

# MEASURABLE RESULTS WHAT ADVERTISERS NEED RIGHT NOW



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# Be the Solution Advertisers Need Right Now

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Everyone is feeling the effects of COVID-19 and the economic downturn. Most local businesses are reevaluating their spending, and if you can't prove ROI, you likely won't make the cut.

But if you can deliver these kinds of measurable results for advertisers in this climate, you have a big growth opportunity. These businesses need a list of hot, qualified leads to contact. Local advertisers need a robust email database for direct response marketing of their products and services. They need a way to know their audience, drive sales, and build their relationship with their consumers.

Promotions deliver the results your advertisers need right now.

If you want to be prepared with strategies for delivering measurable results in this critical time, you're in the right place.



## LIZ HUFF

Director of Affiliate Success  
liz@secondstreet.com



*Have questions?*  
Live chat with Liz!

# Why Promotions?

Today's advertisers are more careful about how they spend their advertising dollars. Right now, advertisers need ideas, results, and guidance. When you can come to them presenting a solution to help their business, that's a conversation they'll want to have.

To get an advertiser to invest, you need to be able to **provide concrete, tangible results**. Promotions like sweepstakes, photo contests, quizzes, and more are perfect because they produce measurable results and activate customers in a way traditional advertising is limited.

But this doesn't mean you should disregard your core media assets that you and your advertiser value. Quite the opposite. Your media company's audience is valuable to advertisers. They're interested in your reach and the valuable audience you can connect them with.

In a recent study from Borrell Associates, **90% of advertisers want to buy a bundled campaign that includes both traditional and digital that provides measurable results.**

Combining the elements of your traditional advertising with the power of digital promotions, you will **produce a lead-driving machine**. And a lead-driving machine is exactly what advertisers need right now.



# What are Measurable Results?

United Home Experts

REPLACEMENT ROOF SWEEPSTAKES

ENTER NOW TO HAVE A NEW ROOF INSTALLED FOR FREE BY THE EXPERTS!

Have a chance to win a \$5,000 cash prize and a new roof!

LEAK-PROOF ROOF SYSTEM

LEAK-PROOF ROOF

United Home Experts

Up to 20 Squares or 2000 Square Feet of Roofing Installation.  
For full details view our Official Rules [HERE](#).

Email

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# Generate Qualified Leads

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## What are qualified leads?

Not all sales leads are created equal. A qualified lead is a prospect who not only matches your advertiser's ideal customer profile, but also shows potential for becoming a new customer or client.

## Why do your advertisers need qualified leads?

When you provide a list of qualified leads, you help eliminate the first step in your advertiser's sales process. They don't need to sift through a large list of potential prospects, many of which may not be interested in their product or service.

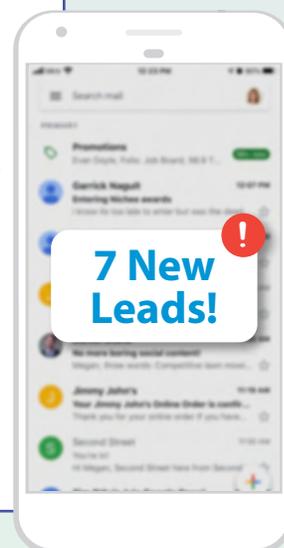
## How do you deliver qualified leads?

While any campaign could uncover a list of people, you need a campaign to deliver quality of leads over quantity of leads. 50 people ready to make a purchase is far more valuable than a list of hundreds without any interest in your advertiser's products.

It starts with the prize. If you want to find people interested in purchasing a hearing aid, give away a hearing aid. A prize of high-end hearing aids may not attract a huge audience, but it will attract the exact audience you want: people in the market to purchase and research hearing aids.

### Hot Leads - Right Now!

Being able to reach out to a prospect right when they say they're interested is powerful. Now, you can give that power to your advertisers. In Second Street's Hot Leads tool, advertisers can securely get their leads as soon as they come in.



[Learn More](#)

# Generate Qualified Leads

## Case Study

Full Case Study

### Sun Solar Sweepstakes

KY3-TV

Springfield, MO

#### The Advertiser:

Sun Solar, solar panel installation company

#### The Solution:

Three-month campaign including a sweepstakes for a \$20,000 solar package

#### The Results:

- \$1.25MM in direct sales for Sun Solar
- 22,000+ entries
- 3,800+ hot leads

#### The Details:

The KY3 team created a \$60,000 three-month campaign including on-air,

email, online, a quiz, and this sweepstakes. A customer needs analysis (CNA) revealed Sun Solar's average sale was \$25,000, so just a couple sales would deliver big ROI. To help qualify leads, KY3 included lead-gen questions about home ownership and specifically asking if the user was interested in learning about switching to solar. The sponsor sold over 80 solar packages to the tune of \$1.25MM attributed to this campaign.



**SUN SOLAR**

# SUN SOLAR SWEEPSTAKES

ENTER TO WIN **FREE ELECTRICITY** FOR LIFE

Email Required

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

**CONTINUE >**

One lucky person is going to win a **FREE SOLAR PANEL SYSTEM** and make electric bills so small, you will need a magnifying glass to read them.

Fill out the form on this page for a chance to win:

- 3 Kilowatt solar system
- Up to \$5,000 in energy efficiency home upgrades which would include the following if applicable:
  - Insulation
  - Lighting conversion to LED
  - Duct work and air sealing

The Energy Efficiency will result in up to a 30% reduction in yearly electric costs.

# Collect Consumer Data

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## What is consumer data?

While demographic information like age, gender, and zip code are helpful, you can also collect consumer data such as buying intent, purchase behavior, interest information, and customer preferences.

## Why do your advertisers need consumer data?

Delivering meaningful consumer data will make you an invaluable partner to your advertisers. If you can help qualify leads and eliminate a step for their sales team, you'll keep them coming back to work with you.

## How do you deliver consumer data?

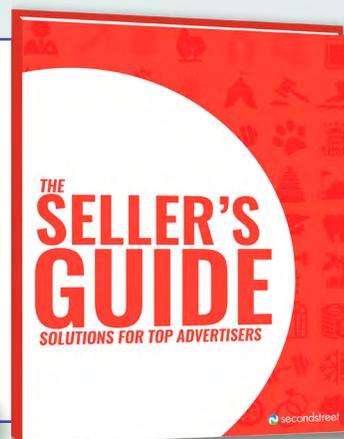
Start with a customer needs analysis (CNA) conversation with your advertiser. It's critical to know what consumer information would be most beneficial to your advertiser's initiatives and strategies to ensure you deliver meaningful data.

Next, create lead-generating questions to qualify these potential leads. With the right questions, not only can your advertiser segment their future email messaging (ie: Are they interested in minivans or sports cars?) but they can also prioritize which potential leads to reach out to first (ie. Do they own or rent their home?)

### The Seller's Guide

This is your one-stop shop for creating the ultimate lead-gen campaign for over 40 categories.

[Get Your Guide](#)



# Collect Consumer Data

## Case Study

Full Case Study

### Great Pave Off Photo Contest

WHAM-TV  
Rochester, NY

**The Advertiser:**  
Tandoi Asphalt & Sealcoating

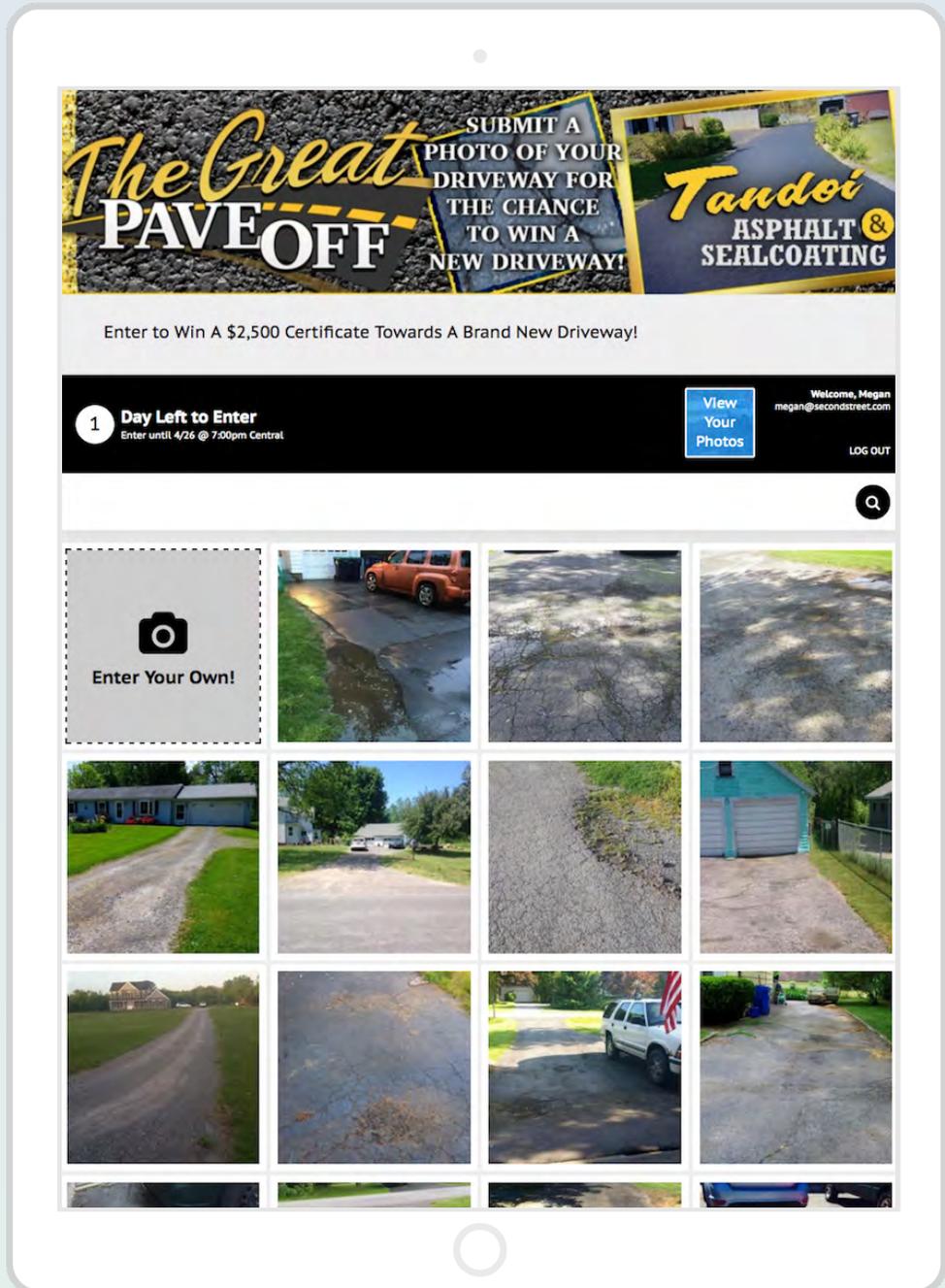
**The Solution:**  
Multi-media campaign centered around a photo contest

**The Results:**

- \$250,000 in sales for advertiser
- 550+ participants
- 150+ opt-ins
- 66 people requested a free estimate

### The Details:

This advertiser wanted to identify homeowners looking for a new driveway. Coupled with a campaign of email, on-air, and online assets, the Great Pave Off photo contest asked users to submit photos of their worn out driveways, opt-in to Tandoi's emails, and answer lead-gen questions to help qualify them as prospects. Participants campaigned to their friends and family for votes to help make it to the finals. The advertiser immediately signed on to run for the following year.



# Build Email Database

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## *What is an email database?*

An email database is much more than just a list of email addresses. Collecting data on your audience, your database will become a robust and valuable collection of consumer profile information.

## *Why do your advertisers need an email database?*

Email is powerful. It's the number one way for your advertisers to activate their audience and drive conversions. While other marketing tactics are available, email is the best way to guarantee you're getting your message to the right audience at the right time.

## *How do you deliver an email database?*

Start with a clear, well-crafted email opt-in for your advertiser. An email opt-in is when a person is given the option to accept email messages. Without an opt-in, your advertiser won't be able to utilize any of the valuable consumer data you've collected.

An email database provides value long after the initial opt-in. Once your advertiser has an opted-in email address, they can continue to have meaningful conversations with their customers and deliver targeted messages based on the information you've collected. For instance, a gym can send out emails for membership specials to those looking to join a gym. You can even incentivize users to opt-in by offering them extra chances.

### **Your Ultimate Email Toolkit**

From setting email goals to creating an email calendar, make sure you grab this can't-miss tool.

**Get Your Toolkit**



# Build Email Database

## Case Study

Full Case Study

### Test Your Zoo Knowledge Quiz Bundle

WKLB-FM  
Boston, MA

The Advertiser:  
Southwick's Zoo

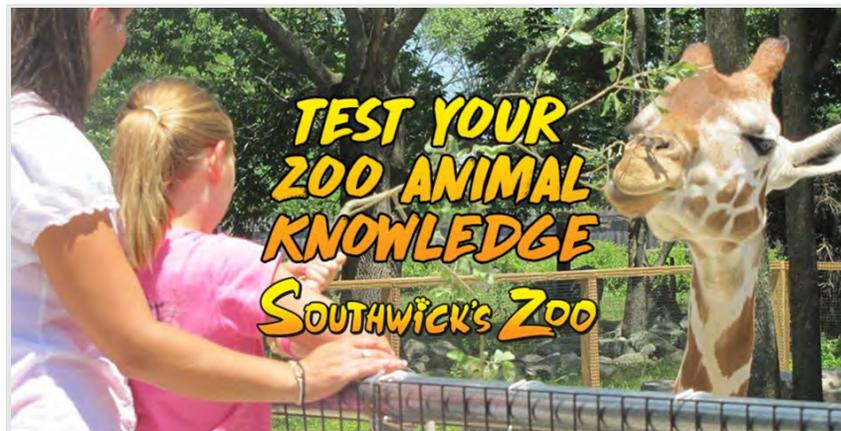
The Solution:  
Quiz bundle

### The Results:

- 1,000+ opt-ins for the advertiser
- 1,300+ quiz participants
- Educated zoo's target audience
- Led to immediate renewal with zoo

### The Details:

Southwick's Zoo wanted to find local parents and provide them with information and resources about the zoo during their busiest season, summer. The station worked with the zoo to come up with fun, creative quiz campaign for \$10,000 to engage their target audience. Each quiz ran consecutively for a month each. An email opt-in was included on the registration form of each quiz to grow the zoo's email database. This way the zoo could email subscribers with future marketing offers.



Test your knowledge to win!

Question 1 of 5



#1 Can you name this zoo animal?

Cheetah

Brazilian Tapir

African Lion

Bengal Tiger



Yes I'd love to receive more information from Southwick's Zoo.

# Drive Foot Traffic

## What is foot traffic?

Foot traffic used to mean tracking the number of people walking into a physical business. But with many businesses moving to ecommerce, the definition now can also include tracking digital visitors to your website as well.

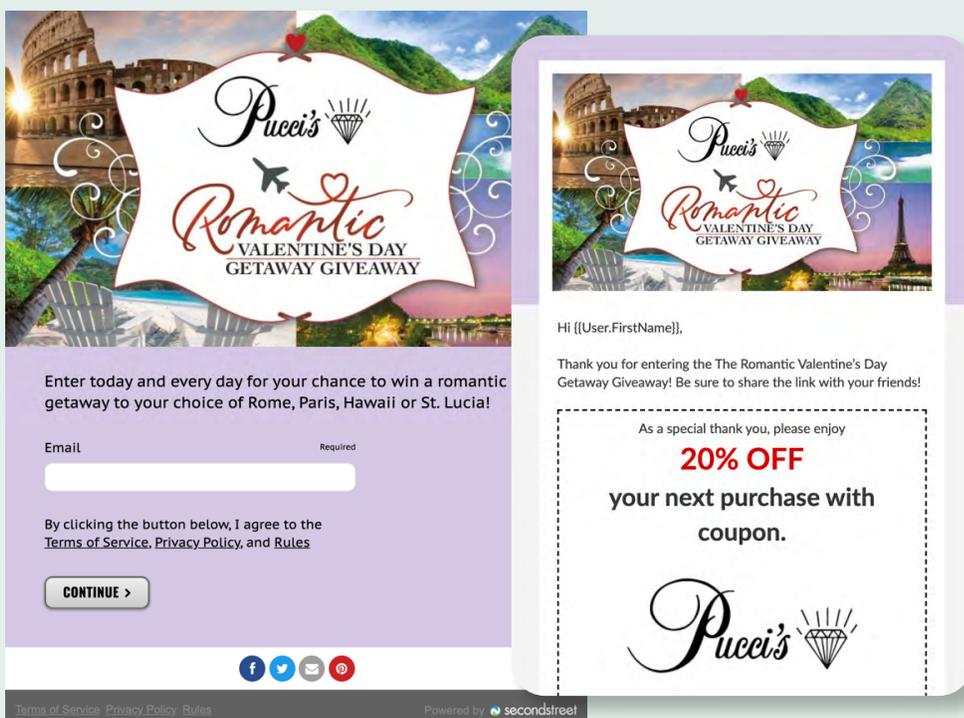
## Why do your advertisers need foot traffic?

It's simple. The more people you drive into an advertiser's store or to the advertiser's website, the more people will know about their products and services. And more awareness and exposure leads to more sales.

## How do you deliver foot traffic?

Promotions are a fantastic opportunity to drive measurable foot traffic – both physically and digitally. Offer a coupon for all participants on the promotion's results and thank-you page and include it in your thank-you email. If you include a special coupon code, your advertiser can easily attribute sales directly to your contest.

Enable extra chances for visiting your advertiser's website, watching their video, subscribing to their newsletter, sharing the contest on social media, and much more. This helps your advertiser establish a better relationship with their consumers.



The image shows two screenshots of a contest landing page and a thank-you page. The landing page features a banner with the Pucci's logo and the text "Romantic VALENTINE'S DAY GETAWAY GIVEAWAY". Below the banner is a form with an email input field and a "CONTINUE >" button. The thank-you page displays a personalized message: "Hi {{User.FirstName}}, Thank you for entering the The Romantic Valentine's Day Getaway Giveaway! Be sure to share the link with your friends!". It also includes a "20% OFF your next purchase with coupon." offer and the Pucci's logo.

Enter today and every day for your chance to win a romantic getaway to your choice of Rome, Paris, Hawaii or St. Lucia!

Email  Required

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[CONTINUE >](#)

Hi {{User.FirstName}},

Thank you for entering the The Romantic Valentine's Day Getaway Giveaway! Be sure to share the link with your friends!

As a special thank you, please enjoy

**20% OFF**  
your next purchase with  
coupon.

Pucci's

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# Drive Foot Traffic

## Case Study

Full Case Study

### Ultimate Prize Pack for Dad

WXFL-FM  
Florence, AL

**The Advertiser:**  
Oakley Napa Lawn & Garden Center

**The Solution:**  
Sweepstakes for a \$1,000 prize pack

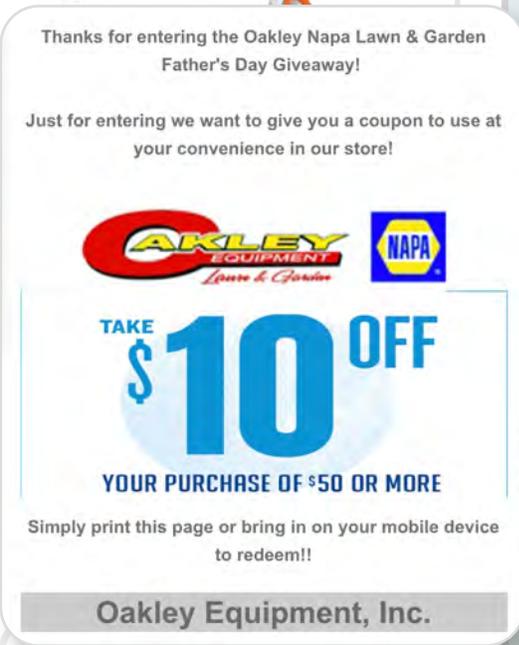
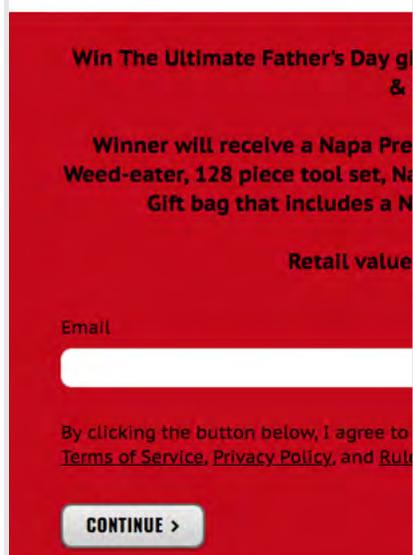
### The Results:

- 20% increase in monthly sales YOY
- \$30,000 in lawn mower sales
- 800+ opt-ins
- Valuable consumer profile data

### The Details:

The advertiser's main was to increase sales. WXFL's put

together a sweepstakes for a \$1,000 prize pack. A thank-you coupon for \$10 off a \$50 purchase was included for all participants which led to a 20% increase in monthly sales for Oakley Napa. Based on the consumer data from the lead-gen questions, the store sent out another follow-up email with an additional coupon for \$100 off a \$2,000 lawn mower. This additional coupon drove another \$30,000 in sales!



# How to Get Started



**REPLACEMYROOF**  
SWEEPSTAKES

ENTER NOW TO HAVE A NEW ROOF INSTALLED FOR FREE BY THE EXPERTS!

**Have A NEW Roof Installed For Free By The Experts!**  
One Lucky Grand Prize Winner will receive an  
Over 20 Squares or 2000 Square Feet of DURATION® SHINGLES Roof!  
A \$15,000 value!



**LEAK-PROOF ROOF SYSTEM**  
United Home Experts  
LIFE-TOUGH ROOFING

Up to 20 Squares or 2000 Square feet including installation.  
For full details view contest rules [HERE](#).

Email

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# How to Get Started

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## Step 1: Train Your Sales Team

Your advertisers are looking for new and different ways to drive leads, grow their database, and so much more. If you're not prepared to change the way you're selling to advertisers, you'll end up leaving money on the table. Take the time to get your entire team excited about selling advertiser solutions and then take the time to teach them how.



### Promotions Sales Training Series

This webinar series walks you through everything you need to know to deliver measurable results for advertisers.

[Start Learning](#)

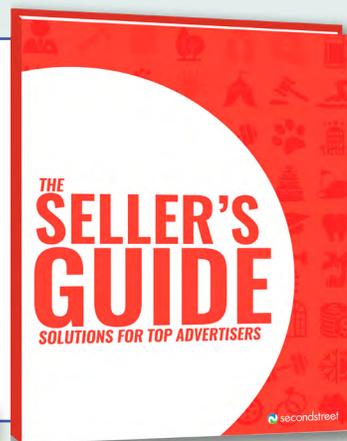
## Step 2. Always Start with a Customer Needs Analysis

You can't create a solution if you don't know the problem. The most important – yet often most overlooked – step of your sales process should be the Customer Needs Analysis (CNA) meeting. In your CNA, ask questions to understand your advertiser's goals and what they need to know about a prospect to qualify them as a lead. This information will help you craft the right campaign and promote it to the appropriate channels to reach the desired audience.

### The Seller's Guide

This is your one-stop shop for creating the ultimate lead-gen campaign for over 40 categories.

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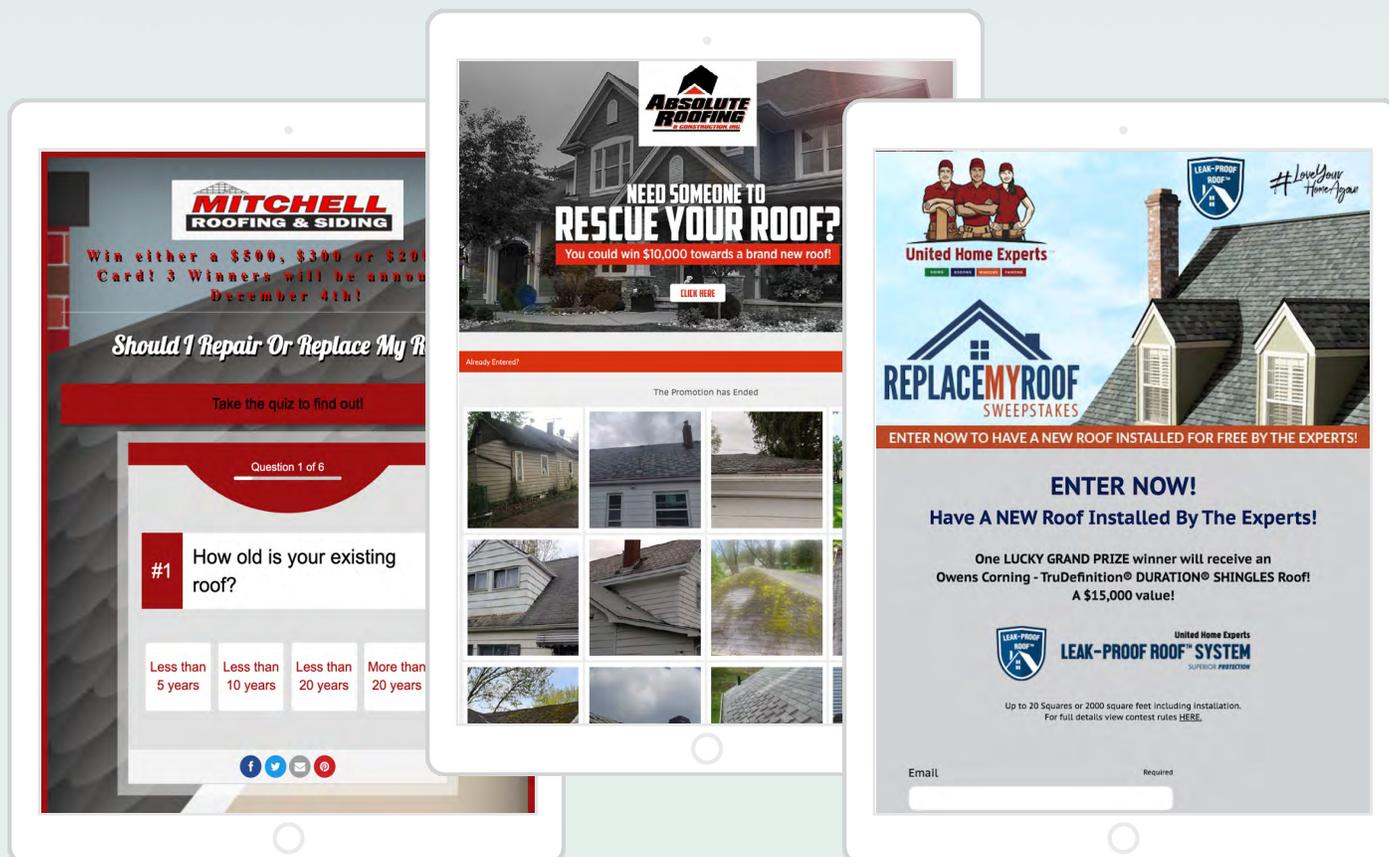
# How to Get Started

## Step 3. Pitch the Right Campaign

Pick the campaign that excels in achieving your advertiser's goals. A sweepstakes giving away a new pool won't be the way to identify local pool owners. However a quiz like "Is Your Pool Ready for Summer?" or a "Save My Pool" photo contest will drive homeowners with a pool that can turn into qualified leads.

Just remember, every promotion should be optimized with an email opt-in and lead-generating questions for your advertiser. This is the best way to deliver the measurable results they're after.

Take a look at these three different campaigns designed to drive leads for local roof installers.



# How to Get Started

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## Step 4. Build and Price Your Package Correctly

Your sales team can keep selling traditional advertising, but they need to be thinking of the promotion as the main event, not the sideshow. Incorporating additional elements like email, core media, and social will help increase the effectiveness of your promotions campaign.

Then when it comes to pricing, don't undervalue your product! When you create a campaign to deliver measurable results and ROI, price it to show its value.

### Top Promotions Sales One-Sheets

We've created dozens of premade one-sheets you can customize to use for your own sales calls.

[Get the One-Sheets](#)



## Step 5. Create Your Follow-up Plan

The follow-up is one of the most critical steps of the campaign process. You need to make sure your advertiser has an effective plan for targeting this rich list of leads. And if they don't – offer to do it for them (for a price)! A follow-up meeting should be included in your sales package.

Check in on your advertiser's goals to pitch additional campaigns. It's important to build on your success and grow this partnership.

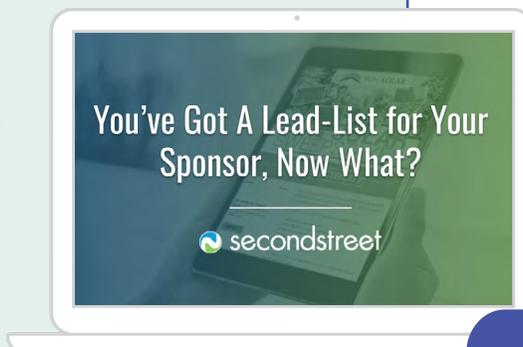
### What Do You Do After the Lead-List?

This webinar will show you everything you need to plan an efficient and effective follow-up meeting with your advertiser.

You've Got A Lead-List for Your Sponsor, Now What?

 secondstreet

[Start Learning](#)



# Ideas & Inspiration



#LoveYourHomeAgain

## REPLACEMENT ROOF SWEEPSTAKES

ENTER NOW TO HAVE A NEW ROOF INSTALLED FOR FREE BY THE UNITED HOME EXPERTS!

**Have A NEW Roof Installed For Free!**  
One lucky winner will receive an **LEAK-PROOF ROOF SYSTEM** worth up to \$15,000 value!



**LEAK-PROOF ROOF SYSTEM**  
UP TO \$15,000 VALUE

Up to 20 Squares or 2000 square feet including installation.  
For full details view contest rules [HERE](#).

Email

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# Ideas & Inspiration



## LED Landscape Lighting Giveaway

WMEE-FM | Fort Wayne, IN

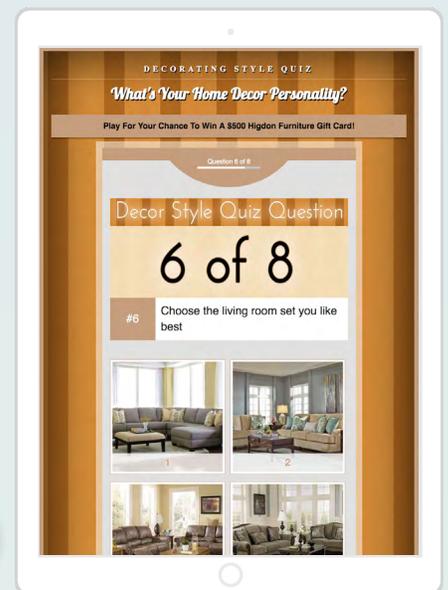
When COVID-19 hit, Mr. Electric considered cancelling their spend with the station. WMEE pitched the idea of a lead-generating sweepstakes. This contest combined an email opt-in and lead-gen questions to identify 200+ hot leads the advertiser was able to contact right away. The success of this campaign inspired the advertiser to sign on for an additional annual campaign with WMEE.

[Full Case Study](#)

## What's Your Home Decor Personality?

WPSD-FM | Paducah, KY

Higdon Furniture had traditionally only advertisers on-air with WPSD, but they wanted to grow their email database, show off their products, and drive traffic. This creative quiz was taken 1,800 times. 74% of users opted-in to the Higdon database and 77% said they were looking for furniture in the next 12 months.



[Full Case Study](#)



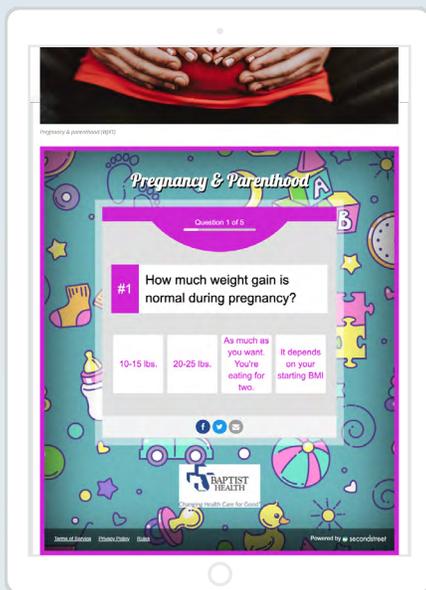
## Hear Clearly Giveaway

WPSD-FM | Paducah, KY

This local hearing center wanted leads for their sales team and to find people interested in attending a seminar at the advertiser's location. WPSD pitched a giveaway with a prize of speciality hearing aids (valued at over \$5,000.) The contest was a huge hit! More than 700 people entered the contest, 562 wanted to attend the seminar, and 422 opted-in to their database.

[Full Case Study](#)

# Ideas & Inspiration



## Baptist Health Annual Quiz Campaign

WJXT-TV | Jacksonville, FL

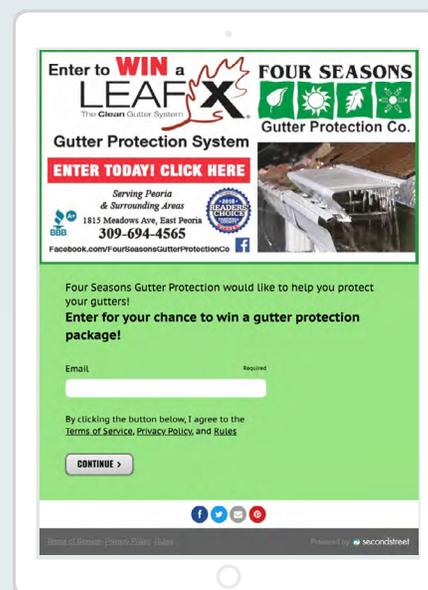
Local hospital, Baptist Health, wanted a way to promote their new health & wellness blog. The station pitched a monthly quiz coupled with on-air spots and other promotional elements. This 12-month campaign brought in \$170,000 for WJXT and the advertiser is already signed on for the following year.

Full Case Study

## Win a Gutter Protection System

Peoria Journal Star | Peoria, IL

A local gutter protection company needed leads, so they worked with the paper on a giveaway for a total gutter protection package. This contest collected 930 entries and 162 opt-ins for the advertiser. Also, utilizing lead-generation questions, the advertiser identified 93 leads interested in getting a free estimate!



## New Year, New Skin Goals!

West Kentucky Star | Paducah, KY

This radio station worked with local dermatology and skin care center on a holiday giveaway. The advertiser provided a prize of a Clarisonic Prima brush and Dr. Evelyn's Skin Care package. This contest drove 280 entries and 215 opt-ins for the advertiser. The registration form also included three lead-generation questions to qualify entrants.

# Ideas & Inspiration



## Furnace Giveaway from STAATS Services

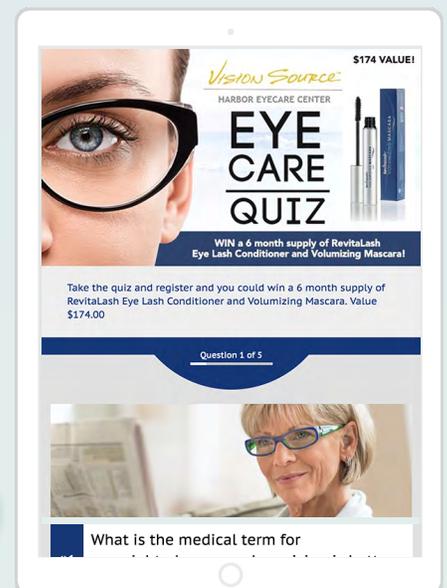
Peoria Journal Star | Peoria, IL

The paper worked with a local HVAC company on a furnace sweepstakes. Opt-ins and lead-gen questions on the entry form led to two furnaces sales, valued at \$13,000, in just the first week of the campaign! The advertiser immediately booked more promotions before their first one was even over. This generated \$10,500 in sponsorship revenue for the paper.

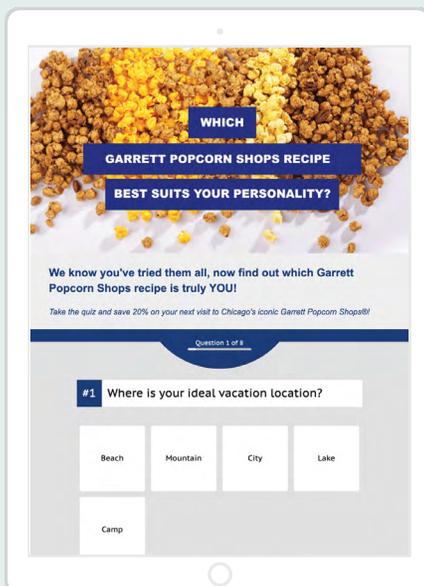
## Eye Care Quiz - Harbor Eyecare Center

Seacoast Media Group | Paducah, KY

A local eye care center wanted new clients. Utilizing opt-ins and lead-generation questions, this multi-month quiz bundle sent over 1,500 visitors to the Harbor Eyecare website each month. This resulted in over 250 new patients, which is more than \$20,000 in revenue over a patient's lifetime!



Full Case Study

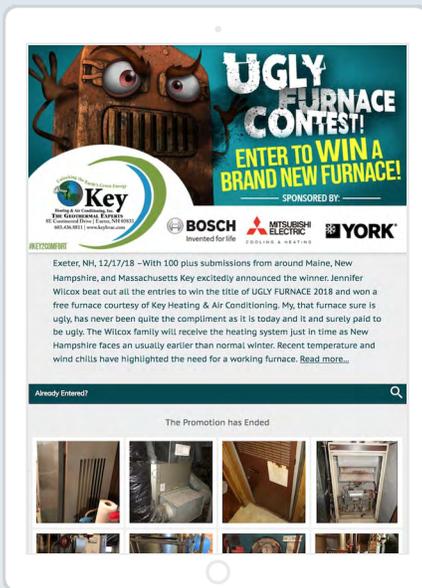


## Which Garrett Popcorn Shops Recipe Best Suits Your Personality?

Chicago Tribune | Chicago, IL

Garrett Popcorn Shops wanted a creative way to increase sales and grow their database. The team at the newspaper pitched this fun quiz. 84% of participants opted-in for the Garrett Popcorn Shop's email list. Plus, every entrant received a thank-you email with a 20% off coupon. The paper generated \$15,000 in digital sponsorship revenue.

# Ideas & Inspiration



## Ugly Furnace Contest

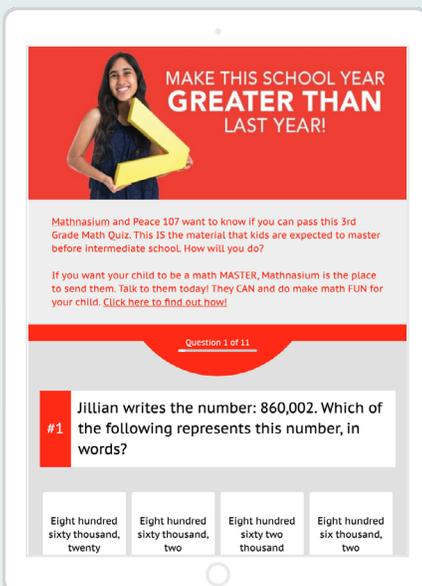
Seacoast Media Group | Portsmouth, NH

This creative photo contest was a big success for the paper and their HVAC sponsors. Users submitted photos of their old furnaces in need of a replacement for a chance to win a brand new unit from the sponsor. Nearly 90 entries were received and, using lead-generation questions, they discovered 82% of entrants were looking to have their system repaired or replaced.

## Spectacular Tax Sweepstakes

Times Herald Record | Middletown, NY

Sponsored by Orange County Tax, this contest offered users a chance to win a \$250 Visa Card and free tax preparation from the sponsor. More than 400 people opted-in for the tax company's email database and 126 people asked to be contacted about tax preparation services from the advertiser.



## Mathnasium Quiz Bundle

KPWJ-FM | College Station, TX

KPWJ-FM teamed up with The Mathnasium, a local study center, looking to find local parents in the market for their services. The team paired a grade school math quiz bundle with a prize of a full semester of tutoring (over \$1,000.) The contest added over 160 opt-ins for the Mathnasium database and 25 people asked to be contacted for tutoring services.

Full Case Study

For more information on how you can  
succeed with promotions and email, visit:

**lab.secondstreet.com**



**LIZ HUFF**

Director of Affiliate Success  
liz@secondstreet.com



*Have questions?*  
**Live chat with Liz!**