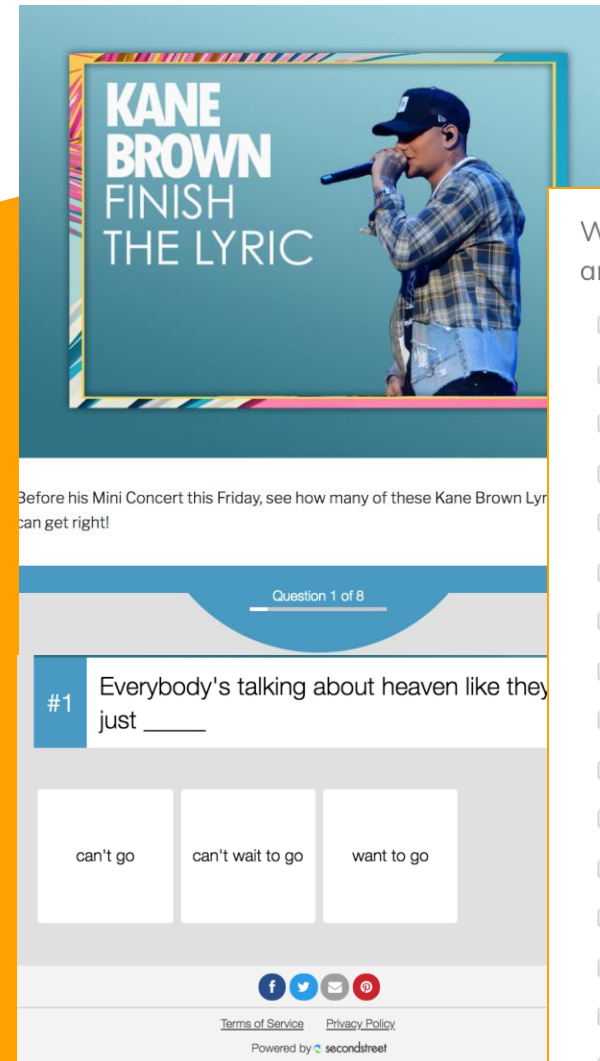




Know and Grow your Database

# Knowing 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 at "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

# Growing your Database

## Wehco Media, Inc.

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



---

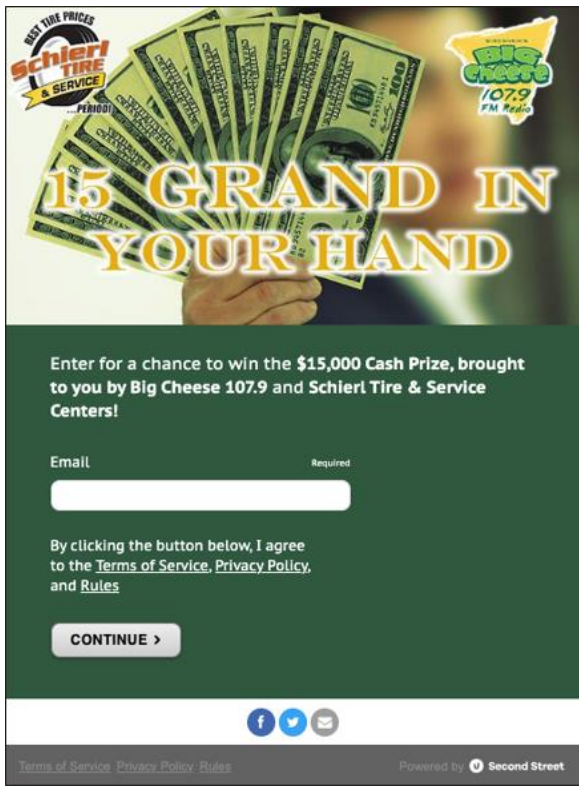
WEHCO MEDIA, INC.

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# Opt-ins on Everything

# Opt-Ins on Everything



15 Grand in your Hand  
(Second Street National Sweepstakes)  
WBCT-FM



Back to School  
Photo Gallery  
El Dorado News-Times

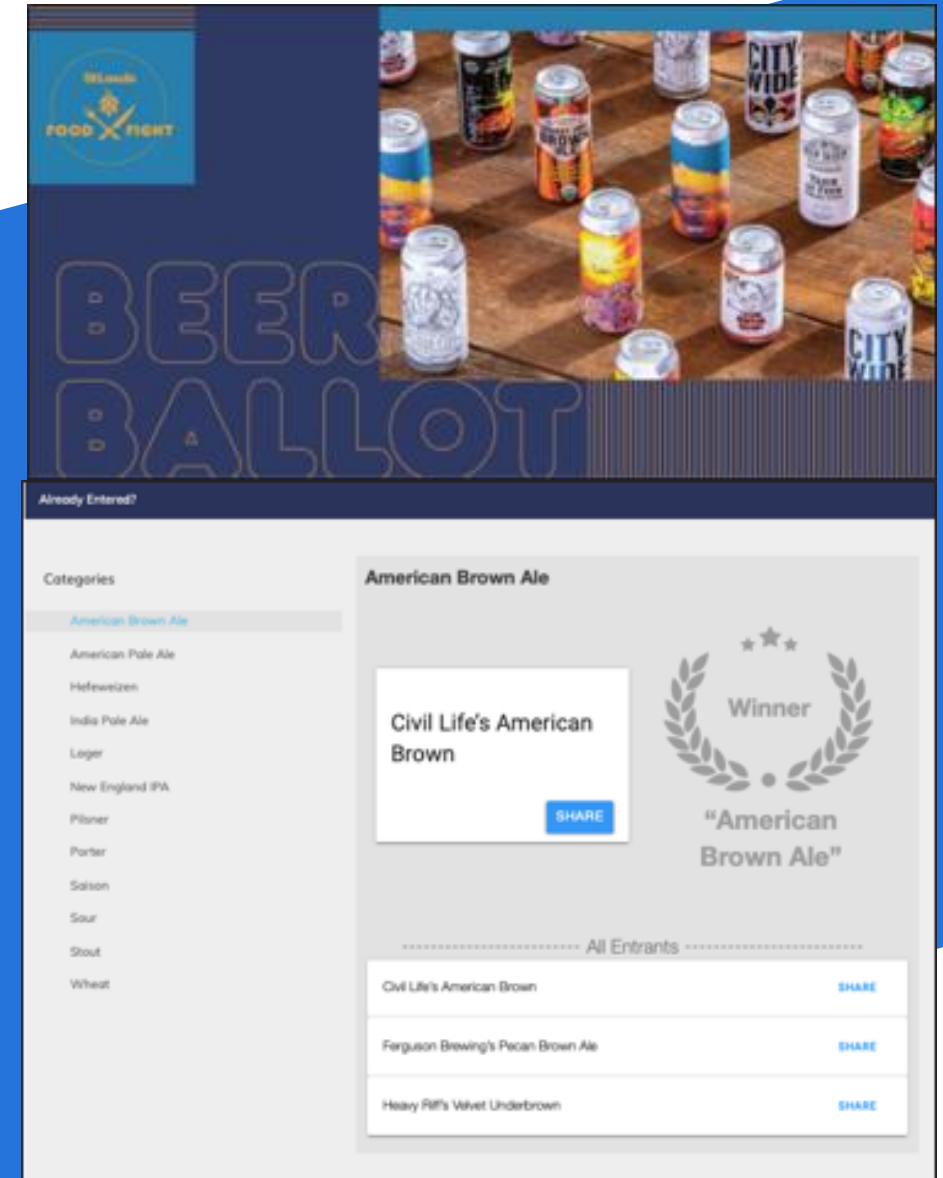


Best of the Grand Strand  
WMBF-TV

# Food Fight: Best Beer

*St. Louis Magazine / St. Louis, MO*

- Supplemented print piece
- Included sweepstakes to drive more engagement
- Sharable topic!
- 4,725+ nominations
- 6,000 votes!
- 200 NEW Opt ins for Dining Newsletter





Revenue





# Money Makers

- “Best of” Ballots
- Recurring Revenue
- National Sweepstakes
- Advertiser Lead-Gen



# **“Best of” Ballots**



Average revenue growth  
**30%**  
year over year

# “Best of” Ballots

**VOTE NOW!**  
Honor your favorite businesses by voting for them to be the Best of the Best.  
**VOTE FOR A CHANCE TO WIN \$500**

**BAYOU'S  
BEST OF THE  
BEST  
★ 2021 ★**  
The Official Community's Choice Awards  
**THE COURIER  
DAILY COMET**

**Beauty & Health**

**Clothing**

**Dining**

**Entertainment & Leisure**

**Home, Home Services & Finance**

**Kids & Education**

**Bayou's Best  
of the Best**  
*Houma Courier*

**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 [LCisto@buffnews.com](mailto:LCisto@buffnews.com).


**Already Entered?**

The Promotion has Ended


**Food & Drink**

**Bakery & Sweets**

**Retail & Shopping**

**In the Community**

**Best of 716**  
*Buffalo News*

**Voting Closes Friday**  
**Vote in at least 25 categories and be entered to win a \$200 gift card!**


**PRESENTED BY**  
**LIN HUTAFF'S  
PINEHURST REALTY GROUP**


**Voting for 2021 has closed.**  


Winners will be announced in a special edition magazine inside The Pilot newspaper on September 19, 2021.


**Already Entered?**

The Promotion has Ended

**Shopping**

**Arts & Community**

**Shopping**

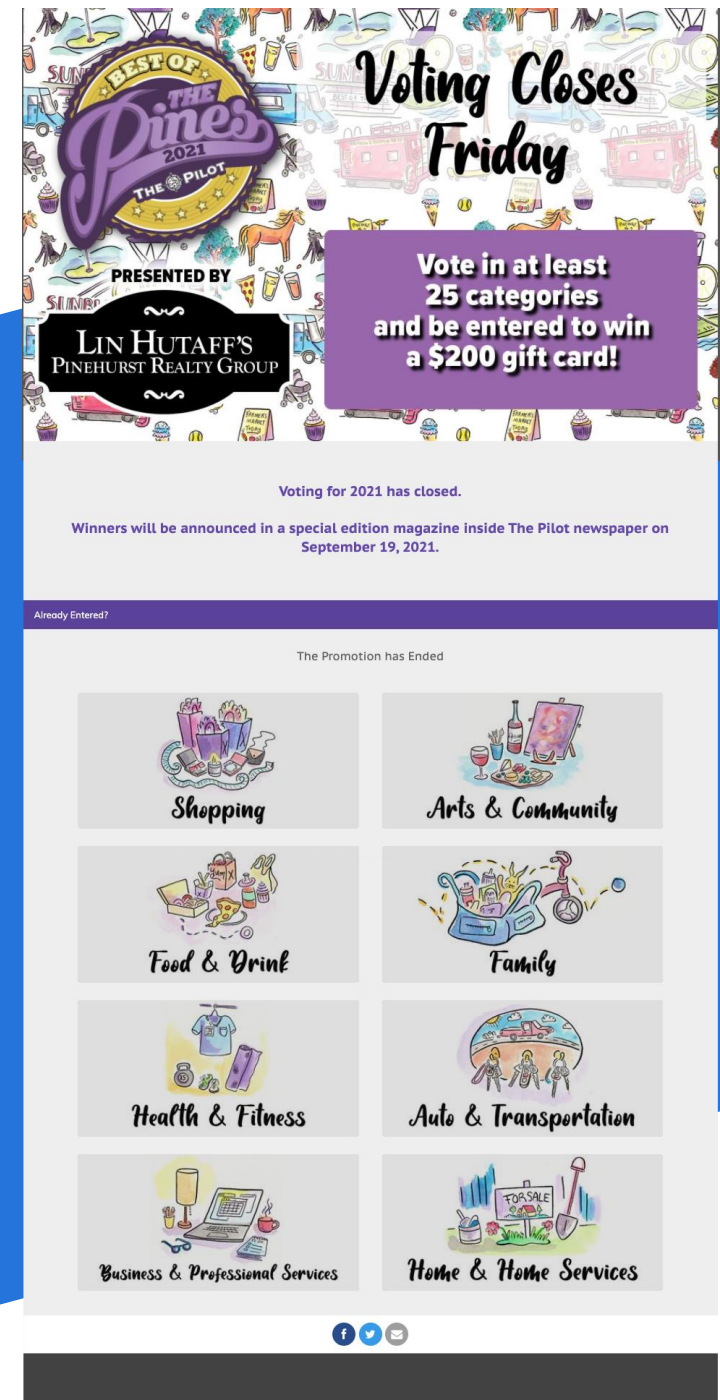
**Arts & Community**

**Best of the Pines**  
*The Pilot*

# Best of the Pines

*The Pilot | Southern Pines, NC*

- 90+K Nominations
- 226+K Votes
- 19+K Registrations
- 2,399 Daily Newsletter opt-ins
- 1,788 Perks Newsletter opt-ins
- 1,733 Promotions opt-ins
- **\$208,000** in revenue
- **45% YOY** revenue growth
- **15%** over revenue goal





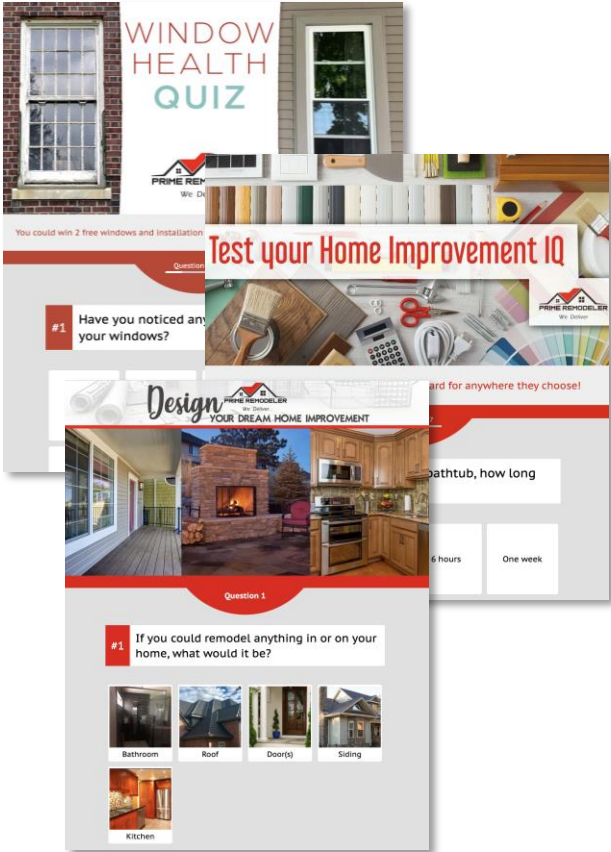
# Recurring Revenue



# Annuals



**YMCA  
Annual**  
*Akron Beacon Journal*



**Prime Remodeler  
Annual**  
WBVR-FM



**Lake Chem  
Annual**  
West Kentucky Star

# Englewood Health Quizzes

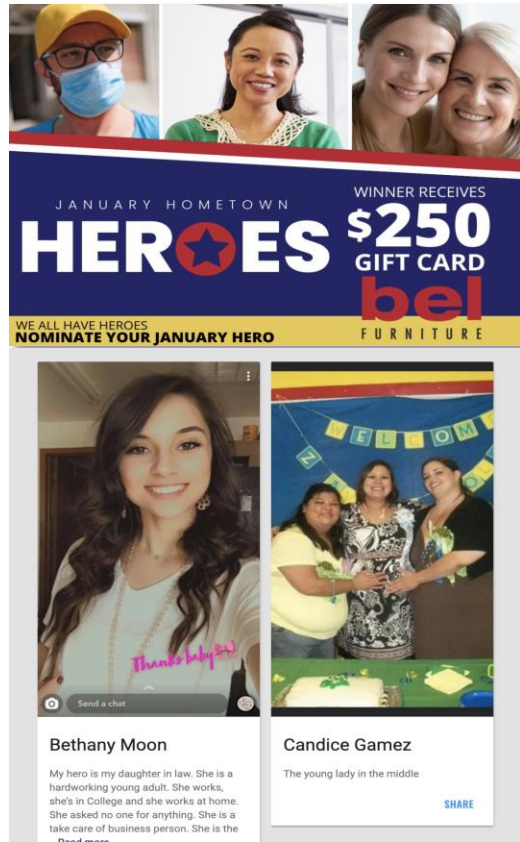
Record & Herald News, Woodland Park, NJ

- Four Health quizzes
- 1,653 Total Submissions
- 292 Total opt-ins for Englewood Health
- \$21,825 Revenue





# 'Of the Month'



**JANUARY HOMETOWN HEROES** WINNER RECEIVES **\$250 GIFT CARD**

**HEROES** **bel** FURNITURE

WE ALL HAVE HEROES  
NOMINATE YOUR JANUARY HERO

**Bethany Moon**  
My hero is my daughter in law. She is a hardworking young adult. She works, she's in College and she works at home. She asked no one for anything. She is a take care of business person. She is the *Daughter*

**Candice Gamez**  
The young lady in the middle

Send a chat

SHARE

**Bel's Furniture  
Hometown Heroes**  
*Victoria Advocate*



**MC HENRY COUNTY  
CUTEST  
KID**

CONTEST/JULY '21  
NORTHWEST HERALD

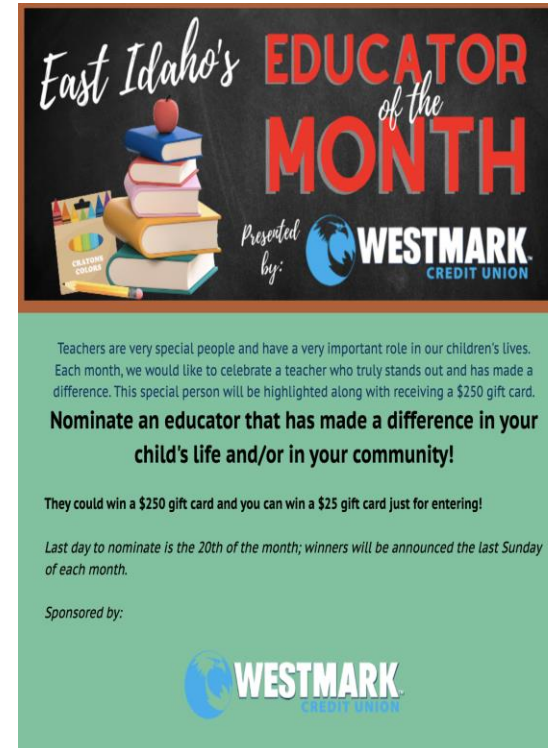
**Your child could be named July's Cutest Kid!**

Parents, show us your charming child by entering **McHenry County's Cutest Kid Contest for July!** Submit a photo of your child online from **July 8-19**. Then from **July 20-26**, Northwest Herald readers will cast their votes for their favorites! Votes will be counted, and a winner will be determined. The winner will be published in the Northwest Herald and receive a great prize!

Supporting Sponsor  
**Mercyhealth**  
A passion for making lives better.™



**McHenry County  
Cutest Kid Contest**  
*Northwest Herald*



**East Idaho's EDUCATOR of the MONTH**

Presented by: **WESTMARK CREDIT UNION**

Teachers are very special people and have a very important role in our children's lives. Each month, we would like to celebrate a teacher who truly stands out and has made a difference. This special person will be highlighted along with receiving a \$250 gift card.

**Nominate an educator that has made a difference in your child's life and/or in your community!**

**They could win a \$250 gift card and you can win a \$25 gift card just for entering!**

*Last day to nominate is the 20th of the month; winners will be announced the last Sunday of each month.*

Sponsored by:  
**WESTMARK CREDIT UNION**

**Educator of  
the Month**  
*Idaho Press*



**ATHLETE OF THE YEAR**

Presented by **Hines** 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!

**Javlon Martin - Crestwo...**  
**Kylie Horton - Clarendo...**  
**Kameron Rodriguez - L...**  
**Porter Laney - Thomas ...**

**Javlon Martin - Crestwo...**  
**Porter Laney - Thomas ...**

**Hines Furniture Athlete of  
the Year Bracket**  
*The Sumter Item*

# Athlete of the Week/Year

## *The Sumter Item, Sumter, SC*

- Sponsored by a Furniture store
  - Weekly Ballot
  - Avg **500-800** Votes Per Week
  - **18%** Newsletter opt-in
  - **16%** Contest opt-in
  - **20%** Sponsor opt-in
- Year End Bracket
  - **20K** Votes
- Year 2!
  - **\$1,000** per month
  - **\$12,000** Per Year



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

theitemsports  
Paid partnership

ATHLETE OF THE YEAR  
Vote once per day during each round of voting!

Voting has ended

FINAL

VS

en Sanders -  
rence Manning

Nicole Wells - Sumter  
High School

Javion Martin - Crestw...

Porter Laney - Thoma...

Javion Martin - Crestw...

Nakeem Isaac - Sumte...

ATHLETE OF THE WEEK  
Presented by Hines Furniture and Bedding Co.

JULIO HERNANDEZ-LARA  
CRESTWOOD HIGH





# National Sweepstakes



# National Sweepstakes

Back 2 School

 Middletown Valley Bank



ENTER TO WIN A \$1,500 SHOPPING SPREE!

Middletown Valley Bank wants to make your back to school shopping easier with a \$1,500 shopping spree!

A second winner will be chosen to win a \$500 Target gift card.

Join Middletown Valley Bank in their Back 2 School Drive. Now through August 14th, donations can be dropped off at any MVB branch. Visit [MVBBank.com](http://MVBBank.com) to learn more.

 Middletown Valley Bank

Middletown Valley Bank. Member FDIC. Equal Housing Lender.

Email


Required


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

CONTINUE >

**\$1,500 Back to School Sweepstakes - Financial**  
WNUZ-FM


BACK-TO-SCHOOL

 CENTURY 21 Action Realtors



\$1,500 SWEEPSTAKES

SHOPPING SPREE



ENTER NOW FOR A CHANCE TO WIN!

Fill out the form to get qualified to win!

Email

Required


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

CONTINUE >

Complete the form below for your chance to win a \$1,500 back to school shopping spree!

Entries accepted


Monday, July 12, 2021 through Monday, August 9, 2021



**\$1,500 Back to School Sweepstakes – Real Estate**  
KYYZ-FM

Win Free Groceries For a Year!

 CHAD JONES LAW INJURY LAWYERS PEACE 107.7



Candy 95 and Chad Jones Law want to give you a chance to win FREE GROCERIES for an ENTIRE YEAR (up to \$4,800).

Even if you don't win the grand prize, you could still win:

- a \$250 gift card for groceries thanks to Chad Jones
- free pies for a year from Pie in the Sky Pie Company - breakfast, lunch, & desserts for dine-in, curbside, or delivery

Chad Jones Law loves this community and has been serving the Brazos Valley for over 20 years. Call or text (800) 645-6637 anytime with questions and talk with a lawyer for free.

Enter for your chance to win FREE GROCERIES for a year below!

Email

Required

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

CONTINUE >

**\$1,500 Back to School Sweepstakes - Grocery**  
Leader-Telegram

# Home For The Holidays

## WKRN-TV, Nashville, TN

- Six different sponsors
- Opt-ins & lead Gen questions for each advertiser
- Hot Leads – To share user data w/ advertisers
- 2,755 Entries
- \$42,000 Revenue

Gatlinburg: Describe your travel plans

- ☐ I will drive a few hours from home for a getaway
- ☐ I will fly to a far-away destination
- ☐ I like both types of vacation: drive-to or fly-to

Gary Ashton/Donelson Air: Describe your primary residence

- ☐ Own a condo, townhouse, or house
- ☐ Rent/Lease

C&O Marine: Do you own a boat or are you interested in boating activities?

- ☐ Own a boat
- ☐ Don't own a boat but enjoy boating activities (boat rental, going on the water with friends)

Apex: Have you moved or had a need for moving services or storage in the past year?

- ☐ Yes
- ☐ No



Complete the form below for your chance to win a \$15,000 prize!

**Local Prize:**  
Win \$500 in gift cards!

**Entries accepted**  
Monday, November 8, 2021 through  
Monday, December 13, 2021

**Sorry! This promotion has ended.**

- ☐ Yes, I would like to receive offers from Gatlinburg.

I agree to share [my information](#) with sponsors.

Sharing enabled

- ☐ Yes, I would like to receive offers from Gary Ashton.

I agree to share [my information](#) with sponsors.

Sharing enabled

- ☐ Yes, I would like to receive offers from C&O Marine.

I agree to share [my information](#) with sponsors.

Sharing enabled



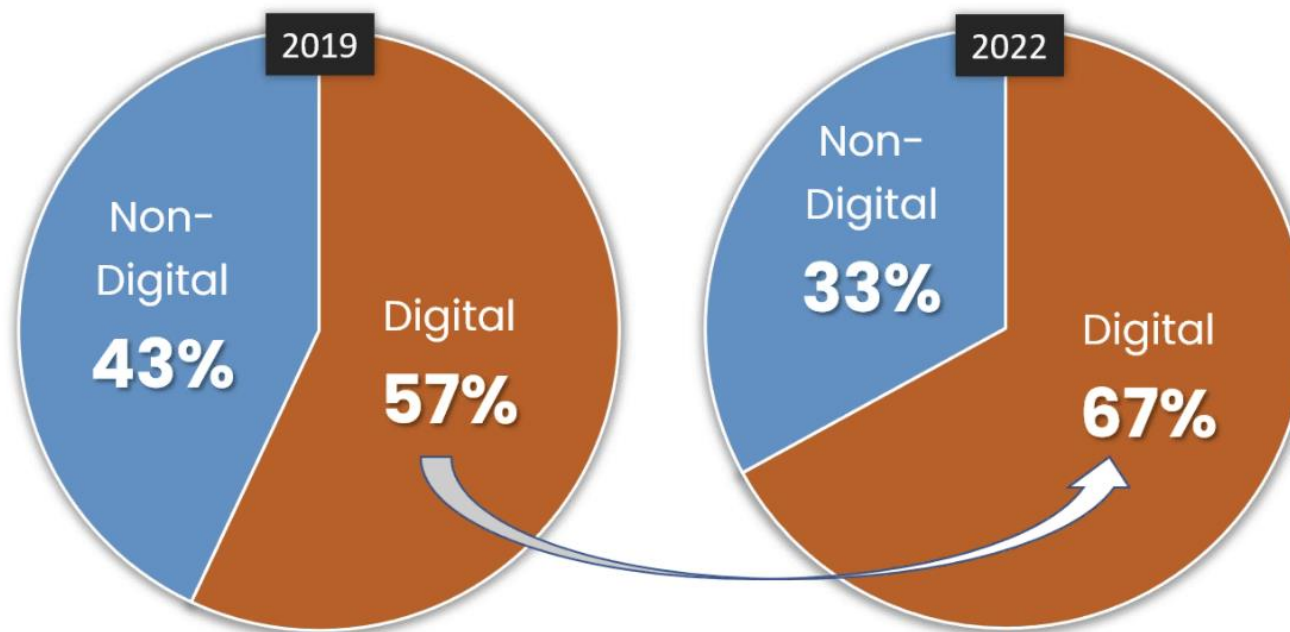
Powered by Second Street



# Lead-Gen Campaigns

# Digital Media's Share Rose 10 Points Since Pandemic

Share of U.S. Local Advertising Expenditures for Digital vs. Non-Digital Media



Source: Borrell Associates Inc., June 2022

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They value OUTCOMES over  
EYEBALLS

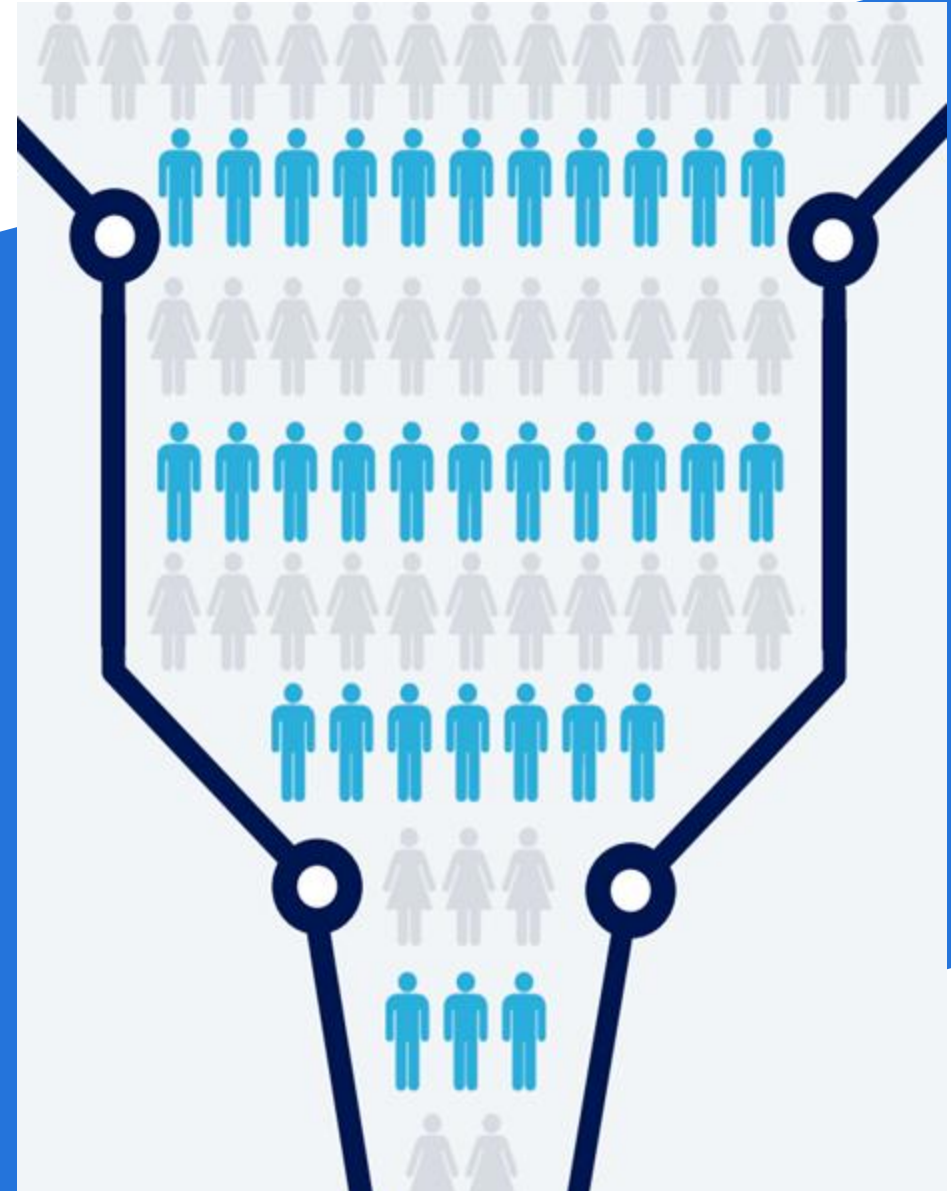




They want LEADS

# Align with Advertiser Needs

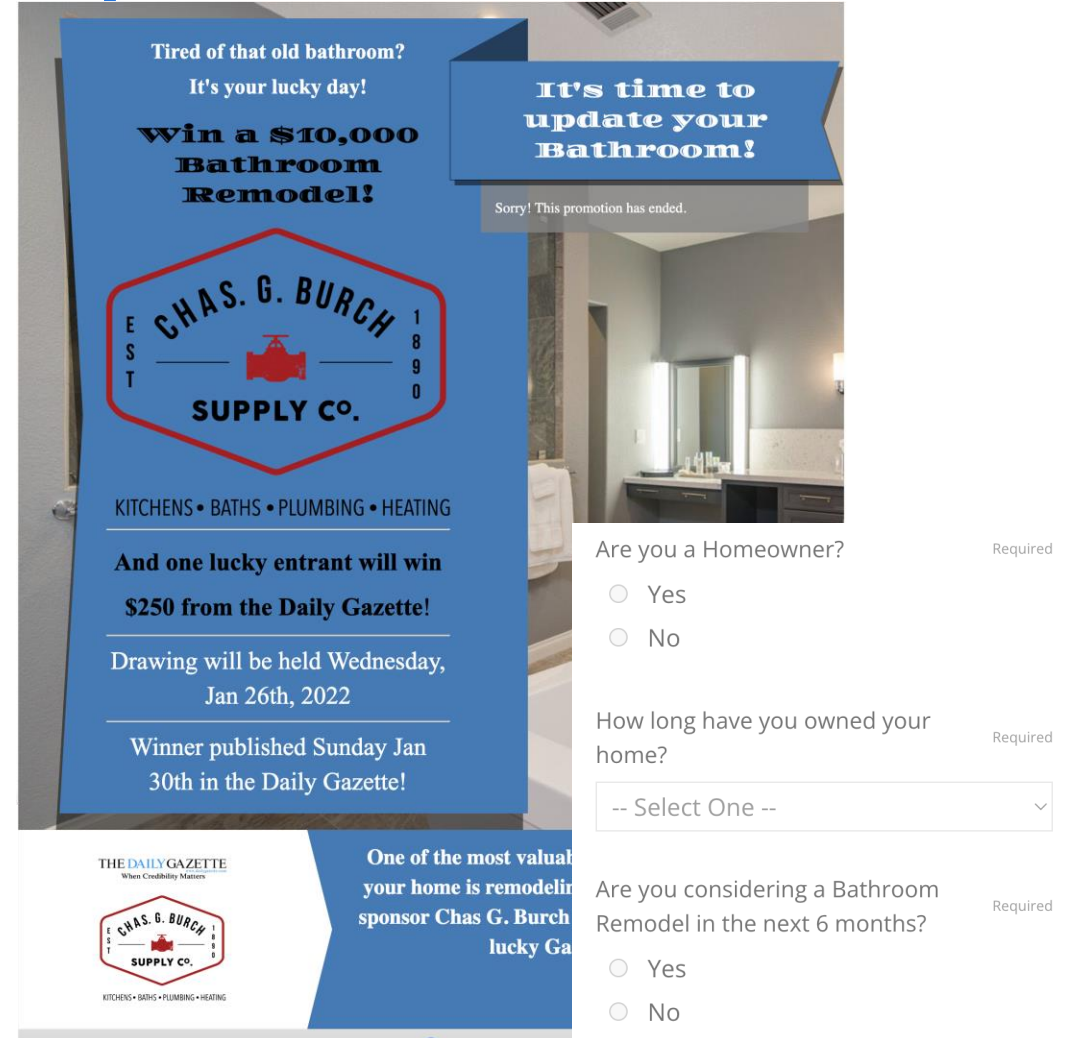
- Start with a CNA
  - Identify what matters to your client
  - Know how client defines success
  - Overcome possible objections
  - Drive real impact for client



# \$10K Bathroom Remodel Sweepstakes

Daily Gazette, Schenectady, NY

- 1,972 Entries
- Are you considering a bathroom remodel in the next 6 months?
- 77% said **YES!**
- **\$20K+** in new business from contest leads
- \$5,000 Revenue



Tired of that old bathroom?  
It's your lucky day!

**Win a \$10,000 Bathroom Remodel!**

**CHAS. G. BURCH**  
EST. 1890  
SUPPLY CO.

KITCHENS • BATHS • PLUMBING • HEATING

**And one lucky entrant will win \$250 from the Daily Gazette!**

Drawing will be held Wednesday, Jan 26th, 2022

Winner published Sunday Jan 30th in the Daily Gazette!

**It's time to update your Bathroom!**

Sorry! This promotion has ended.

Are you a Homeowner? Required

☐ Yes  
☐ No

How long have you owned your home? Required

-- Select One --

Are you considering a Bathroom Remodel in the next 6 months? Required

☐ Yes  
☐ No



# Your Plan



# Things to consider...

- What are we already doing?
- What are our biggest focuses?
- Where do we want to be in 3, 6, 9, 12 months?

What are we already doing?

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

What are our biggest focuses?

Q3	Q4
Database Growth for Parenting Audience	Database Growth for Shopping Audience
NEW Revenue from Home Services Category	NEW Revenue from Financial Category
More insights on current database	More insights on current database

## Where do we want to be in ...

6 months	9 months	12 months
500 new opt ins for parenting newsletter	500 new opt ins for shopping newsletter	Ready to launch NEW, sponsored newsletter
\$25K in NEW revenue from Home Services	\$25k in NEW revenue from Financial	ONE new Recurring Campaign sold - \$50k in revenue
NEW lead gen questions on forms	50% MORE data on our current database	Segmenting our database to send the RIGHT info to the RIGHT people



## How do we get there!

Q3	Q4	Q1/23 - LET'S DO THIS!
Back to School Photo Contest	Holiday Showcase – featuring local shopping, dining and attractions	<b>Ready to launch NEW sponsored targeted newsletter (parenting, shopping, sports, etc)</b>
Two Lead Gen contests with Home Services partners – HVAC and Windows	Two Lead gen contests with Financial partners – retirement and real estate	<b>ONE new Recurring Campaign sold - \$50k in revenue</b>
Opt-Ins on EVERYTHING	Lead-Gen Question on every form	<b>Segmenting our database to send the RIGHT info to the RIGHT people</b>

**RUN SECOND STREET NATIONAL SWEEPSTAKES**



# Key Takeaways



Things are getting better, but you  
**MUST** remain aggressive!



Local promotions spend is **STILL** higher  
than local advertising spend



# Engagement + Capture



Promotions are the #1 driver of  
email permissions



Big revenue is out there!

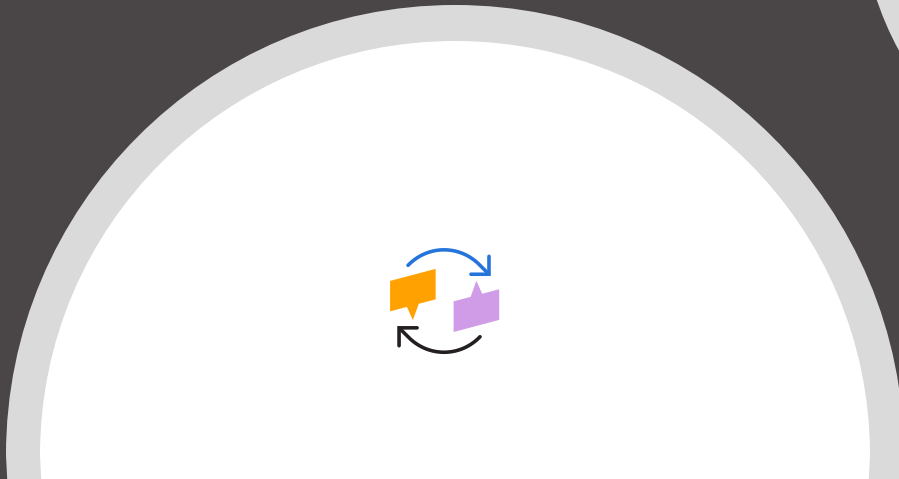
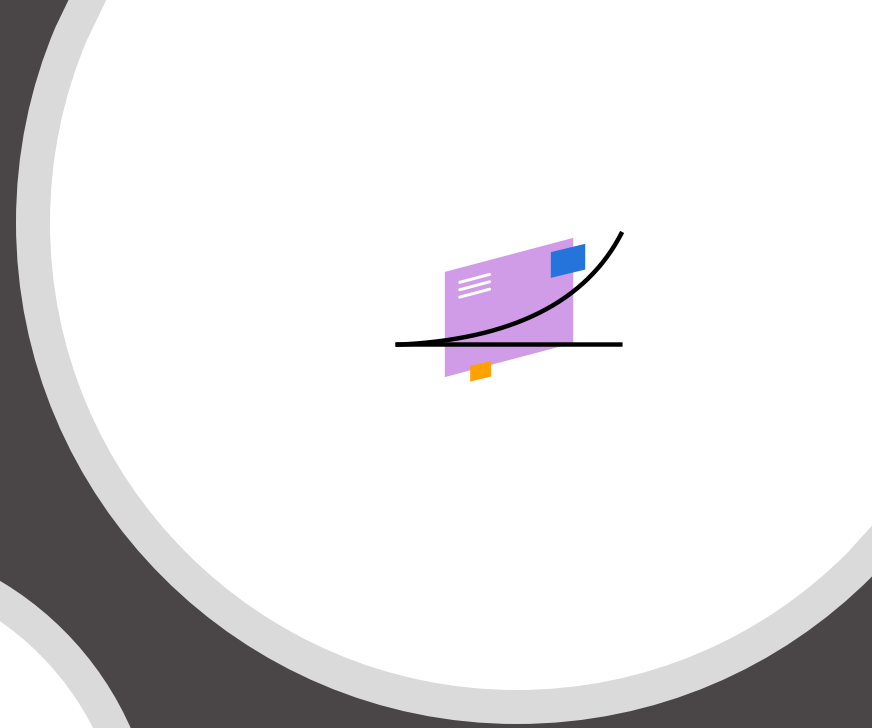


# **Ideas to Get You Going: Master Class Line Up**



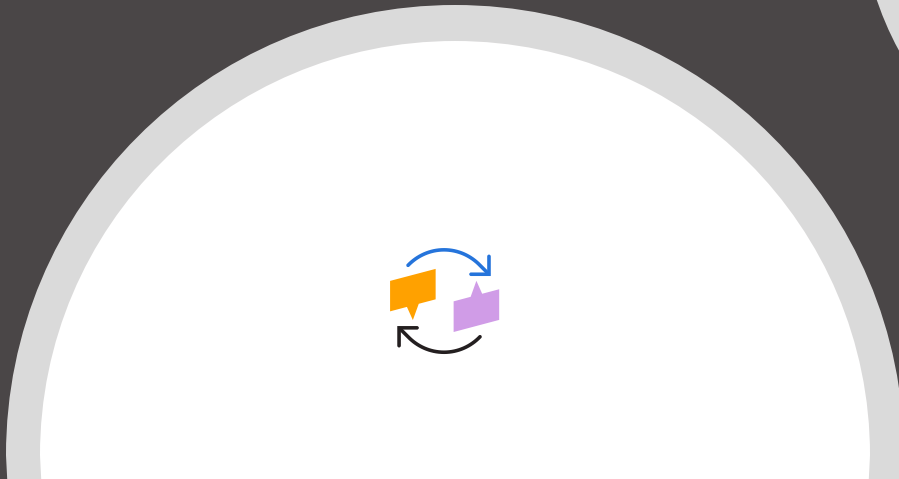
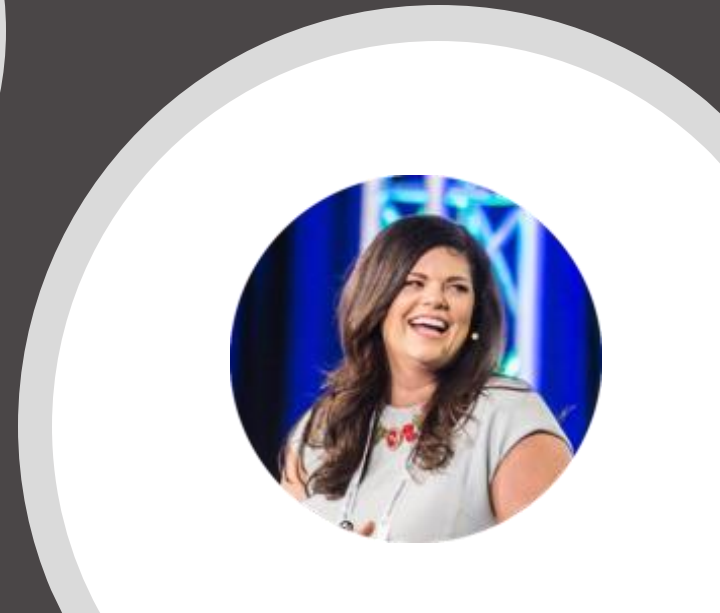
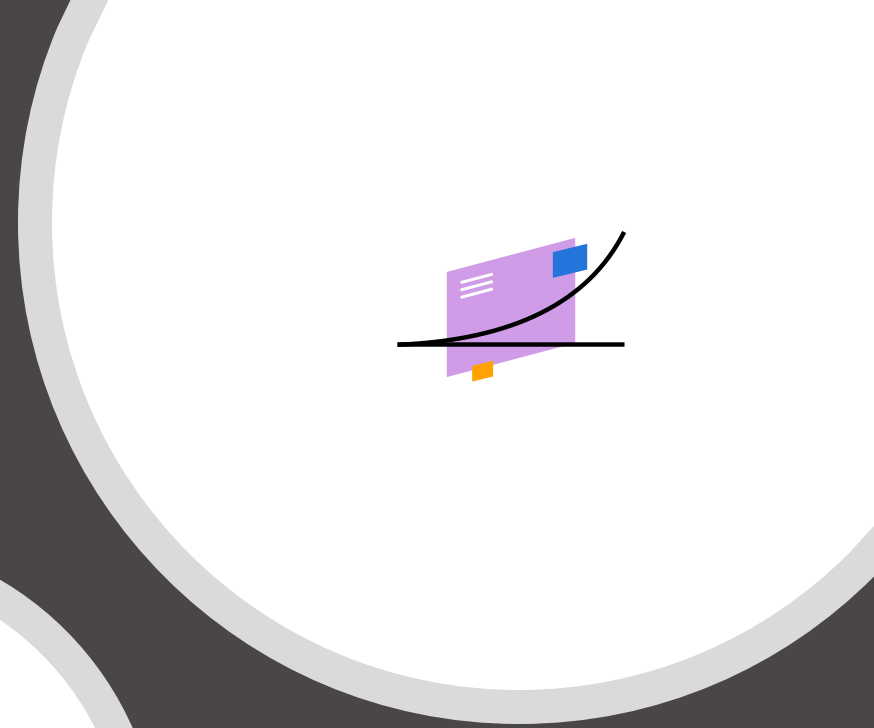
Tuesday June 14<sup>th</sup>  
11:00 am CT

Driving Results for Top  
Advertiser Categories



**Wednesday June 15<sup>th</sup>**  
**11:00 am CT**

**How to Engage Your  
Audience and Grow Your  
Database with Promotions!**



Thursday June 16<sup>th</sup> 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](#)

ON-DEMAND WEBINAR

[How to Maximize Your Winter Revenue with Promotions](#)

VIDEO

[How to Create Your Best 2022 Promotions Plan](#)

VIDEO

[How to Maximize Your Fall Revenue](#)

# Thank You!



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