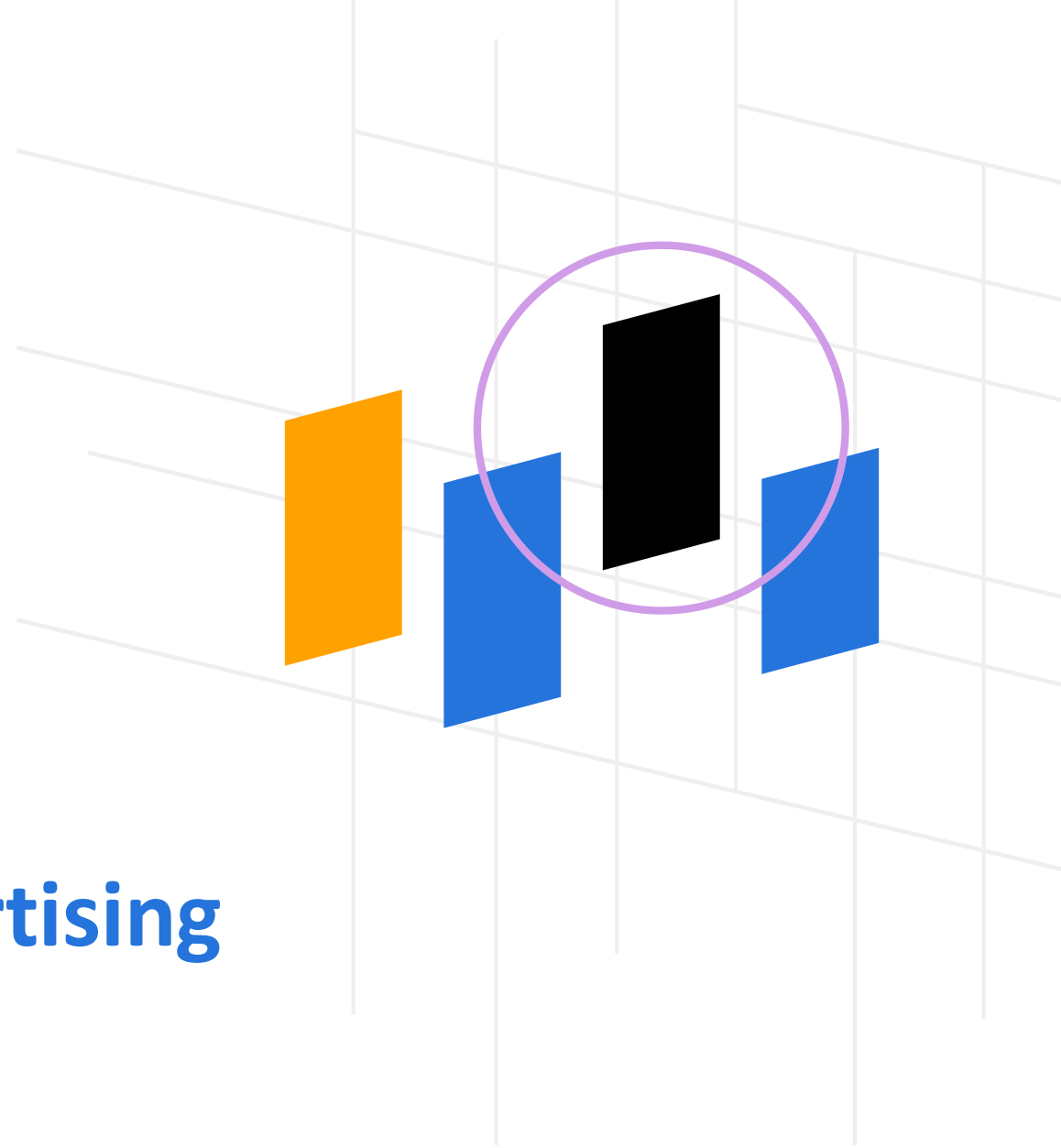




Master Class:
**Driving Results for Top Advertising
Categories**



Welcome!



Liz Huff

Sr. Director of
Customer Success
lhuff@uplandsoftware.com

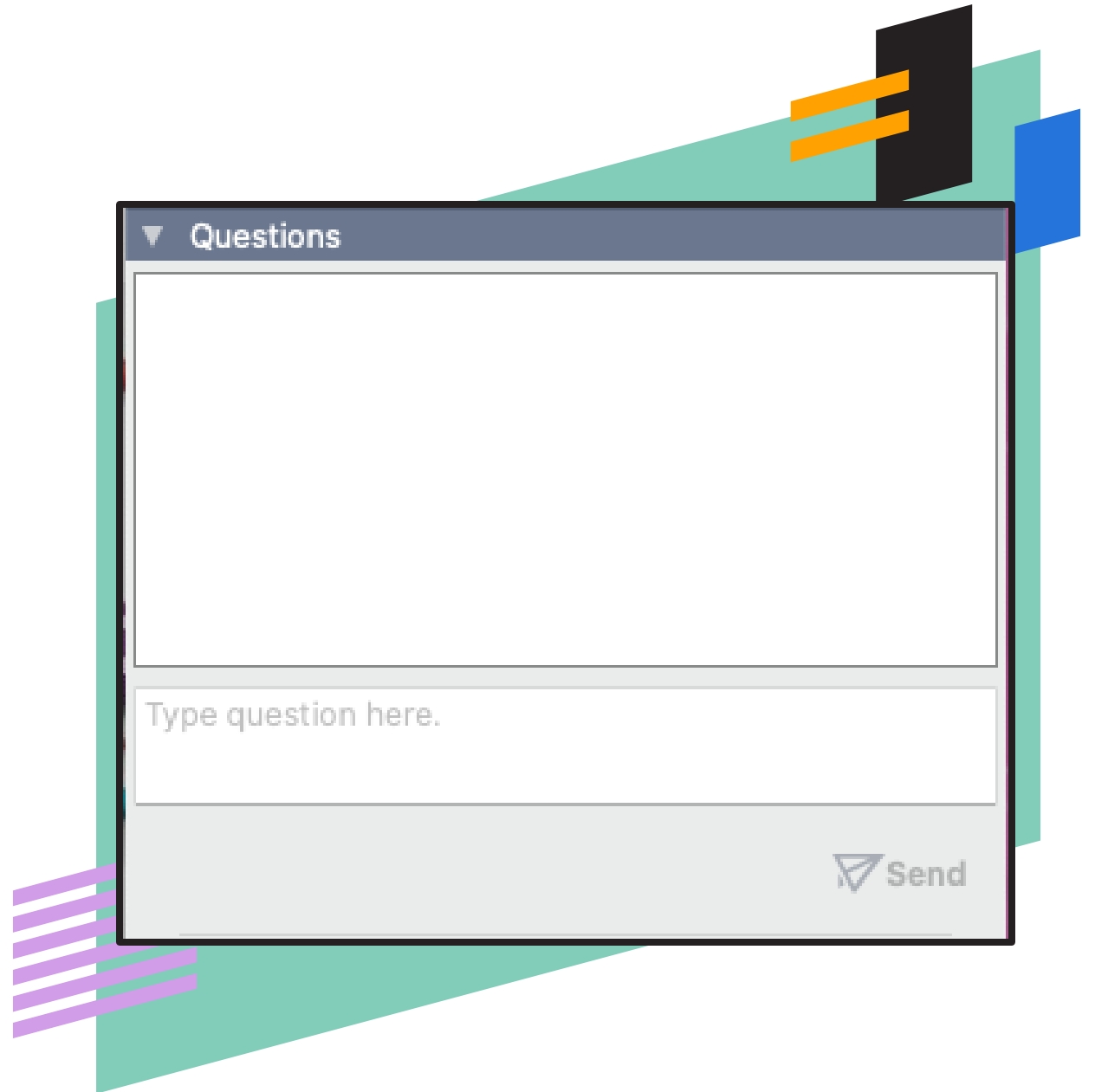


Ellen Trunk

Manager, Customer Success
etrunk@uplandsoftware.com

Do you have questions?

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

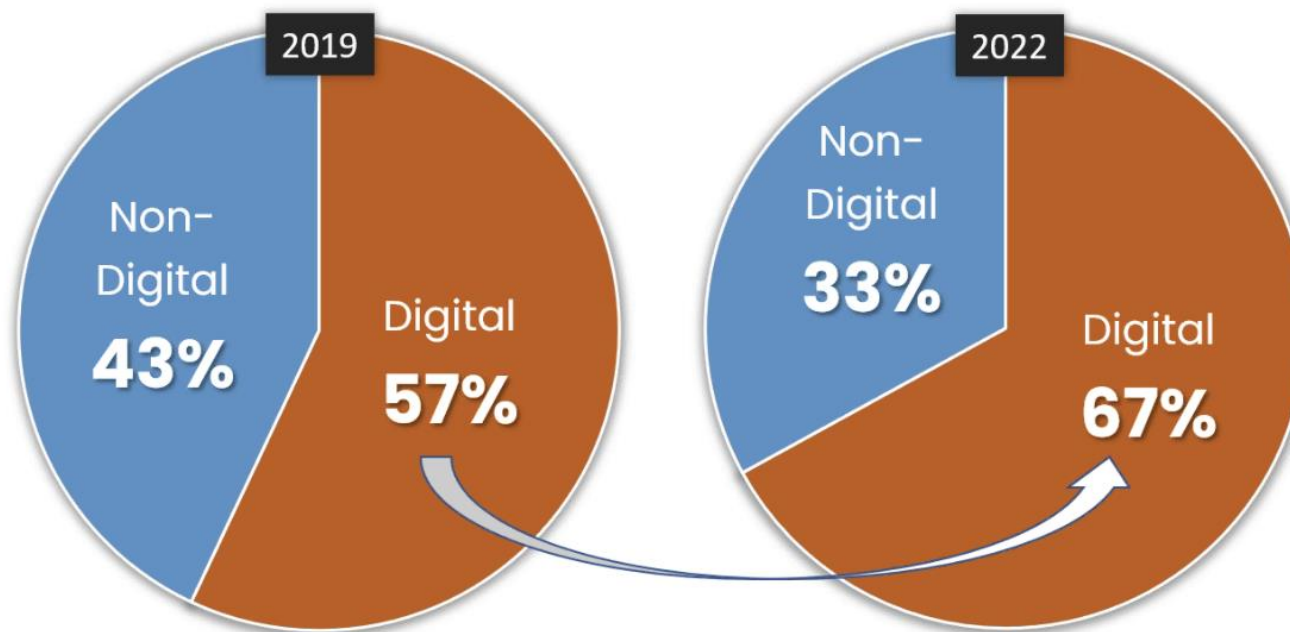




Why Promotions for Advertisers?

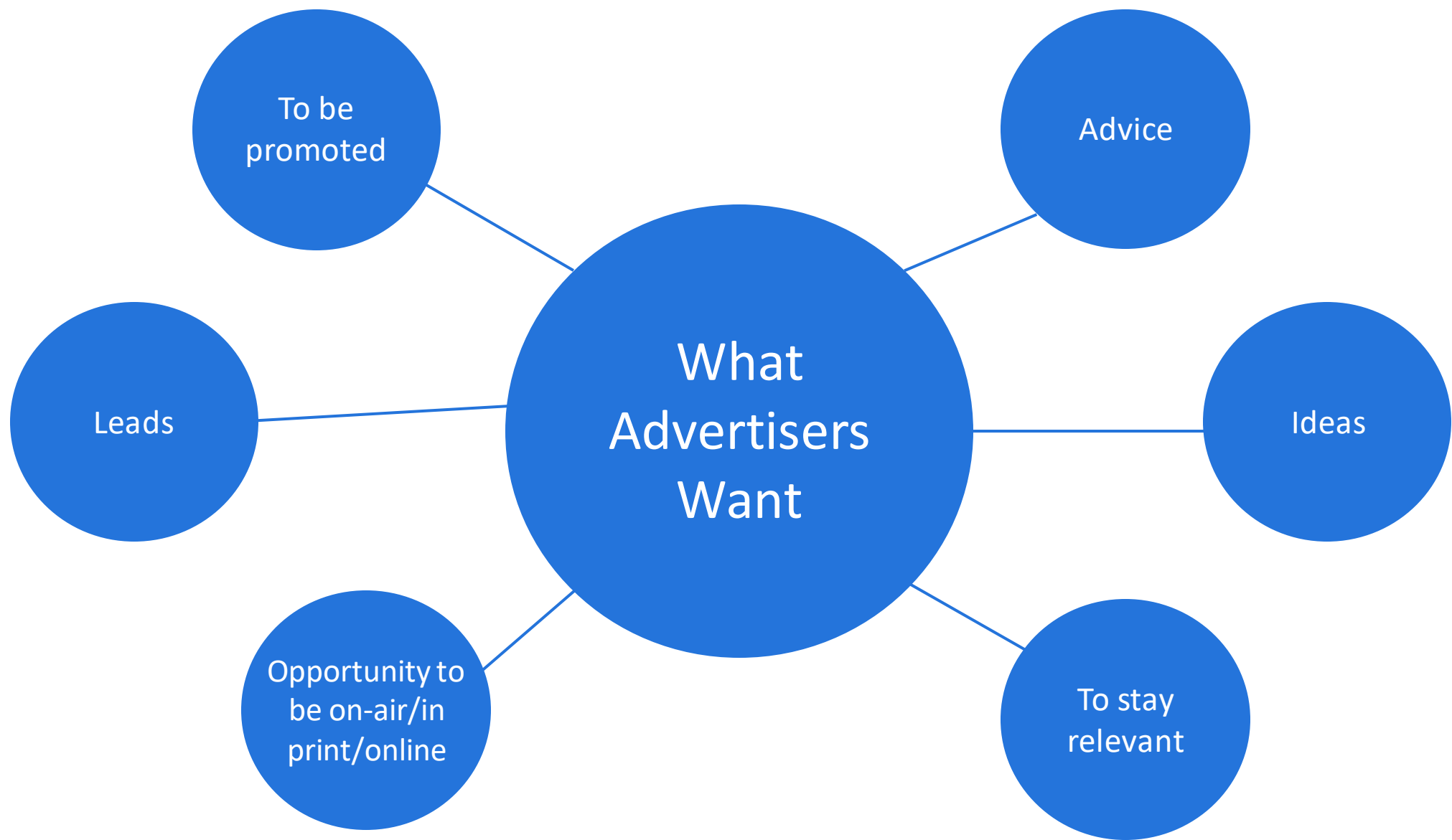
Digital Media's Share Rose 10 Points Since Pandemic

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



Source: Borrell Associates Inc., June 2022

Copyright © 2022 Borrell Inc.





5 Steps to Make Your Lead-Gen Campaigns a Success




1. Understand the Benefits of Lead-Gen Campaigns

Benefits of Lead-Gen Campaigns

- Outcomes over eyeballs
- Database growth
- Middle of the funnel solutions
- Measurable results for advertisers

Show us your UGLY AC Contest
Submit a photo for your chance to win a brand new American Standard AC Unit installed by JF Miller Heating & Air Conditioning



MILLER
HEATING AND
AIR CONDITIONING

Submit a photo of your ugly AC unit! Then share your entry and voting starts on June 8!

You will be able to vote daily!

*Disclaimer winner must have an existing central air unit that is going to be replaced. vote here: https://www.jfmillerhvac.com/#service_area

Already Entered?

The Promotion has Ended

When was the last time you had your AC unit serviced? Required

☐ This month
☐ Last season
☐ It's been years!
☐ Never. How is this thing still working?

Do you have a current go-to HVAC provider? Required

☐ Yes
☐ No

If you do have a current go-to HVAC provider, who is it?

What are the top factors you consider when choosing a service provider? (Select all that apply). Required

☐ Professionalism
☐ Price
☐ Name recognition
☐ Online reviews

Results Over Reach

- This isn't about mass audience, it's about qualified leads that your advertiser NEEDS
- Actionable data for future campaigns

Are you planning to purchase or refinance your home in the next 12-months?

- ☐ Yes
- ☐ No

Are you looking for a banker that will listen to you?

- ☐ Yes
- ☐ No

Do you like getting cash back on your debit card purchases?

- ☐ Yes
- ☐ No



2. Understand the Advertisers to Target

Top Categories that Value Leads

- Home Services
- Automotive
- Financial
- Grocery
- Real Estate
- Education
- Healthcare
- Travel

What's in the Guide?

From recommended CNA questions and promotion ideas to prize ideas and suggested lead-gen questions, you'll find the answers to all this and more for over 50 top advertising categories!

Automotive

Aftermarket
Car Wash
Car Sales

Bridal

Florist
Photography
Wedding Apparel
Venues

Education

Daycare / Early Childhood
College / Higher Education
Tutoring Services

Entertainment

Casinos
Venues

Financial

Insurance
Banks & Credit Unions

Food & Drink

Bars
Restaurants
Grocery
Specialty Food

Healthcare

Hospitals
Specialty Healthcare
Urgent Care

Home

Deck
Flooring
Garage & Driveways
HVAC
Kitchen & Bath
Landscaping
Painting
Pool
Roof
Solar Panels
Windows & Doors

Legal

Family Law
Personal Injury

Pets

Boarding
Grooming
Retail
Veterinary Services

Real Estate

Apartment/Rental
Companies
Mortgage Companies
Moving Services
Residential Real Estate

Recreation

Golf
Gyms & Fitness
Hunting & Fishing
Outdoor Adventure

Retail

Clothing
Furniture
Jewelry
Specialty Stores
Spas & Salons

Travel

Hotels & Lodging
Local Attractions
Travel Agents



3. Understand Client's Needs



What Local Ad Buyers Said

“What causes you to buy from a local media company?”

- #1** High level of marketing expertise
- #2** Partnership, not vendor attitude
- #3** Furnishes transparent mktg. plan
- #4** Thinks about my business, not theirs

Source: Borrell's April-June 2021 Survey of 2,881 local ad buyers

Understand Client's Needs

- Understand the advertiser goals
- Understand their profit centers
- Be a PARTNER to your clients



Conduct a CNA

- Don't reinvent the wheel, use the Seller's Guide
- It's all about THEM
- Listen to their focuses and goals
- Understand what is important
- Understand definition of success

Customer Needs Analysis

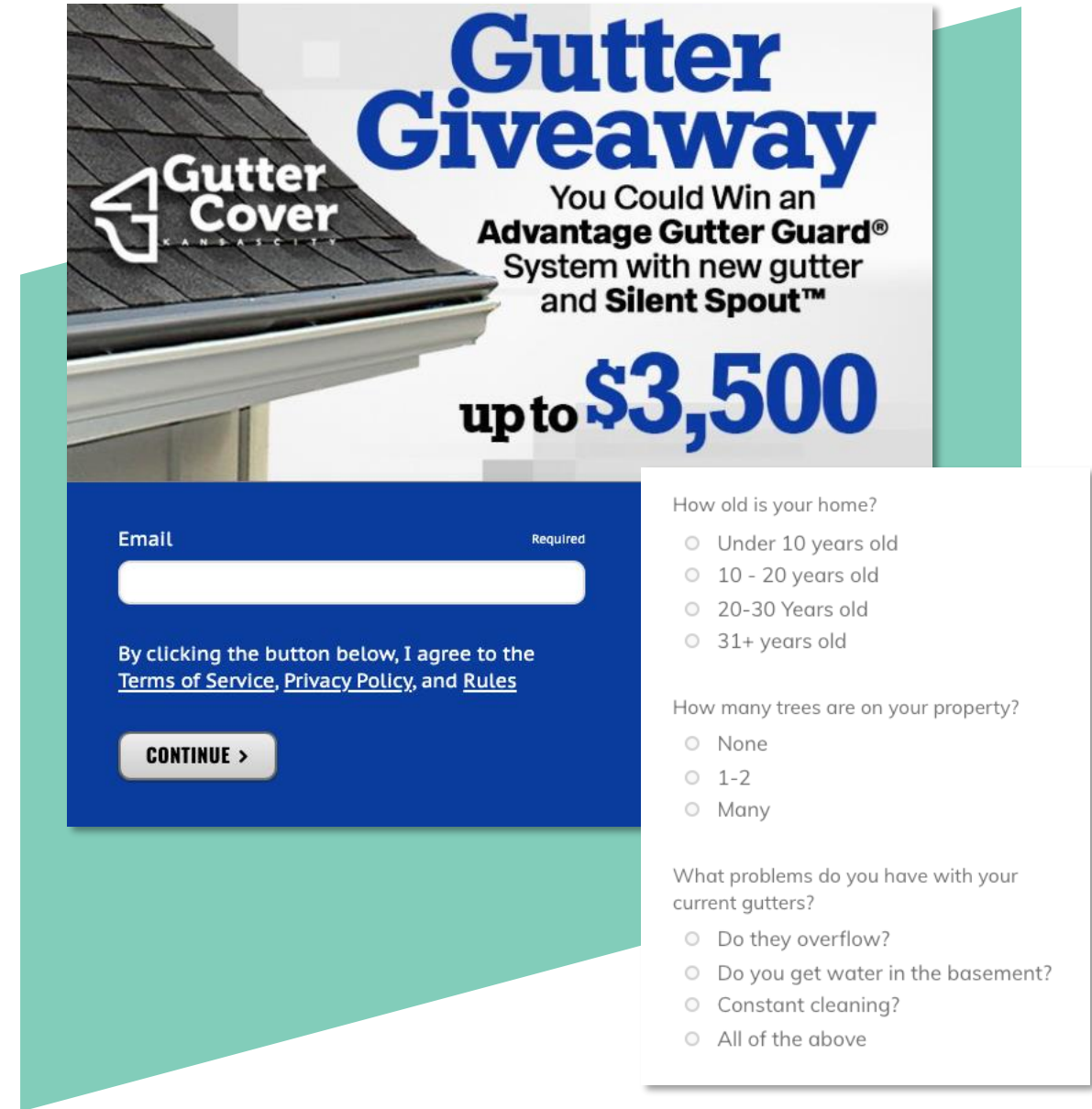
Company	<ul style="list-style-type: none">• What are your main goals for the next 6 to 12 months?• What differentiates you from other specialists in the market?• What are your most popular services or products? Which are the most profitable?• What is the value of a new patient to your business?
Customer	<ul style="list-style-type: none">• Who is your typical patient? Who is your target audience?• What are 3-5 things you'd like to know about a new patient?
Marketing	<ul style="list-style-type: none">• What past marketing campaigns have worked for you and why? And which haven't?• What has been the most effective way to bring in new patients?• How are you using email to communicate with customers and prospects?• What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none">• How much does an average patient spend?• How many leads does it take for you to convert to one new patient or one sale?• How would you define success for a marketing campaign?



4. How to Sell

Articulate the Benefits

- Measurable results for your investment
- Incredible reach from media company
- Valuable data gathered in registration form
- Opt-in for advertiser database (Hot Leads!)



The image shows a registration form for a 'Gutter Giveaway'. The header features a photograph of a roof with a gutter and the 'Gutter Cover KANSAS CITY' logo. The main title 'Gutter Giveaway' is in large blue font. Below it, the text reads: 'You Could Win an Advantage Gutter Guard® System with new gutter and Silent Spout™ up to \$3,500'. The form itself is a dark blue box with a white email input field labeled 'Email' and 'Required'. Below the input field is a line of text: 'By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules'. A 'CONTINUE >' button is at the bottom of the blue box. To the right of the blue box is a white area with three questions, each with radio button options.

Gutter Giveaway

You Could Win an **Advantage Gutter Guard®** System with new gutter and **Silent Spout™**

up to **\$3,500**

Email Required

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

CONTINUE >

How old is your home?

- ☐ Under 10 years old
- ☐ 10 - 20 years old
- ☐ 20-30 Years old
- ☐ 31+ years old

How many trees are on your property?

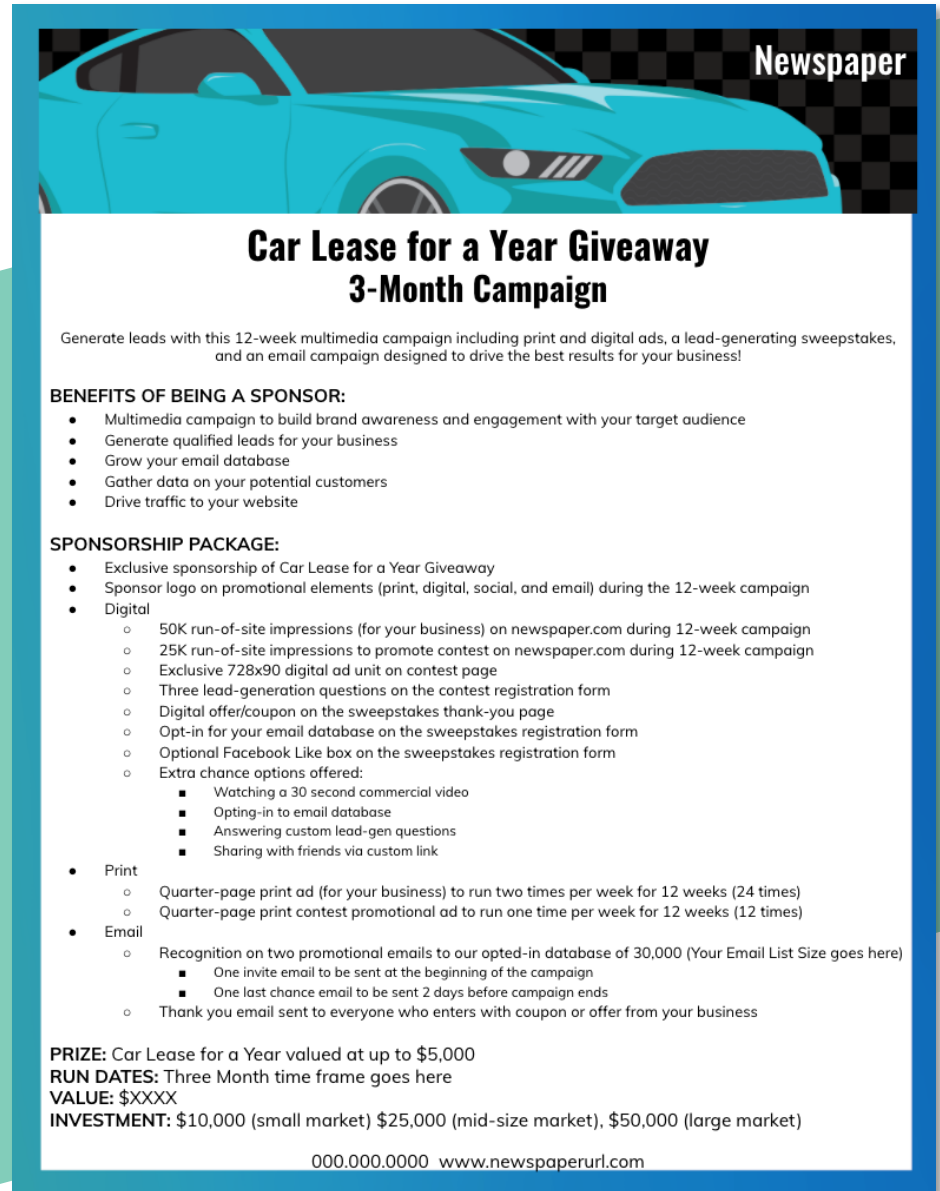
- ☐ None
- ☐ 1-2
- ☐ Many

What problems do you have with your current gutters?

- ☐ Do they overflow?
- ☐ Do you get water in the basement?
- ☐ Constant cleaning?
- ☐ All of the above

Build a Package

- It's an integrated media package
 - Bundled campaign
 - Promotion
 - Email
 - Core
 - Digital
 - Social
- Show the value and investment

A mockup of a newspaper advertisement for a car lease giveaway. The top features a blue sports car on a black and white checkered background with the word "Newspaper" in the top right corner. Below the image is the title "Car Lease for a Year Giveaway 3-Month Campaign". The text describes a 12-week multimedia campaign and lists benefits for sponsors and details of the sponsorship package, including digital and print ad placements and email promotions. It also specifies the prize, run dates, value, and investment levels, ending with a phone number and website URL.

Newspaper

Car Lease for a Year Giveaway 3-Month Campaign

Generate leads with this 12-week multimedia campaign including print and digital ads, a lead-generating sweepstakes, and an email campaign designed to drive the best results for your business!

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive sponsorship of Car Lease for a Year Giveaway
- Sponsor logo on promotional elements (print, digital, social, and email) during the 12-week campaign
- Digital
 - 50K run-of-site impressions (for your business) on newspaper.com during 12-week campaign
 - 25K run-of-site impressions to promote contest on newspaper.com during 12-week campaign
 - Exclusive 728x90 digital ad unit on contest page
 - Three lead-generation questions on the contest registration form
 - Digital offer/coupon on the sweepstakes thank-you page
 - Opt-in for your email database on the sweepstakes registration form
 - Optional Facebook Like box on the sweepstakes registration form
 - Extra chance options offered:
 - Watching a 30 second commercial video
 - Opting-in to email database
 - Answering custom lead-gen questions
 - Sharing with friends via custom link
- Print
 - Quarter-page print ad (for your business) to run two times per week for 12 weeks (24 times)
 - Quarter-page print contest promotional ad to run one time per week for 12 weeks (12 times)
- Email
 - Recognition on two promotional emails to our opted-in database of 30,000 (Your Email List Size goes here)
 - One invite email to be sent at the beginning of the campaign
 - One last chance email to be sent 2 days before campaign ends
 - Thank you email sent to everyone who enters with coupon or offer from your business

PRIZE: Car Lease for a Year valued at up to \$5,000
RUN DATES: Three Month time frame goes here
VALUE: \$XXXX
INVESTMENT: \$10,000 (small market) \$25,000 (mid-size market), \$50,000 (large market)

000.000.0000 www.newspaperurl.com



MUST

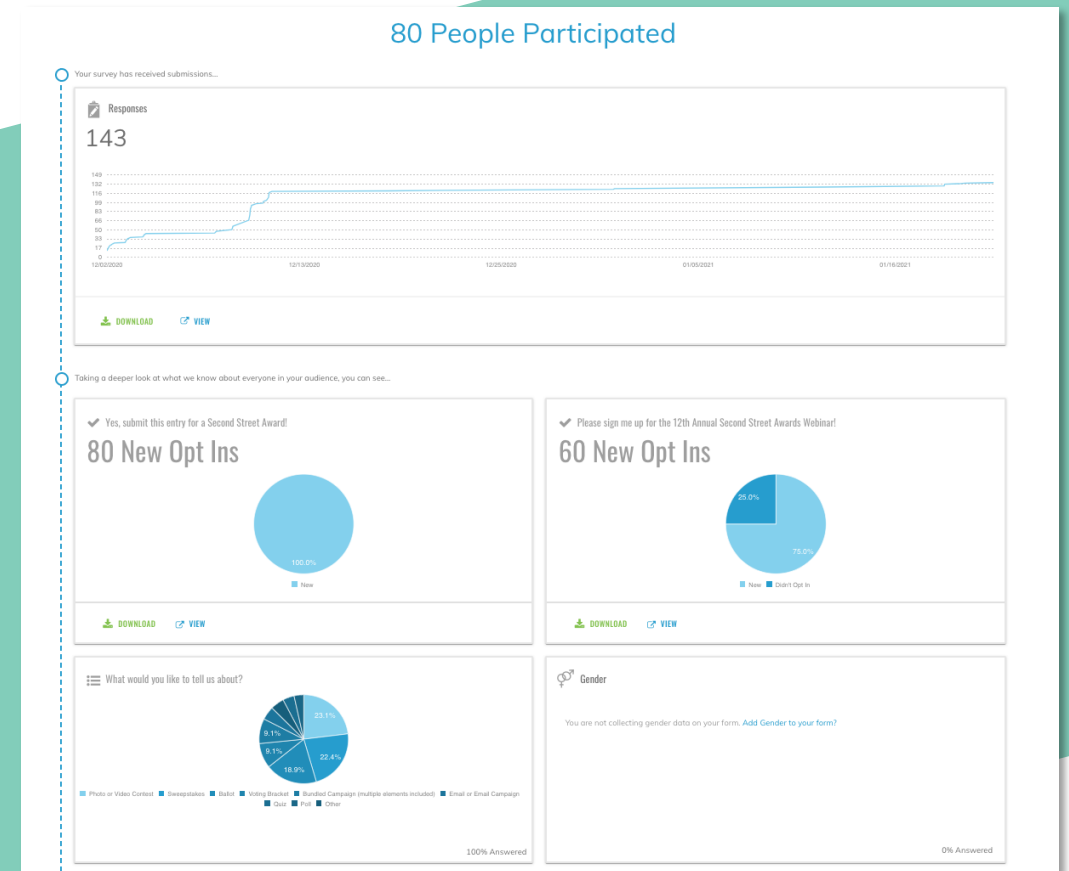
5. You ~~Should~~ Follow-Up



You don't just follow up,
you follow **ALONG**

Follow Up

- Check in regularly
- Ask Questions
 - Have they followed up with leads?
 - Any business booked?
- Provide data
 - Core + Digital Placements
 - Audience you've engaged
 - Promotion stats



Follow Up: Hot Leads

- Provide sponsors a timely and secure way to share leads from a promotion



The image shows a registration form for a "GoSolar SOLAR PANEL GIVEAWAY". The header features the GoSolar logo and the text "ENTER TO WIN FREE ELECTRICITY FOR LIFE" over a background image of a house with solar panels. The form includes input fields for "First Name" and "Postal Code", both marked as "Required". Below these is a checkbox for "Please email me special offers on solar panel systems" with the text "I agree to share my information with sponsors." A dashed blue box highlights this checkbox and the text below it. Below the highlighted area is a question "What is your average household income?" with three radio button options: "Less than \$30,000", "\$30,000 - \$50,000", and "Greater than \$50,000". At the bottom is a "CONTINUE >" button.

GoSolar
SOLAR PANEL GIVEAWAY
ENTER TO WIN FREE ELECTRICITY FOR LIFE

First Name Required

Postal Code Required

☐ Please email me special offers on solar panel systems
I agree to share [my information](#) with sponsors.

What is your average household income?

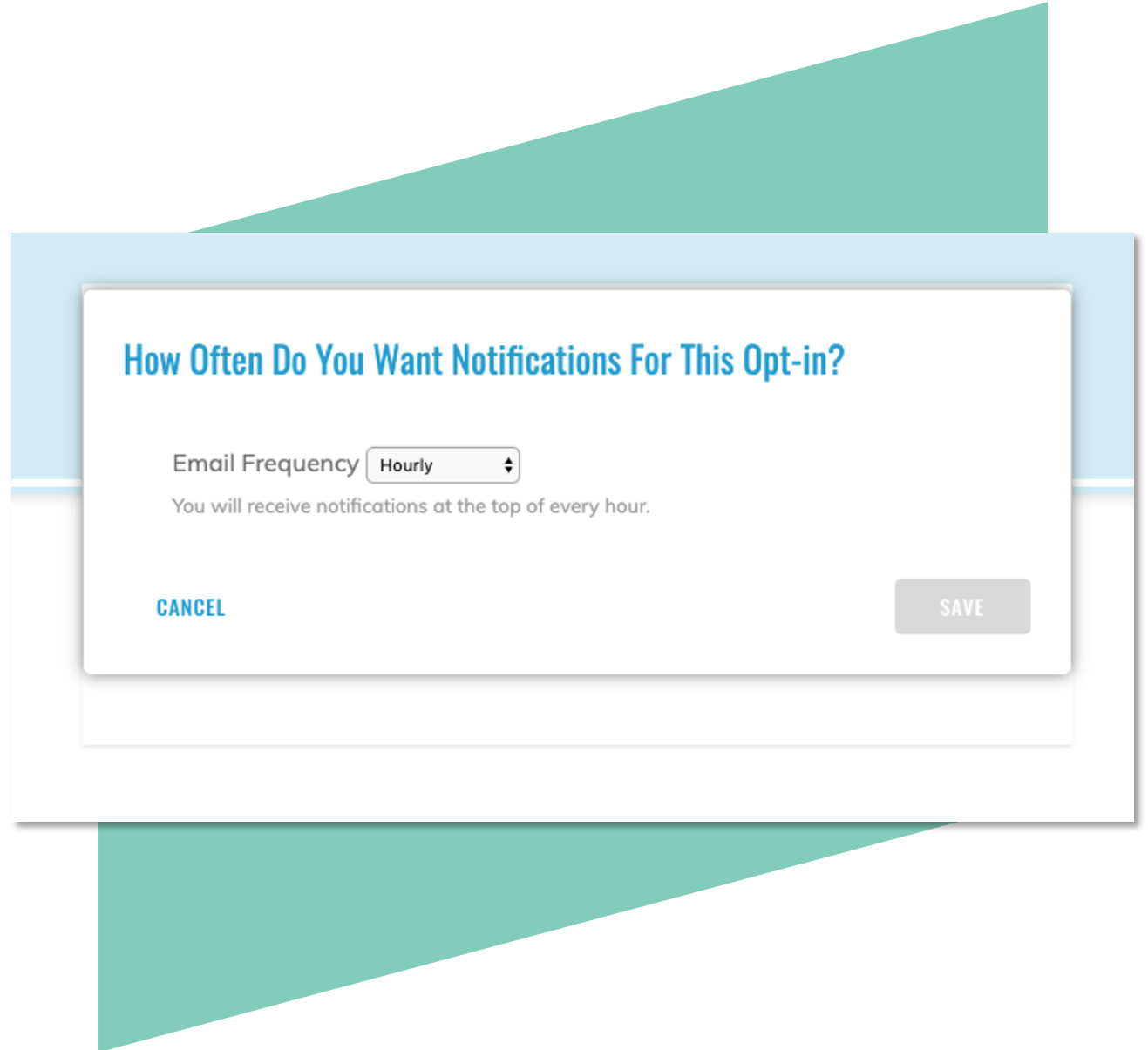
☐ Less than \$30,000
☐ \$30,000 - \$50,000
☐ Greater than \$50,000

☒ Please email me special offers on solar panel systems
I agree to share [my information](#) with sponsors.

CONTINUE >

Follow Up: Hot Leads

- Advertisers can set up notifications reminding them of new opt-ins on an hourly, daily, or weekly frequency



How Often Do You Want Notifications For This Opt-in?

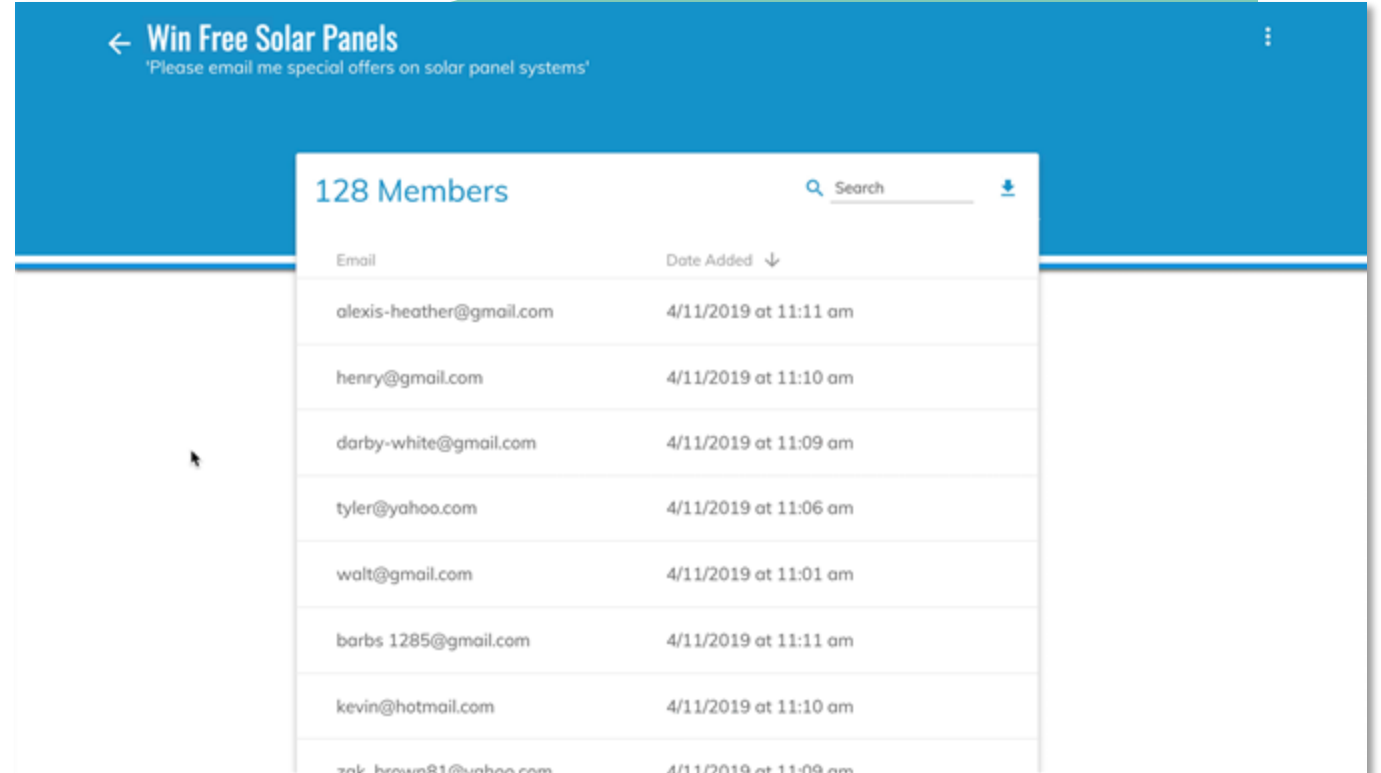
Email Frequency

You will receive notifications at the top of every hour.

[CANCEL](#) [SAVE](#)

Follow Up: Hot Leads

- Notification emails include links allowing them to sign in to the platform and view the opt-ins and collected data



The screenshot shows a web interface with a blue header bar. The header contains a back arrow, the title "Win Free Solar Panels", and a subtitle "Please email me special offers on solar panel systems". A menu icon is on the right. Below the header, a white modal window displays "128 Members" with a search bar and a download icon. The modal contains a table with two columns: "Email" and "Date Added" with a downward arrow. The table lists several email addresses and their corresponding dates, all from April 11, 2019.

Email	Date Added ↓
alexis-heather@gmail.com	4/11/2019 at 11:11 am
henry@gmail.com	4/11/2019 at 11:10 am
darby-white@gmail.com	4/11/2019 at 11:09 am
tyler@yahoo.com	4/11/2019 at 11:06 am
walt@gmail.com	4/11/2019 at 11:01 am
barbs 1285@gmail.com	4/11/2019 at 11:11 am
kevin@hotmail.com	4/11/2019 at 11:10 am
zak_brown81@yahoo.com	4/11/2019 at 11:09 am



Top Lead-Gen Categories



Home Services

Home Services

Who fits in this category?

- Deck
- Garage & Driveway
- Lawn
- Pool
- Roof
- Flooring
- HVAC
- Kitchen & Bath
- Window & Door
- Painting

Home Services:


What are their goals?

- Branding/Awareness
- Educate Potential Customers
- Data to Qualify Leads
 - Buying Intent
 - Investment Level
 - Timeline for needing services

Win a new roof or windows from Alliance Exteriors!

WBYR-FM, Fort Wayne, IN

- 867 entries
- 119 opt-ins for sponsor
- Closed 120K+ in new roof installations from leads
- This campaign secured an annual radio campaign totaling **\$10,600**
- So successful – sponsor increased annual spend to 80+K



The landing page features a collage of images showing houses with new roofs and windows. A large, dark, starburst-shaped graphic in the center contains the text "NEW ROOF & WINDOWS GIVEAWAY" in bold, yellow, sans-serif font. Below this, the Alliance Exteriors logo is visible, which includes a house icon and the text "ALLIANCE EXTERIORS" and "Fort Wayne, IN".

Alliance Exteriors is GIVING AWAY a brand-new roof or a home full of brand-new windows to one lucky, local homeowner. No gimmicks, no "hooks"... Alliance Exteriors wants to give back and help our community.

Grand Prize winner will receive their choice of a brand-new Alliance Exteriors roof or a home full of brand-new Alliance Exteriors windows.*
Secondary prize will receive \$4,800 to put toward home improvements!

*All homeowners in Alliance Exteriors' service area are eligible. Alliance Exteriors serves North East Indiana: Fort Wayne, Bluffton, Huntington, Columbus City, New Haven, Decatur, Warsaw, Angola, and Napoleon. Defiance, Celina.
If you are already an Alliance Exteriors customer and win the contest, we will reimburse you for your roof or windows! Alliance Exteriors will give you a free quote while the contest is happening for your roof or windows. Only one entry per homeowner. This does not include bonus entries and will be counted.
Roof or windows cost cannot exceed \$40,000 MSRP. If the job is completed, Alliance Exteriors will credit the grand prize value to your job.

Email Required

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

CONTINUE >

Are you considering any home improvements in the future? Required

☐ Yes, ASAP!
☐ Yes, in the next 6 months
☐ Yes within the next year
☐ No

What improvements are you considering? Required


☐ Metal Roof
☐ Shingle Roof
☐ Siding
☐ Windows
☐ Patio Doors
☐ Other
☐ None

☐ Yes, I'm interested in receiving emails from Alliance Exteriors about future promotions to save me money.

☐ Yes, I would like to be contacted by Alliance Exteriors to set up a free, no pressure quote for my home improvement project.

All quotes come with an exclusive, 10-point inspection for free.
I agree to share [my information](#) with sponsors.

Home Services



Show Us Your UGLY FURNACE
For a chance to win a NEW furnace!

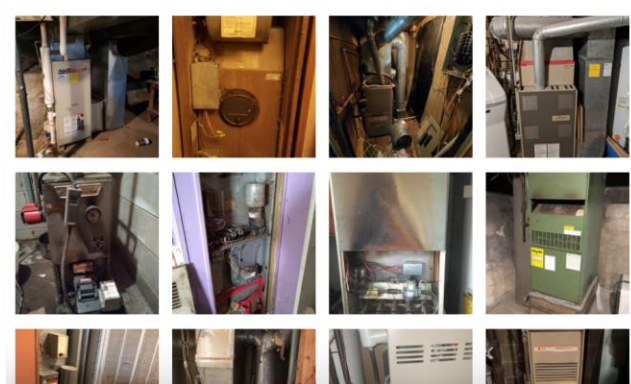
MY HVAC ADVOCATE

Prize Details: Prize is a Carrier furnace with 10 year factory parts warranty. Installation included. \$5000 value.


My HVAC Advocate can't service LaGrange, Kosciusko, Starke and Marshall counties.

Already Entered? Search

The Promotion has Ended




**Show Us Your Ugly
Furnace Photo Contest**
WBYT-FM



SPRING HOME & GARDEN


2020 Virtual Home Showcase



Enter to win free lawn care for 2020! Valued at \$500!

With over 35 years of service, Senske has been a staple of the Eastern Idaho area since 1982. Services include lawn care, tree care and pruning, pest control and sprinkler service in Idaho Falls, ...[Read more](#)


ENTER



Enter to win a Char-Broil Gas Grill!

Are you age 62 or older? A Reverse Mortgage can provide you with more money to make the most of your retirement.


ENTER



Win \$100 Carpet One Gift Card!

Locally owned, with world class service!

Our home designer experts will help you



Win a "Presidential Diplomat" Maple Pool Cue and case valued at

**Spring Home & Garden
Showcase**
Post Register



BATHROOM REMODEL SWEEPSTAKES

GRAND PRIZE \$5,000 BATHROOM REMODEL

FEBRUARY 3 - MARCH 15

THE BOLD LOOK OF KOHLER

RHD PLUMBING, Inc.
RELIABLE | HONEST | DEDICATED

Enter to win a Bathroom Remodel from RHD Plumbing!

Prize Includes: One (1) grand prize winner will received a RHD Plumbing Gift Certificate for \$5,000.00 towards a Kohler Bathroom Remodel.

Enter now between February 3rd and March 15, 2020

Email Required

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

CONTINUE >

**Bathroom Remodel
Sweepstakes**
WISC-TV



Financial

Financial:

Who fits in this category?

- Banks
 - National
 - Regional
 - Local
- Credit Unions
- Investment Advisors/Brokers
- Wealth Management/ Financial Planners
- Tax Advisors / Preparers
- Insurance

Financial:

What are their goals?

- Database growth
 - Adults 25-54 (planning for college savings, retirement, new babies)
 - Adults 50+ with disposable income
- First time home buyers or current homeowners (mortgage and home equity loans)
- Leads
- Community presence
- Life changing events

AAA College Admissions Guide Quiz


Newsday, Melville, NY

- Goal: To reach AAA's primary targets **for their student lending** program – high school students, their parents, and school guidance counselors.
- Newsday Media Group's College Admissions Guide went virtual because of COVID-19
 - Used a quiz to raise awareness for AAA's Student Lending program AND to drive downloads of the College Admissions Guide
- Lead-gen questions
- 100+ submissions
- 24% of respondents requested a free consultation with a AAA Student Lending Specialist

Newsday

THINK YOU KNOW WHAT IT TAKES TO FINANCE A COLLEGE EDUCATION?

SPONSORED BY



Getting into college is just the first step in your academic journey. Having a strategy to pay for your education is the next important one.

Test your knowledge on the information in the College Admissions Guide with this quick quiz, sponsored by AAA.

At the conclusion of the quiz, you can request a free consultation with a [AAA Student Lending Specialist](#). Learn more about the AAA Student Lending program and other options to finance higher education.

☐ I'd like to opt-in for a free consultation with a AAA Student Lending Specialist, and receive more information and/or special offers from AAA, subject to the AAA privacy policy.

#1 When looking for need-based student aid, what should you apply for?

Free Application for Federal Student Aid (FAFSA)	Excelsior Scholarship Program	Tuition Assistance Program (TAP)	Pell Grant
--	-------------------------------	----------------------------------	------------

Terms of Service Privacy Policy

Powered by [secondstreet](#)

Financial

Are You A Whiz At Income Taxes?

Test your knowledge for a chance at winning a \$150 VISA gift card from

DO Dean Owen
M. DEAN OWEN • CPA/PFS
Certified Public Accountant • Personal Financial Specialist



One lucky winner will win just for playing!

Question 1 of 7

#1 When is Tax Day this year?

Monday April 15, 2019	Tuesday April 16, 2019	Wednesday April 17, 2019	Thursday April 18, 2019
-----------------------	------------------------	--------------------------	-------------------------



Terms of Service Privacy Policy Rules


Powered by  secondstreet

Are You a Whiz at Income Taxes? Quiz



West Kentucky Star

How well do you know these financial terms?

Test your knowledge by taking this quiz!



Brought to you by

**HOME STATE BANK** N.A. 

You could win a
\$50 gift card!

How well do you think you know the meanings of financial terms? Take Home State Bank's Financial Terms quiz and find out!

Be sure to complete the form at the end of the quiz to be entered to win a \$50 gift card!

Question 1

#1

What is the number used by banks and other financial institutions to measure a borrower's creditworthiness?

Financial Terms Quiz

Northwest Herald

Road to Retirement Sweepstakes

*Win Free Audit of your
Existing Retirement Plan +
Customized Retirement
Income Plan*

Who doesn't wish they had guaranteed lifetime income set up for after they retire?

You may think that's only a reality for the top 1%, but Coach Pete and the rest of the team at Capital Financial can help people just like you secure lifetime income plans everyday!

Enter now through August 24 for a chance to win a free, easy-to-understand financial review & customized lifetime income plan!

Email

Required

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

CONTINUE >

Capital Financial Road to Retirement Sweepstakes
WRAL-TV



Real Estate

Real Estate:

Who fits in this category?

- Agents
- Real Estate Companies
- Mortgage Brokers
- Builders
- Apartment & Condo Complexes

Real Estate:

What are their goals?

- Leads (Buyers, Sellers)
- Leads (Renters)
- Branding Awareness
- Community affiliation
- Buying Intent and other qualifying data

Test Your Home Buying IQ

KLQQ-FM, Clearmont, WY

- Sponsored by Concept Z Home and Property
- Was supposed to coordinate with The Home Builders Home Show - cancelled due to COVID
- Ran this quiz to retain that revenue!
- 415 entries
- 98 opt-ins for sponsor, Concept Z
- **\$1,500** revenue

Test Your Home Buying IQ



Take the Quiz!

Enter for a chance to win Chamber Bucks!

Question 1 of 7

#1 What is the typical home appreciation rate?

2-5%

8-10%


11.5-13%

0.5-3%

Real Estate

Quiz: How well do you know KU's big men?

HOW WELL DO YOU KNOW KU'S BEST BIG MEN




Win a \$25 gift card through Saturday, April 11th courtesy of [Meadowbrook Apartments!](#)

Question 1 of 10




This Kansas big man is KU's all-time leading scorer and rebounder, with 2,951 points and 1,187 rebounds.

Wilt Chamberlain	Danny Manning	Nick Collison	Clyde Lovellette
------------------	---------------	---------------	------------------

How Well Do You Know KU's Best Big Men? Quiz
Lawrence Journal-World



HOME FREE FOR A YEAR \$15,000 Sweepstakes

Sponsored by
  




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

Entries accepted
Monday, November 16, 2020
through Monday, December 14, 2020

Email Required

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


CONTINUE >

Home Free \$15,000 National Sweepstakes
The Wilson Times

The Crutcher & Hartley Team RE/MAX PROPERTIES

Scavenger Hunt!



Watch this short video of one of our beautiful homes, recall the items listed in the questions. Those with the best memory will be included in a \$50 gift card drawing.

Good Luck!!!

Question 1 of 7

#1 Which room has 4 blue bowls?

Laundry Room	Patio	Den	Kitchen
--------------	-------	-----	---------

RE/MAX Properties Scavenger Hunt Quiz
Tyler Morning Telegraph



Healthcare

Healthcare:

Who fits in this category?

- Hospitals
- Specialists
- Dentists
- Orthodontists
- Hearing Centers
- Lasik
- Cosmetic Surgeons
- Clinics
- Urgent Care Facilities

Healthcare:

What are their goals?

- Drive leads for new patients
- Retain existing patients
- Capture email address
- Demographic information
- Positive experience
- Branding/Community presence

2021 Holiday Wish and Win Sweepstakes

The Oklahoman, Oklahoma City, OK

- Sponsored by Dental Depot
- Great use of lead-gen questions
- 332 New Opt-ins for Dental Depot
- **\$7,000** revenue and sponsor renewed for more promos



The image shows a promotional graphic for the "2021 Holiday Wish and Win Sweepstakes" with a light blue background and a large red ornament on the right. The ornament contains the text "HOLIDAY wish AND win SWEEPSTAKES". At the top left are logos for "H&H SHOOTING SPORTS", "DENTAL DEPOT ORTHODONTICS", and "LYRIC THEATRE OF OKLAHOMA". The main text in the center reads "\$50,000 Giveaway IN CASH PRIZES". Below this, it says "Enter now and make your wish" and "Make your wish merry and bright". Further down, it says "Enter daily for your chance to win" and lists prizes: "One National Grand Prize of \$50,000", "Two 2nd Place National Prizes of \$10,000 each", and "One 3rd Place National Prize of \$5,000". To the right of the graphic is a white form with three questions, each with a "Required" label. The first question is "Would you like to be contacted via text by a representative from Dental Depot regarding orthodontics or Invisalign treatment plans?" with radio button options for "Orthodontics", "Invisalign", and "No thanks". The second question is "Have you had a dental cleaning in the last six months?" with a dropdown menu showing "-- Select One --". The third question is "Are you interested in scheduling a general cleaning appointment?" with a dropdown menu showing "-- Select One --".

\$50,000 Giveaway
IN CASH PRIZES

Enter now and make your wish

Make your wish merry and bright

Holiday Wish and Win Sweepstakes

Enter daily for your chance to win

- One National Grand Prize of \$50,000
- Two 2nd Place National Prizes of \$10,000 each
- One 3rd Place National Prize of \$5,000

Would you like to be contacted via text by a representative from Dental Depot regarding orthodontics or Invisalign treatment plans? Required

☐ Orthodontics
☐ Invisalign
☐ No thanks

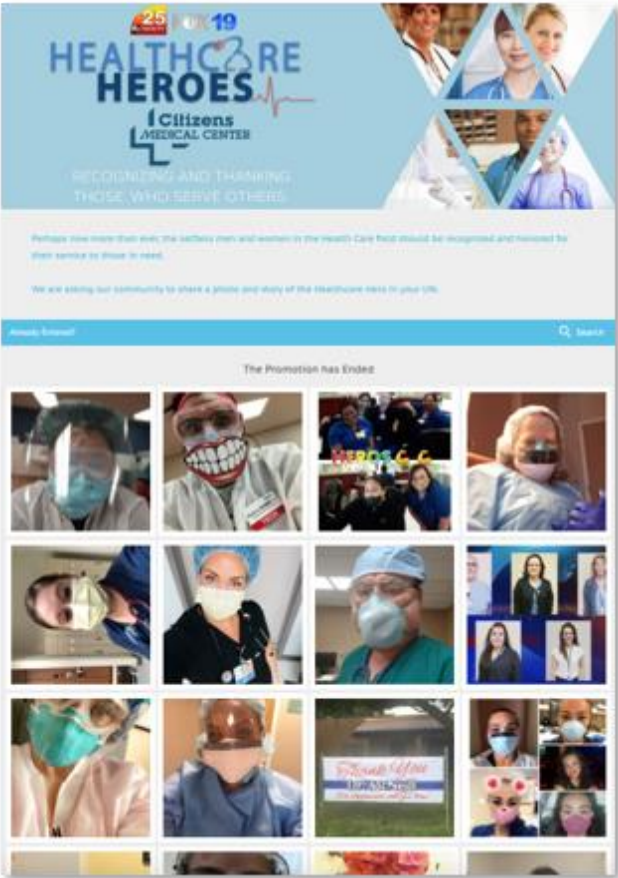
Have you had a dental cleaning in the last six months? Required

-- Select One --

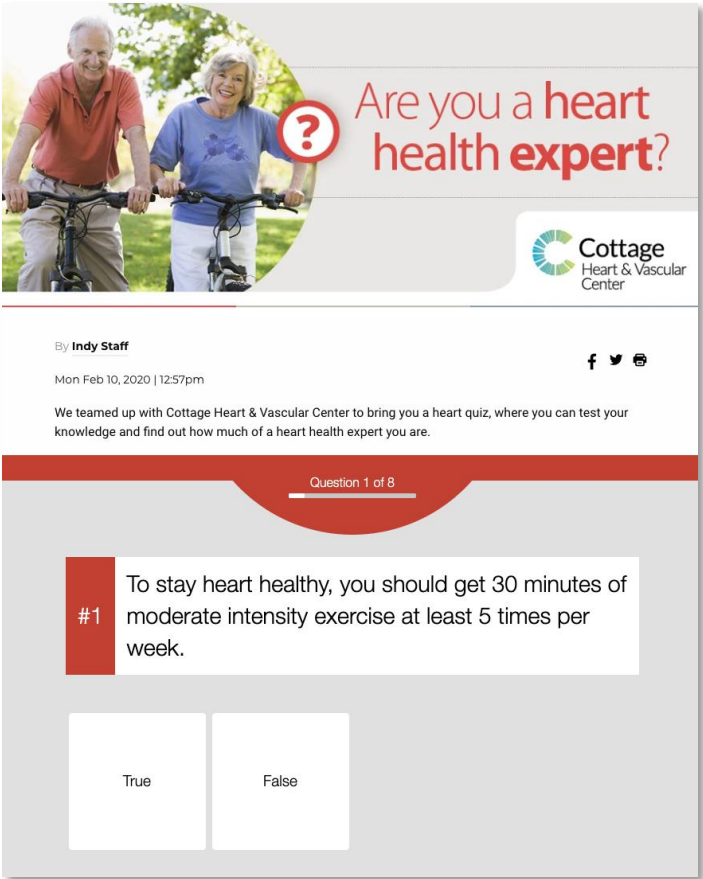
Are you interested in scheduling a general cleaning appointment? Required

-- Select One --

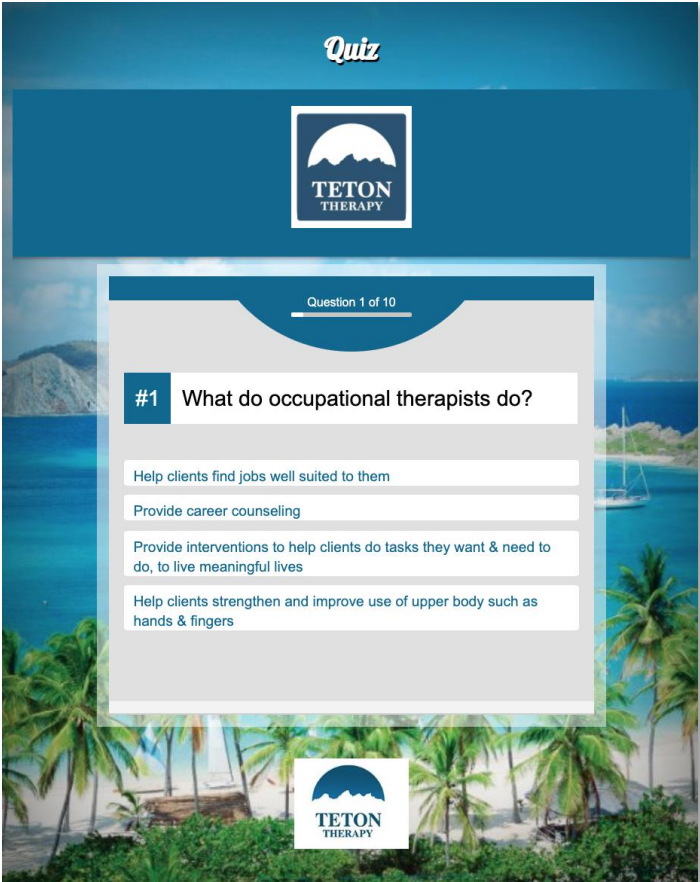
Healthcare



**Healthcare Heros
Photo Contest**
KAVU-TV



**Are You a Heart
Health Expert? Quiz**
Santa Barbara Independent



**Teton Therapy Occupational
Therapy Quiz**
KLQQ-FM



Automotive

Automotive:

Who fits in this category?

- Aftermarket
- Auto Body Painting
- Window Replacement
- Oil Change Shops
- Car Wash
- Dealerships
- Repair & Service

Automotive:

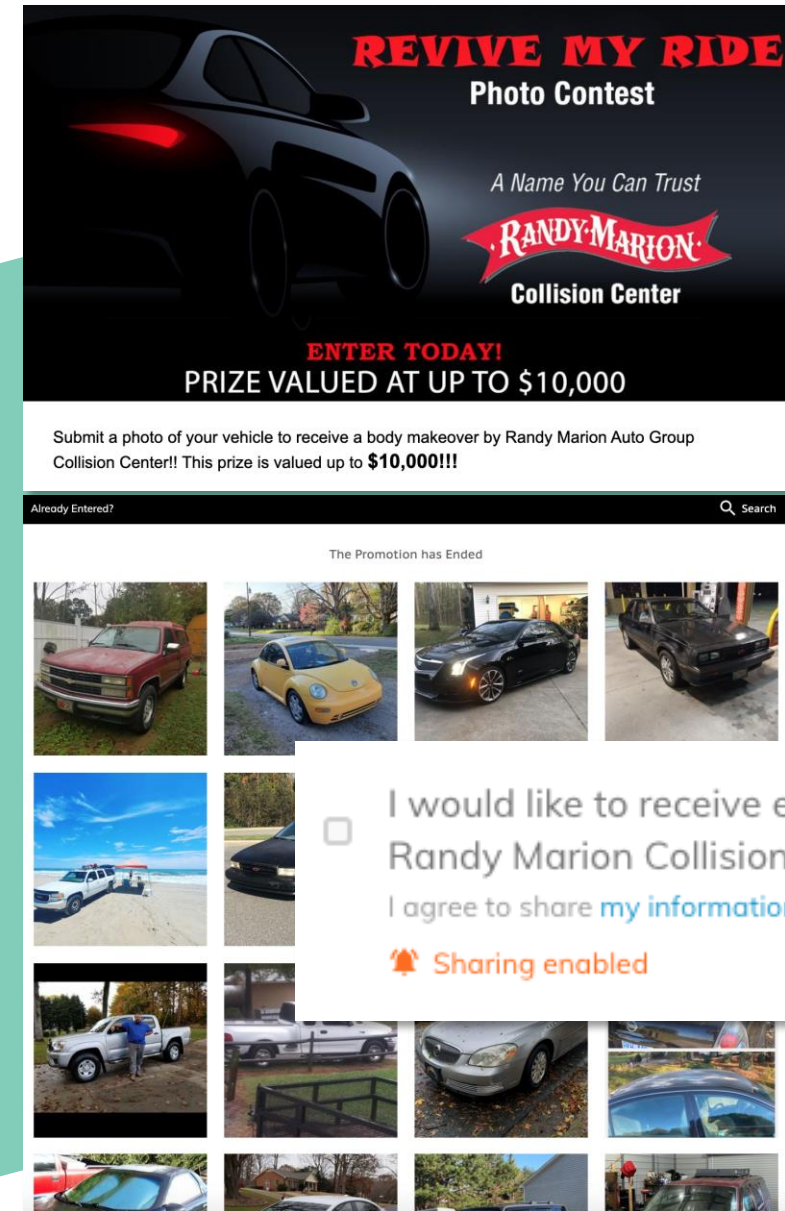
What are their goals?

- Qualified leads/capture email addresses
- Drive traffic to dealership
- Demographic information
- Coupon redemption
- Positive experience
- Branding/Community presence

Revive My Ride Photo Contest

Hickory Daily Record, Hickory, NC

- Sponsored by Randy Marion Collision Center
- 108 photo entries
- 2,948 votes
- 113 opt-ins for collision center - AND used hot leads!
- **\$8,000** revenue



Automotive

McHenry County's
**CUTEST
PET
CONTEST**
FEBRUARY 2021
NORTHWEST HERALD

**YOUR PET COULD BE
FEBRUARY'S CUTEST PET!**

From February 4-15, submit a photo online of your lovely dog, bird, cat, rabbit - any type of pet. Then from February 16-22, Northwest Herald readers will vote for which pet they think is the cutest. One pet will be chosen as the winner, be published in the Northwest Herald AND receive a great prize!

Title Sponsor

KIA | **Raymond**
ANTIOCH



**Kia Cutest Pet
Photo Contest**
Northwest Herald

LEITH NISSAN


STORM TRACKER

EXTREME WEATHER QUIZ

ENTER TO WIN AN
OtterBox Trooper

How much do you know about extreme weather? Take the quiz, and you could win an OtterBox Trooper cooler!

LEITH NISSAN
leithnissan.com



Question 1 of 13

Highway overpasses provide shelter from tornado winds

True False

**Nissan Storm Tracker
Extreme Weather Quiz**
WRAL-TV

SpeedyQ
MARKETS

**CAR WASH
GIVEAWAY
for a YEAR!**

ENTER NOW FOR A CHANCE TO WIN!

**Enter for a Chance to Win Free Car Washes
for a Year from SpeedyQ Markets!**

Winner will receive our Unlimited Deluxe Car Wash Package for one full year!



Deluxe Plan

Wash Service Includes Express PLUS:

- Underbottom Blast
- Handscrub Rims
- 3 Step Clear Coat Wax
- Clear Coat Sealer
- Rim Cleaner
- Rust Inhibitor
- 2500 bonus points -or- 25¢ off a gallon

Email Required

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

CONTINUE >

**Car Wash Giveaway
for a Year**
Times Herald



Grocery

Grocery:

Who fits in this category?

- Grocery stores
- Farmer's markets
- Specialty food stores
- Meat markets
- Delis
- Bakeries

Grocery:

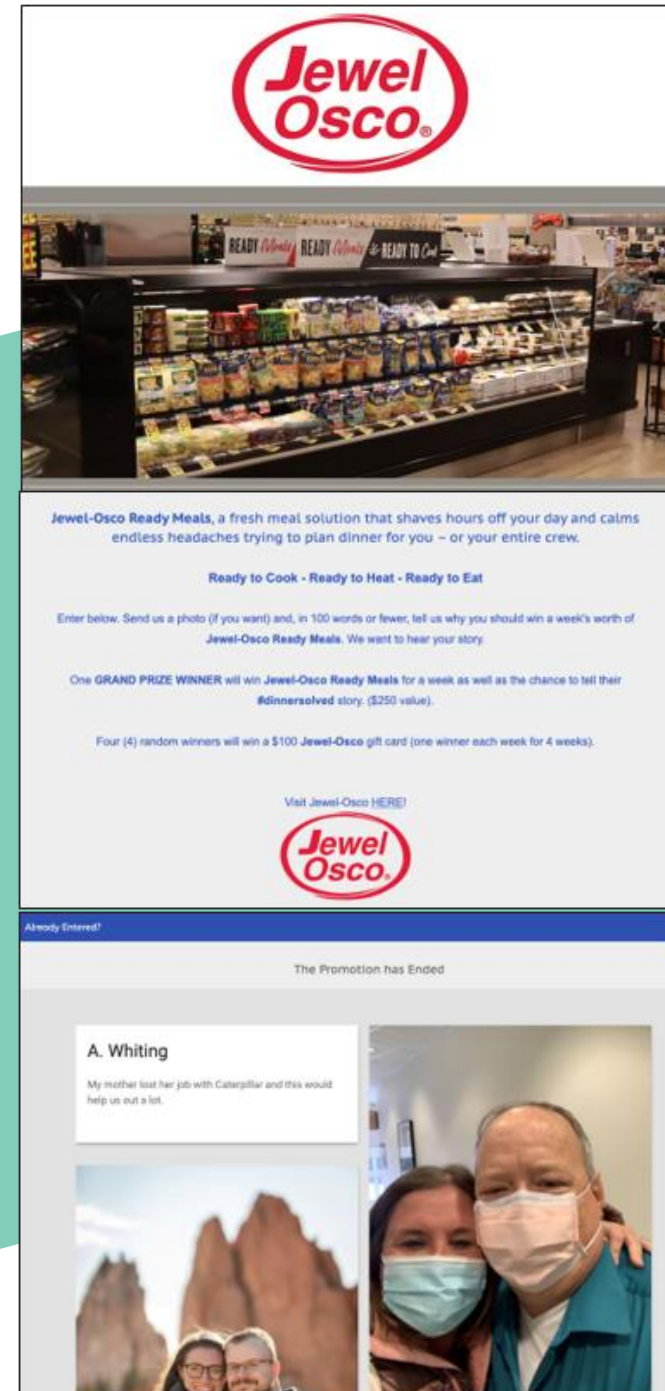
What are their goals?

- Drive traffic in store
- Capture email addresses
- Demographic information
- Weekly/Monthly spend
- Coupon redemption
- Positive experience
- Branding/Community presence
- Incentives for store placement/displays
- Promote food holidays

Win Ready Meals with Jewel-Osco

Lee Newspapers, Davenport, IA

- Sponsored by Jewel Osco
- Grocer needed to promote their Ready-Meals product
- Great community tie in with users able to nominate someone in need
- Prize: Win a week's worth of ready meals
- 292 opt-ins for sponsor



The image shows a promotional flyer for Jewel-Osco Ready Meals. At the top is the Jewel-Osco logo. Below it is a photo of a store aisle filled with various ready meal packages. The text on the flyer describes the promotion: "Jewel-Osco Ready Meals, a fresh meal solution that shaves hours off your day and calms endless headaches trying to plan dinner for you – or your entire crew." It lists three categories: "Ready to Cook - Ready to Heat - Ready to Eat". The entry instructions state: "Enter below: Send us a photo (if you want) and, in 100 words or fewer, tell us why you should win a week's worth of Jewel-Osco Ready Meals. We want to hear your story." The prizes are: "One GRAND PRIZE WINNER will win Jewel-Osco Ready Meals for a week as well as the chance to tell their #dinnerresolved story. (\$250 value)." and "Four (4) random winners will win a \$100 Jewel-Osco gift card (one winner each week for 4 weeks)." A link "Visit Jewel-Osco HERE!" is provided. Below the flyer is a blue banner that says "Already Entered?". Underneath, a message states "The Promotion has Ended". The bottom section features a winner announcement for "A. Whiting" with a photo of a family and a text box stating: "My mother lost her job with Caterpillar and this would help us out a lot."

Jewel-Osco

Jewel-Osco Ready Meals, a fresh meal solution that shaves hours off your day and calms endless headaches trying to plan dinner for you – or your entire crew.

Ready to Cook - Ready to Heat - Ready to Eat

Enter below: Send us a photo (if you want) and, in 100 words or fewer, tell us why you should win a week's worth of **Jewel-Osco Ready Meals**. We want to hear your story.

One **GRAND PRIZE WINNER** will win **Jewel-Osco Ready Meals** for a week as well as the chance to tell their **#dinnerresolved** story. (\$250 value).

Four (4) random winners will win a \$100 **Jewel-Osco** gift card (one winner each week for 4 weeks).

Visit Jewel-Osco [HERE!](#)

Jewel-Osco


Already Entered?

The Promotion has Ended

A. Whiting

My mother lost her job with Caterpillar and this would help us out a lot.

Grocery



ESTD 1957 THE HONEY BAKED Ham CO

Easter DINNER SWEEPSTAKES

Enter for a chance to win an Easter Dinner!

Enjoy Easter Dinner On Us!





Enter daily for your chance to win an Easter Dinner from the Honeybaked Ham Store valued at \$200!

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  secondstreet

**Honey Baked Ham
Dinner Sweepstakes**
Wilmington Star News



Hannaford RECIPE CONTEST

Sponsored by Hannaford




Enter your favorite recipe for a chance to win one of five \$250 Hannaford Gift Cards! Submissions will be accepted through December 8th. One (1) recipe per category per household can be submitted, for a total of 5 submissions. An accompanying photo is optional.

One winner per category.

The categories are:

- Main Course Using Leftover Turkey
- Dessert You Can Feel Good About Eating
- Weeknight Meal In Under 30 Minutes
- Fall Soup or Stew
- Kid's Favorite



Already Entered?

Categories


Main Course Using Leftover Turkey

Dessert You Can Feel Good About Eating

Weeknight Meal In Under 30 Minutes


Fall Soup or Stew

Kid's Favorite



Barbeque Turkey Nachos



Ingredients:
2 cups shredded leftover turkey
1/2 cup barbeque sauce
1/2 cup leftover cranberry sauce
1/2 cup apple cider
1 package tortilla chips
1 package shredded cheese (Mexican blend, Monterey...[Read more](#)



Winner

"Main Course Using Leftover Turkey"

All Entrants



**Hannaford
Recipe Ballot**
Keene Sentinel



PATRIOTIC PET

PHOTO CONTEST

Dorignac's FOOD CENTER
"Monthly Special and Seasonal Since 1949"

Dorignac's Food Center and WWL-TV are celebrating Independence Day and want to see photos of your Patriotic Pet! Submit your pics below for a chance to win great prizes from Dorignac's, and have a safe and happy 4th of July!

- 1st Place Winner receives a \$150 Dorignac's Gift Basket
- 2nd Place Winner receives a \$75 Dorignac's Gift Basket
- 3rd Place Winner receives a \$50 Dorignac's Gift Basket

Already Entered?

Search

The Promotion has Ended



**Patriotic Pet
Photo Contest**
WWL-TV



Education

Education:

Who fits in this category?

- Higher Education
 - Trade Schools
 - Technical and Community Colleges
- Tutoring Centers
- Private Schools
- Daycare
- Summer Camp

Education:


What are their goals?

- Highly qualified valuable leads
- Drive foot traffic to open house events
- Leads that align with their calendar
 - Timing is everything
- Feel good community tie-in

\$500 College Textbook Sweepstakes

WRAL-TV, Raleigh, NC

- Sponsored by NC Assist Loan
- Lead-gen AND Hot Leads for sponsor!
- 1,100+ entries
- 616 opt-ins for sponsor
- **\$4,500** revenue



The landing page features a green header with the title "\$500 College Textbook Sweepstakes" and the NC Assist Loan logo. A photo of four diverse students is on the right. The main content area is white with a light green sidebar on the right containing three questions with radio button options. At the bottom are social media icons for Facebook, Twitter, and Email.

\$500 College Textbook Sweepstakes

SPONSORED BY
NC ASSIST LOAN

Back to school season is upon us, and we have teamed up with **NC Assist** to help get you started with the \$500 College Textbook Sweepstakes!

Enter now through Sunday, August 2 for your chance to win. A random winner will be randomly selected each week for a total of 10 winners.

*Prize will be awarded in a NC 529 Account provided by NC Assist Loans.

Email Required

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

CONTINUE >

Which of the following best describes you?

- ☐ Student
- ☐ Parent/guardian of a student
- ☐ Other

Do you plan on taking out a loan to pay for college?


- ☐ Yes
- ☐ No
- ☐ Not sure

Do you plan to apply for financial aid?

- ☐ Yes
- ☐ No
- ☐ Not sure

Education

Quiz: What College Program is Right For You?



Brought to you by

Bow Valley College

Answer a few questions to find out which Bow Valley College program might be the best fit for you as you think about retraining or going back to school.

f

t


G+

+

in

o

e



Question 1 of 7

#1

Would you like a career where you can care for others?

Yes


No

What College Program is Right for You?
Avenue Calgary

Register to Win

\$1250

Adult & Graduate Studies Award



Bethel University

The Adult & Graduate Studies award is non-transferable and only applicable to on-campus AGS programs. Adult & Graduate Studies award must be used within one year of awarding date. Current students, faculty, or staff are not eligible. If a student enrolls and doesn't win, they are not eligible to win future repeated giveaways.

Register to win a \$1,250 Bethel University Adult & Graduate Studies Award!

Why should you choose Bethel University to further your education?

- Accelerated classes start every 7 weeks
- They offer degrees to move you forward in your career
- Flexible class schedules
- Convenient evening courses to accommodate your busy schedule
- Small class sizes with one-on-one attention from professors
- Professors teach from real-life experiences
- They offer competitive tuition rates and financial aid options that make earning a degree affordable

The Adult & Graduate Studies award is non-transferable and only applicable to on-campus AGS programs. Adult & Graduate Studies award must be used within one year of awarding date. Current students, faculty, or staff are not eligible. If a student enrolls and doesn't win, they are not eligible to win future repeated giveaways.

Email

Required


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

CONTINUE >

Bethel University Adult & Graduate Studies Sweepstakes
WBYT-FM

Rock Valley College Takeover: Swag Giveaway

Rock Valley College has taken over Good Day Stateline! As a thank you to their students, staff, and community support, they are giving away an RVC Swag Bag to one lucky viewer! Over \$100 value!



To enter, just complete the 5 question quiz on RVC. (Psst, the answers can be found by watching today's episode of Good Day Stateline).

Don't worry, you don't need to answer correctly to win. You have Sunday 5/31 at 9 a.m. until Friday 6/5 at 12 p.m.

Question 1 of 5

#1

Where can you find the Dental Hygiene program?

Classroom I

Classroom II

Woodward Tech Center

Health Science Center

Rock Valley College Quiz
WTVO-TV



Travel

Travel:

Who fits in this category?

- Regional Travel
- Staycation
- Hotels & Lodging
- Local Attractions
- Travel Agents

Travel:

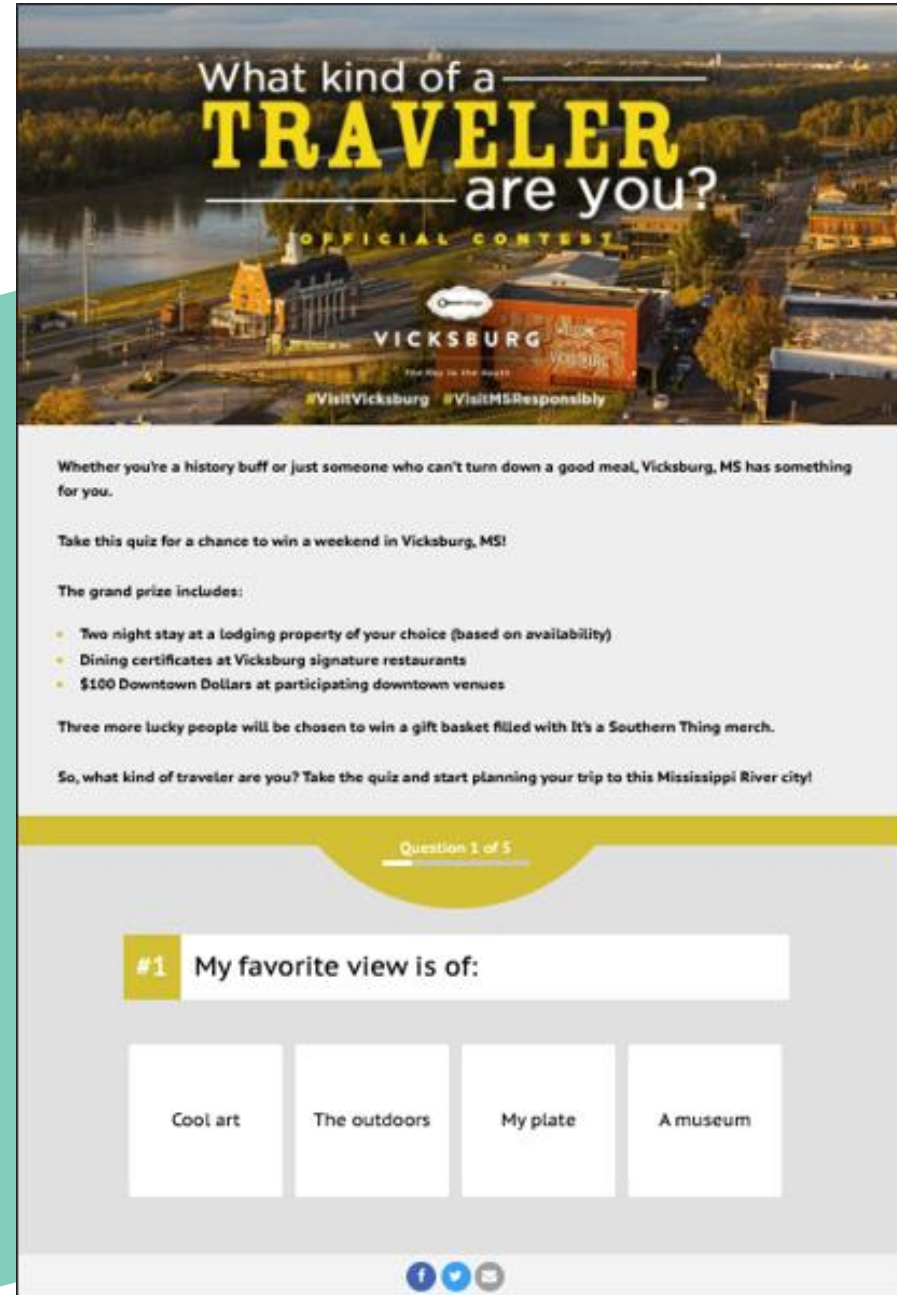
What are their goals?

- Highly qualified valuable leads
- Drive foot traffic
- Leads that align with their calendar
 - Timing is everything
- Understand their database (capture data)

What Kind of Traveler are you?

AL.com, Alabama Media Group

- Sponsor was Visit Vicksburg
- Goal to gain audience insights and gain newsletter sign-ups
- 2,455 submissions
- 1,018 opt-ins for the sponsor
- 5K Revenue for AL.com



What kind of a **TRAVELER** are you?

OFFICIAL CONTEST

VICKSBURG

Visit Vicksburg Visit MS Responsibly

Whether you're a history buff or just someone who can't turn down a good meal, Vicksburg, MS has something for you.

Take this quiz for a chance to win a weekend in Vicksburg, MS!

The grand prize includes:

- Two night stay at a lodging property of your choice (based on availability)
- Dining certificates at Vicksburg signature restaurants
- \$100 Downtown Dollars at participating downtown venues

Three more lucky people will be chosen to win a gift basket filled with It's a Southern Thing merch.

So, what kind of traveler are you? Take the quiz and start planning your trip to this Mississippi River city!

Question 1 of 5

#1 My favorite view is of:

Cool art The outdoors My plate A museum

f t e

Travel



VISIT PHILADELPHIA metro

**VALENTINE'S DAY WAS NICE,
BUT ONE DAY OF ROMANCE
JUST ISN'T GONNA CUT IT.**

Now through February 28, 2021, you can enter Metro Philadelphia and VISIT PHILADELPHIA's **Get A Room Giveaway** for your chance to win a Visit Philly Overnight Hotel Package*, complete with overnight accommodations, hotel parking and buy-one-get-one-free attraction tickets.

*The Visit Philly Overnight Hotel Package is based upon availability and subject to blackout dates. See link below for full rules.

Enter once a day through February 28, 2021

#getaroomphilly

Email Required

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

Get a Room Getaway
Schneps Publications

Fly Away with Central Mountain Air
ENTER TO WIN GETAWAY FLIGHTS FOR TWO !!




- Enter today -

Win 2 round trip airline tickets anywhere that **Central Mountain Air** flies, with service to 11 communities throughout BC and Alberta.

Each time you vote, you'll be entered to win 2 round trip tickets to anywhere you want to go. Flights include: Vancouver, Campbell River, Quesnel, Edmonton, Terrace, Prince George, Kelowna, High Level, Kamloops and Fort St John.

Central Mountain Air's agreement with their partners (Air Canada/WestJet) allows passengers to take advantage of seamless travel through hub airports, offering through baggage and boarding passes to their final destination.



Email Required

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

CONTINUE >

Fly with Central Mountain Air
West Coast Traveler

WGN-TV

**STAYCATION
GIVEAWAY CONTEST**



Need a getaway but not far away? Now's the perfect time for a Staycation! Enter the WGN JULY Staycation Giveaway Contest.

You could win 4 tickets to Six Flags Great America, four VIP pack to the Chicago Red Stars, or a \$500 gift card to The Lone Buffalo Restaurant in Ottawa, by Tangled Roots Brewing Co.

Enter the WGN Staycation Giveaway Contest!

(No purchase necessary; must be 21+ to enter, some exclusions apply, see rules for complete details. On July 26, 2021 at 12 noon, three winners will be randomly selected to win.)

Email Required

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

Staycation July Giveaway
WGN-TV



**Understand the Seller's
Guide...and USE IT!**

Seller's Guide



secondstreet.com/sellers-guide

CNA Questions

Customer Needs Analysis

Company	<ul style="list-style-type: none">• What are your main goals for the next 6 to 12 months?• What differentiates you from other specialists in the market?• What are your most popular services or products? Which are the most profitable?• What is the value of a new patient to your business?
Customer	<ul style="list-style-type: none">• Who is your typical patient? Who is your target audience?• What are 3-5 things you'd like to know about a new patient?
Marketing	<ul style="list-style-type: none">• What past marketing campaigns have worked for you and why? And which haven't?• What has been the most effective way to bring in new patients?• How are you using email to communicate with customers and prospects?• What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none">• How much does an average patient spend?• How many leads does it take for you to convert to one new patient or one sale?• How would you define success for a marketing campaign?

secondstreet.com/sellers-guide

Promotions to Run

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none">• Win a Store Shopping Spree Sweepstakes• Win Tickets to all events for one year - wine pairing, cheese pairing, etc.
Sponsored Contests	<ul style="list-style-type: none">• Quiz Bundle (Name That Cheese, Test Your Wine or Craft Beer Knowledge, What's Your Grilling IQ?)• Photo Contest (Best Dish Photo Contest)
Recurring Revenue	<ul style="list-style-type: none">• Hometown Heroes Ballot• Birthday Club Sponsor
National Contests	<ul style="list-style-type: none">• \$4,800 National Sweepstakes - Win Groceries for a Year from {enter store name here}

secondstreet.com/sellers-guide

Lead-Gen Questions

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we have monthly seminars relating to {insert procedure}?</p> <ul style="list-style-type: none">• Yes• No	<p>When are you considering {insert procedure}?</p> <ul style="list-style-type: none">• Next month• In 3 - 6 months• In 6 - 12 months• I'm not considering <p>Are you interested in financing options for {insert procedure}?</p> <ul style="list-style-type: none">• Yes• No	<p>What would motivate you to try a new specialist?</p> <ul style="list-style-type: none">• Comfortable facility• Cost• Location• Referral• Customer Service	<p>Have you ever been a patient at {insert name of business here}?</p> <ul style="list-style-type: none">• Yes• No <p>Do you or someone in your household wear hearing aids {or other product/service} currently?</p> <ul style="list-style-type: none">• Yes• No <p>Do you have insurance?</p> <ul style="list-style-type: none">• Yes• No <p>May we contact you about the benefits of {insert procedure}?</p> <ul style="list-style-type: none">• Yes• No

✦ Click for More Ideas



secondstreet.com/sellers-guide



Best Practices for Writing Lead- Gen Questions

1. Talk to your advertiser about what they want to know.
2. Include no more than 3 lead-gen questions on one form.
3. Don't ask for information you'll get elsewhere on the form.



Best Practices for Writing Lead- Gen Questions

4. Avoid open-ended questions.
5. Don't ask questions with obvious answers.
6. Think about how the answers will be used.

All for the top 50 advertiser categories!

Healthcare: Speciality Healthcare

Customer Needs Analysis

Company	<ul style="list-style-type: none">What are your main goals for the next 6 to 12 months?What differentiates you from other specialists in the market?What are your most popular services or products? Which are the most profitable?What is the value of a new patient to your business?
Customer	<ul style="list-style-type: none">Who is your typical patient? Who is your target audience?What are 3-5 things you'd like to know about a new patient?
Marketing	<ul style="list-style-type: none">What past marketing campaigns have worked for you and why? And which haven't?What has been the most effective way to bring in new patients?How are you using email to communicate with customers and prospects?What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none">How much does an average patient spend?How many leads does it take for you to convert to one new patient or one sale?How would you define success for a marketing campaign?

Prizes to Offer

- Teeth whitening (or other service) for a year
- Cosmetic procedure
- Hearing aids
- Lasik procedure

Email Opt-In

Yes, I'd like to receive tips, health advice, and news from ABC Specialists.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none">Win a Free Pair of Hearing Aids Sweepstakes
Sponsored Contests	<ul style="list-style-type: none">Quiz Bundle (Are You a Dental Hygiene Pro? Eye Health Trivia, How Much Do You Know About Heart Health?)Photo Contests (Cutest Trick or Treat/Scared of Santa/Etc. Photo Contest, Cutest Couple Photo Contest, Cutest Pet Photo Contest)Ballots (Best Of Ballot Enhanced Listings & Ads)
Recurring Revenue	<ul style="list-style-type: none">Nurse/Doctor of the Month Ballot\$5,000 National Sweepstakes - Win (enter product/service here ex. Hearing Aids)
National Contests	<ul style="list-style-type: none">Pro Football Pick'Em Season Long Title SponsorAuto Racing Season Long Title SponsorCollege Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we have monthly seminars relating to (insert procedure)? <ul style="list-style-type: none">YesNo	When are you considering (insert procedure)? <ul style="list-style-type: none">Next monthIn 3 - 6 monthsIn 6 - 12 monthsI'm not considering	What would motivate you to try a new specialist? <ul style="list-style-type: none">Comfortable facilityCostLocationReferralCustomer Service	Have you ever been a patient at (insert name of business here)? <ul style="list-style-type: none">YesNo Do you or someone in your household wear hearing aids (or other product/service) currently? <ul style="list-style-type: none">YesNo

[Click for More Ideas](#)

Home: HVAC

Customer Needs Analysis

Company	<ul style="list-style-type: none">What are your main goals for the next 6 to 12 months?What differentiates your HVAC business from others in the market?What are your most popular services/products and what are your biggest upsell opportunities?What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none">Besides homeownership, what traits does your ideal customer have?What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none">What past marketing campaigns have worked for you and why? And which haven't?How are you using email to communicate with customers and prospects?What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none">How much does a typical customer spend?How many leads does it take for you to convert to a sale or to one new customer?How would you define success for a marketing campaign?

Prizes to Offer

- New AC or furnace
- New AC or furnace + installation
- HVAC service and check-up
- HVAC duct cleaning
- Pay your electric bill for a year

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC HVAC.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none">Win a New AC Unit or Furnace Sweepstakes
Sponsored Contests	<ul style="list-style-type: none">Quiz Bundle (What Season Are You? Test Your Home Energy IQ, What's Your HVAC Knowledge?)Photo Contests (Ugly Furnaces/AC Photo Contest)Advertiser Showcase (Virtual Home Show Sponsor/Booth)
National Contests	<ul style="list-style-type: none">\$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we offer special tax deductions for low energy usage? <ul style="list-style-type: none">YesNo	How soon are you looking to buy or replace your furnace/AC unit? <ul style="list-style-type: none">Less than 3 months3 - 6 months6 - 12 months12+ months	How old is your current furnace/AC unit? <ul style="list-style-type: none">Less than 5 years old5 - 10 years old1 - 20 years old20+ years On average, how much do you currently spend per month on heating and air? <ul style="list-style-type: none">Less than \$100\$100 - \$200\$200 - \$300\$300+	Do you own your home? <ul style="list-style-type: none">YesNo May we contact you for a free estimate? <ul style="list-style-type: none">YesNo

[Click for More Ideas](#)

Real Estate: Residential Real Estate

Customer Needs Analysis

Company	<ul style="list-style-type: none">What are your main goals for the next 6 to 12 months?What differentiates your real estate company from others in the market?Do you have a specific geographic region that you are focused on or do you want to reach a broader audience?What is the value of a new home buyer to your business?
Customer	<ul style="list-style-type: none">Describe your ideal home buyer. Who is your target audience?What are 3-5 things you'd like to know about a prospective home buyer?
Marketing	<ul style="list-style-type: none">What past marketing campaigns have worked for you and why? And which haven't?How are you using email to communicate with customers and prospects?What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none">How many leads does it take for you to convert to one sale?How would you define success for a marketing campaign?

Prizes to Offer

- Rent or mortgage for a year
- \$1,000 towards your home down payment
- Gift card to furniture store
- Gift card to home improvement retailer

Email Opt-In

Yes, I'd like to receive market updates and real estate tips from ABC Real Estate.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none">Win Rent or Mortgage for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none">Quiz Bundle (Household Safety Trivia, What Style of Home is Right for You? Test Your Home Buying IQ)
Recurring Revenue	<ul style="list-style-type: none">Hometown Heroes BallotTeacher of the Month Ballot
National Contests	<ul style="list-style-type: none">\$15,000 National Sweepstakes - Rent or Mortgage for a YearPro Football Pick'Em Season Long Title SponsorAuto Racing Season Long Title SponsorCollege Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we offer virtual tours of select homes on our website? <ul style="list-style-type: none">YesNo	Are you actively looking to purchase or sell a home? <ul style="list-style-type: none">YesNo	What is your household income? <ul style="list-style-type: none">Less than \$50K\$50K to \$100K\$100K to \$200K\$200K+	If you are planning to buy or sell a home, do you currently have a real estate agent? <ul style="list-style-type: none">YesNo

[Click for More Ideas](#)

Education: College / Higher Education

Customer Needs Analysis

Company	<ul style="list-style-type: none">What are your main goals for the next 6 to 12 months?What differentiates your school from others in the market?When do you start to market your enrollment periods?What other big initiatives are coming up in the next school year that you might want to promote?What is the lifetime value of a new student to your school?What are 3-5 things you'd like to know about a prospective student?
Customer	<ul style="list-style-type: none">Describe the ideal prospective student. Who is your target audience?What are 3-5 things you'd like to know about a prospective student?
Marketing	<ul style="list-style-type: none">How are you marketing to alumni?What past marketing campaigns have worked for you and why? And which haven't?What marketing campaigns are you planning?How are you using email to communicate with customers and prospects?
Metrics	<ul style="list-style-type: none">What is the average amount spent per student on tuition?How many leads do you need to convert one to a new enrollment?How would you define success for a marketing campaign?

Prizes to Offer

- \$1,000 toward your college tuition
- Textbooks for one semester
- \$500 gift card to school store
- Graduation party

Email Opt-In

Yes, I like to get news and updates from ABC School in my inbox.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none">Win Textbooks for one Semester Sweepstakes
Sponsored Contests	<ul style="list-style-type: none">Quiz Bundle (What Kind of Student Are You? What Should Your Major Be? Can We Guess Your Back to School Style?)Photo Contest (School Spirit Photo Contest, Graduation Photo Gallery)
Recurring Revenue	<ul style="list-style-type: none">Teacher of the Month Ballot
National Contests	<ul style="list-style-type: none">\$1,500 National Sweepstakes - Back-to-School Shopping Spree\$1,500 National Sweepstakes - Win Free Textbooks for 1 Semester

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know we offer an award-winning summer learning program? <ul style="list-style-type: none">YesNo	When are you looking to enroll yourself/your student? <ul style="list-style-type: none">Full SemesterSpring Semester	What type of school does your child currently attend? <ul style="list-style-type: none">PublicPrivateHome-schooledDon't have children	Have you or anyone in your family attended ABC School? <ul style="list-style-type: none">YesNo

[Click for More Ideas](#)

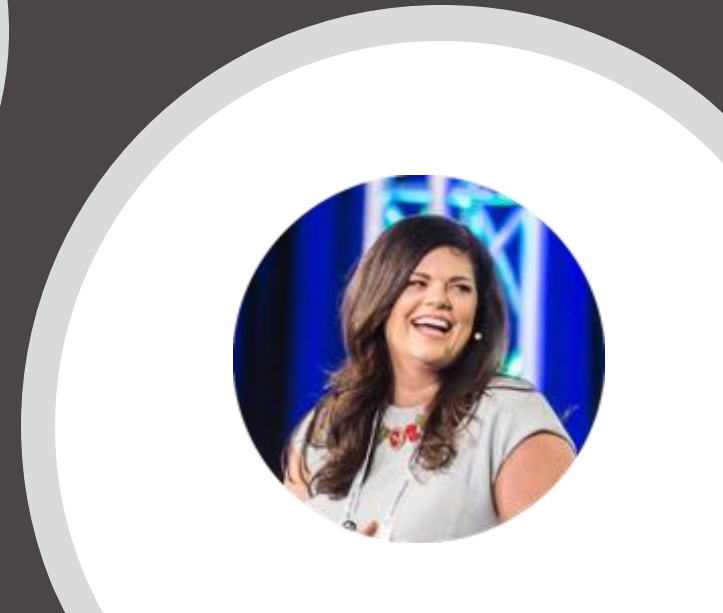
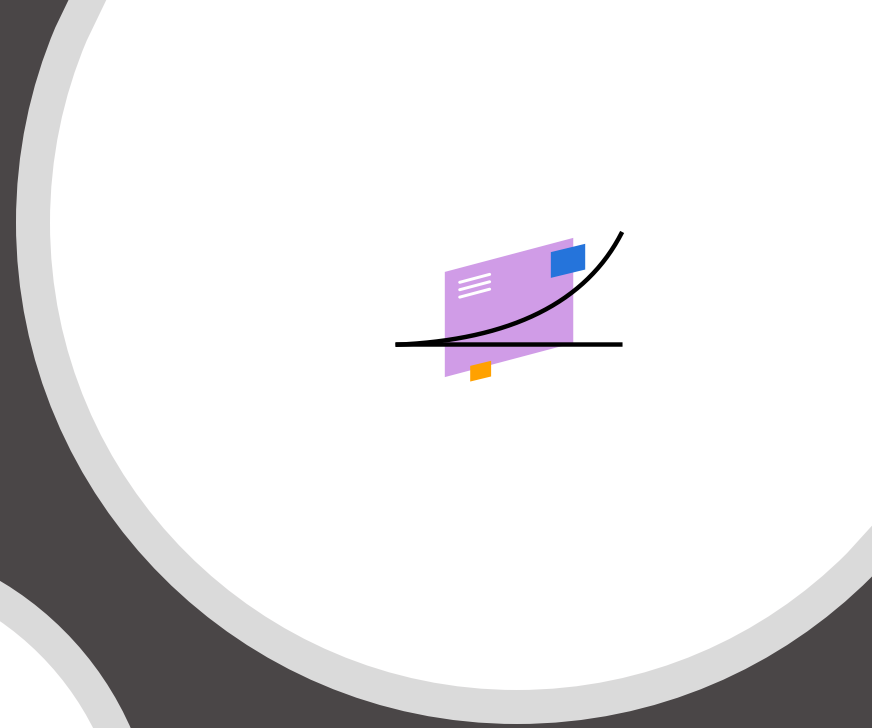
secondstreet.com/sellers-guide



Ideas to Get You Going: Master Class Line Up

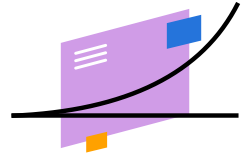
Wednesday June 15th
11:00 am CT

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



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.

[Search](#)[Filter](#)

Second Street

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!



Liz Huff

Sr. Director of
Customer Success
lhuff@uplandsoftware.com



Ellen Trunk

Manager, Customer Success
etrunk@uplandsoftware.com