

# Work Smarter, Not Harder – How to Retain & Grow Your Current Advertisers

# Welcome!



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# The Challenge

Afraid to lose current spend

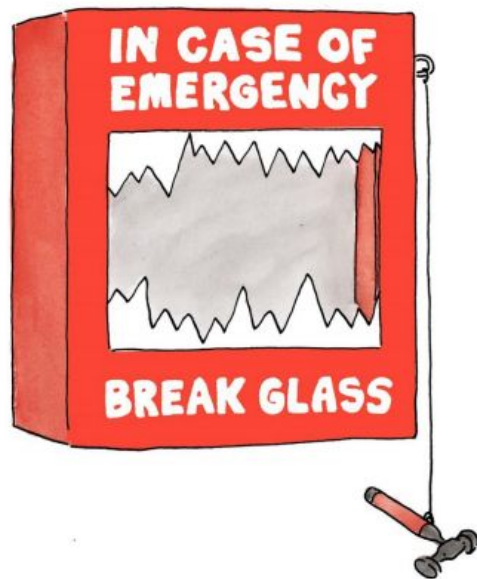
Afraid to ask for more money - especially now

Pitching the same thing over and over?

Only pitching “top of the funnel” solutions

# The Opportunity Now





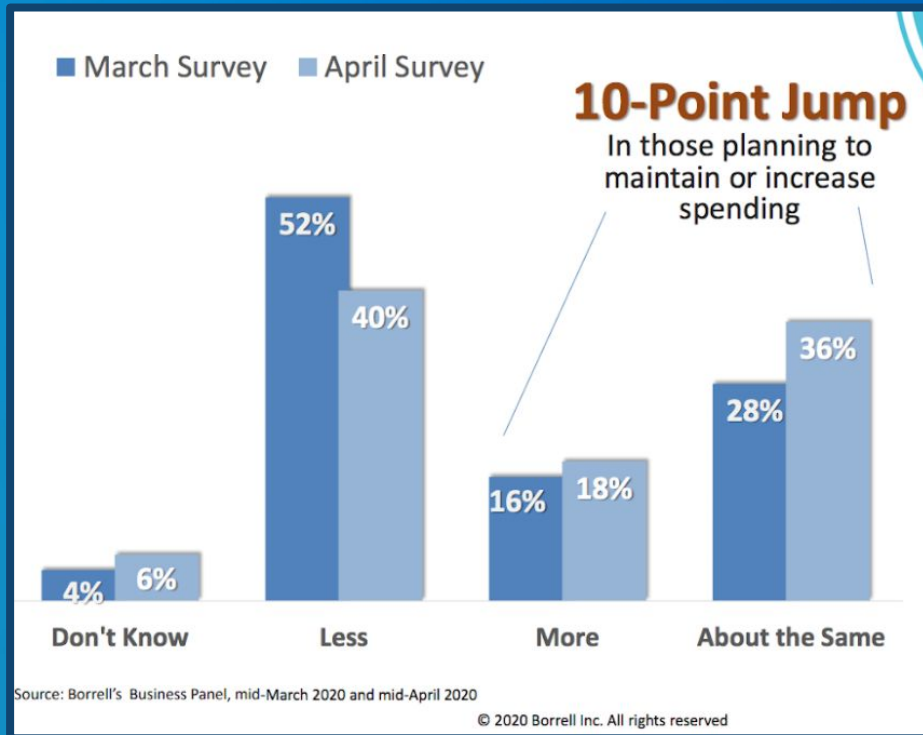
ALL THAT'S IN HERE  
IS A MEMO TO CUT  
OUR MARKETING  
BUDGET.

TOM  
FISH  
BURNE

Advertisers cutting budgets but also moving dollars -  
they are buying more from fewer people

# Get Ready, Get Set...

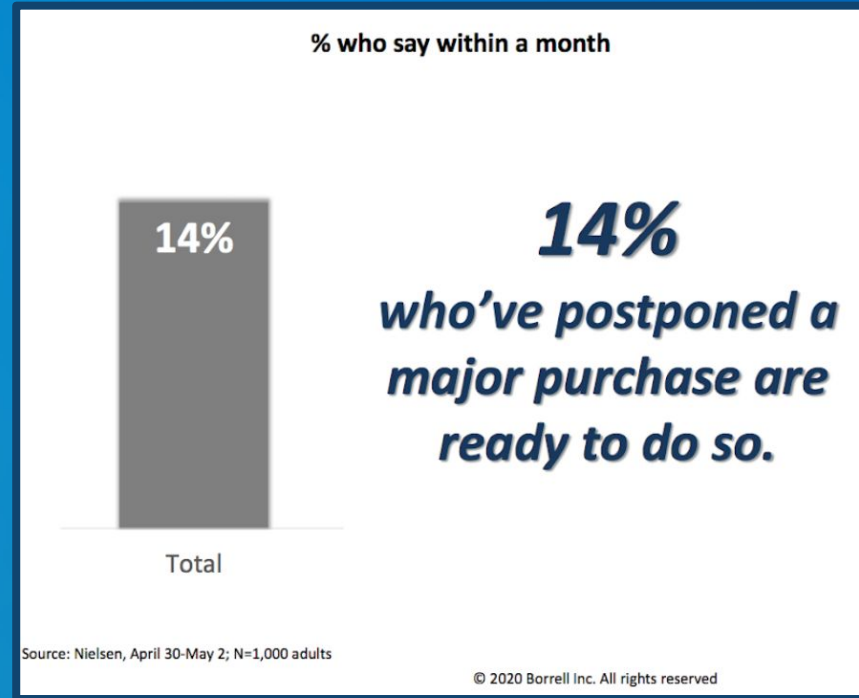
Q: Over the next six months, my business will spend more/less/the same on advertising



# Get Ready, Get Set...

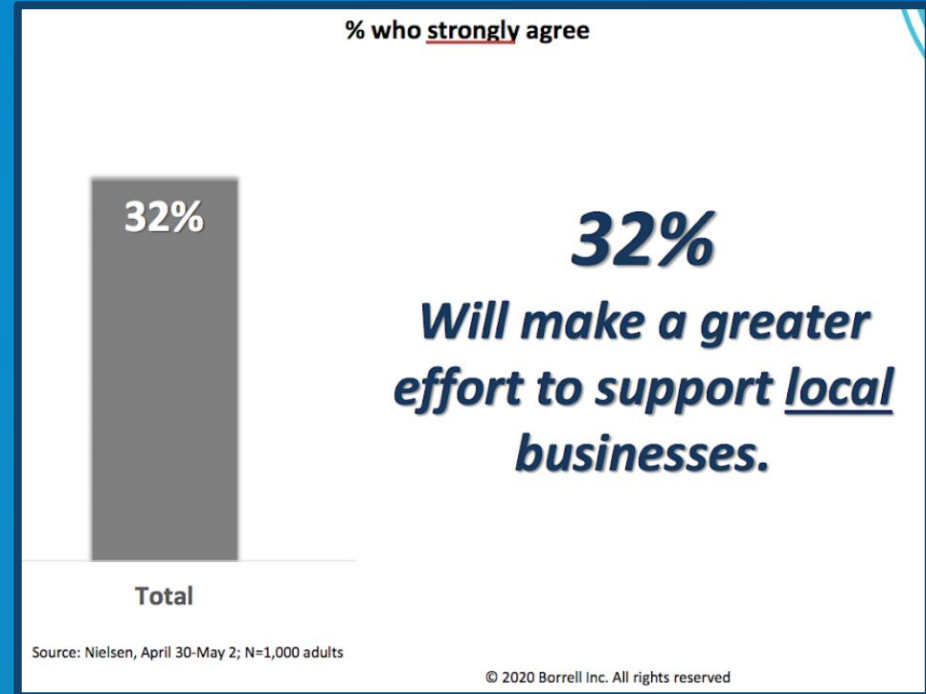
Of those who have postponed a major purchase...

Q: “How soon after the COVID-19 restrictions are eased in your area do you think you would make that purchase?”

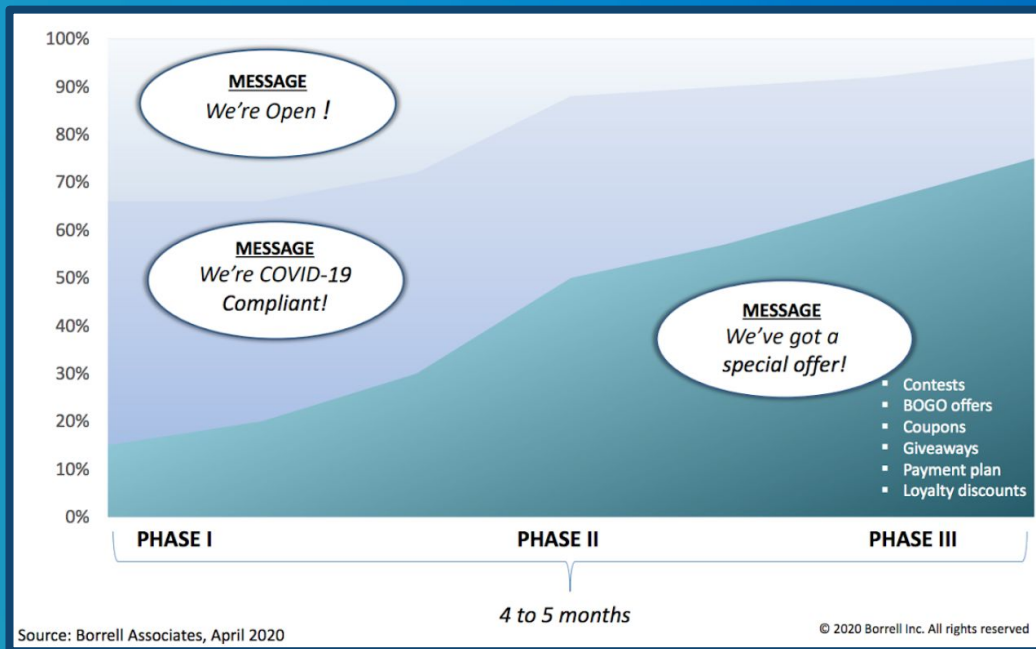


# Get Ready, Get Set...

Q: How much do I agree “Once lockdown is lifted, I will make more of an effort to **support local businesses.**”



## How Marketing Messages Will Shift



“Promotions will explode by midsummer and remain strong through the holidays -- and perhaps for the foreseeable future.”

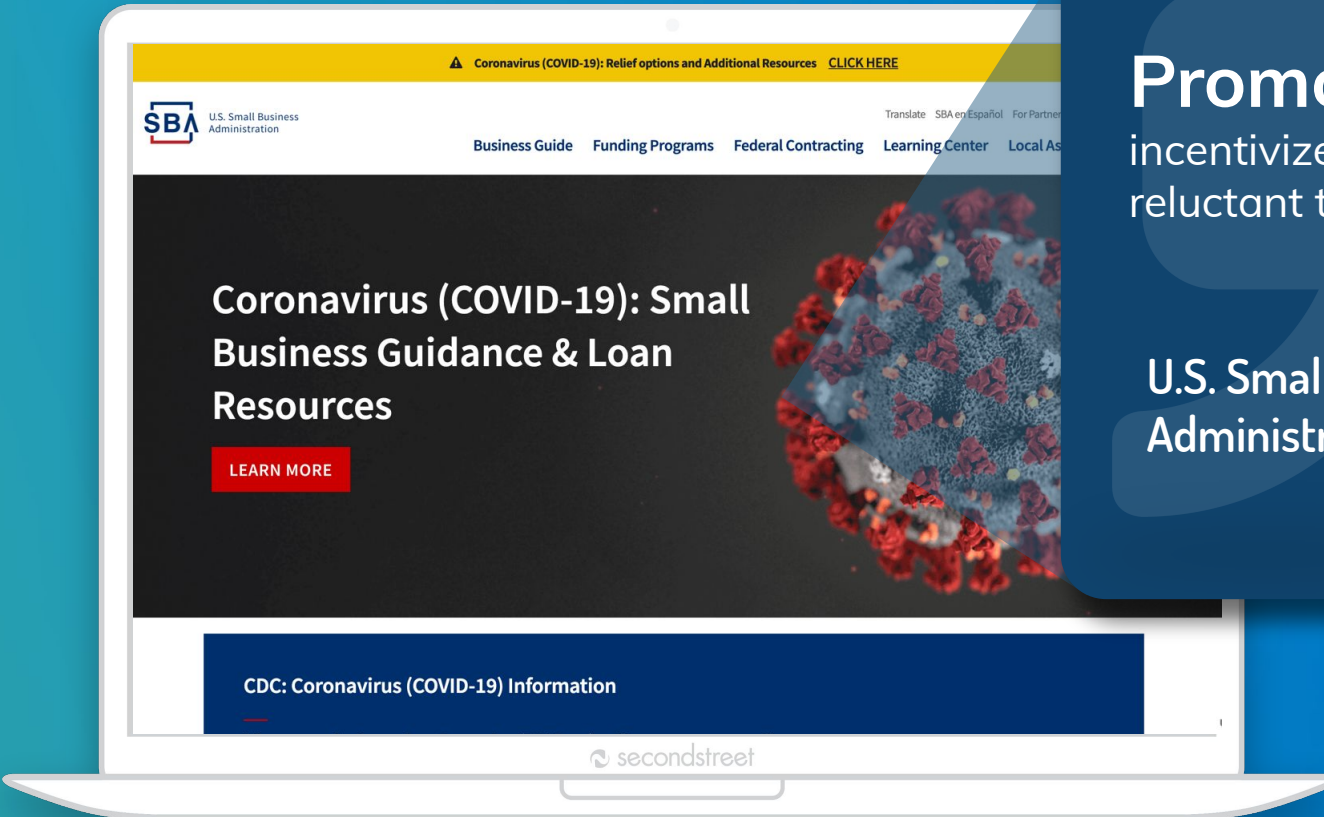
Gordon Borrell



# Promotions Are Great for SMB

**Promotions** may also help incentivize customers who may be reluctant to patronize your business.

U.S. Small Business  
Administration





“Make it easy on yourself! Seek out current campaigns in your market and generate additional revenue and advertiser benefits by packaging in promotions.”

Rebecca Capparelli



# By the Fire Staycation Giveaway

WKBT-TV | La Crosse, WI



- They were ready to cancel all spending
- 55 Leads
- Through this campaign they sold more fire tables in April than all of 2019!



#### Win a Donnalee Bay Fire Table From La Crosse Fireplace Company!

La Crosse Fireplace Company is giving you the chance to have a staycation this summer! Enter for a chance to win a Donnalee Bay fire table valued at \$359!

We're giving you even more chances to win! After you enter the contest, you will receive a unique URL link to share with your family and friends. You will receive one extra entry for every person who enters using the link!



#### Prize Information: Donnalee Fire Table

32" Round fire pit table with 40,000 BTU stainless steel burner, grouted tile top, glass beads, burner cover, and all-weather protective cover. Battery-operated ignition systems with adjustable flame



# Shift the Conversation

# Benefits of Promotions

## Drive Leads:

Replacing lost customers “We have a deal!”



**SOLARBRATION SWEEPSTAKES**

Enter for a chance to **WIN** a 3-Kilowatt solar system from Olson Solar Energy retail valued at \$10,000!

How would you like to save money on future energy bills? Olson Solar Energy of Onalaska is giving away a solar panel system to one lucky winner!

Contest is open to homeowners in Wisconsin. Please read full list of contest rules and eligibility requirements by clicking on the rules link below.

**Prize Detail:** 3-Kilowatt solar panel system retail valued at \$10,000 including installation!

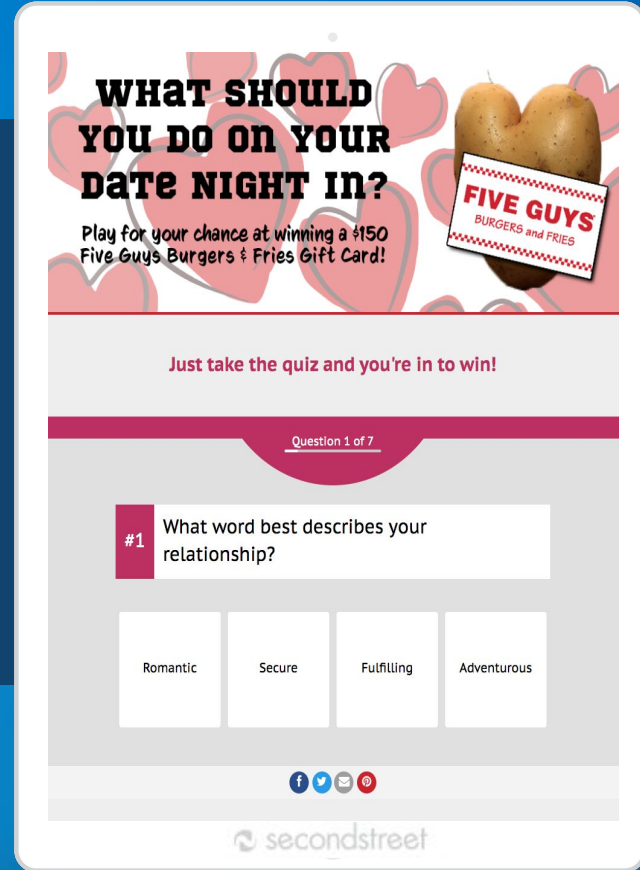
**How to Enter:**  
Fill out the entry form before April 30, 2019 at 12:00PM Central Time.

Email  Required

 secondstreet

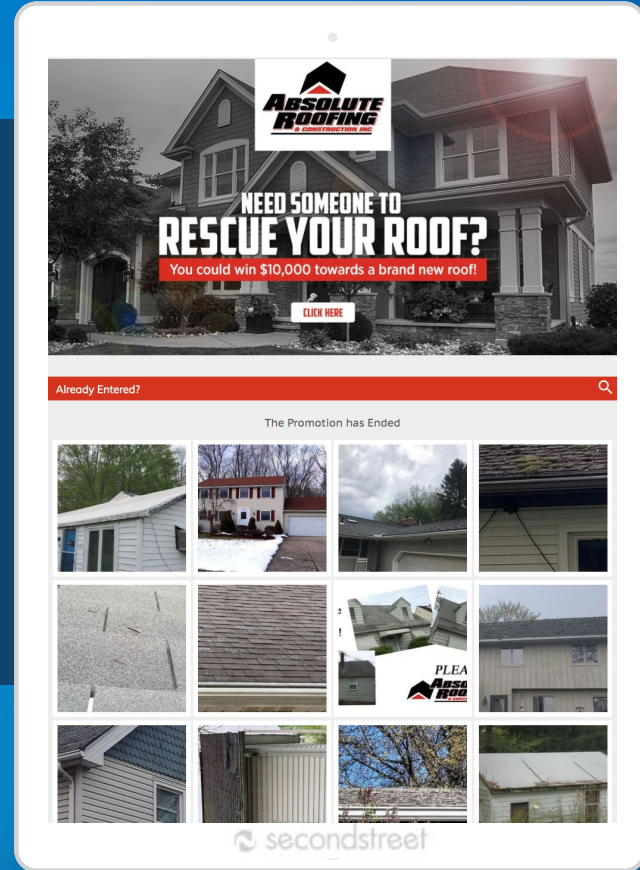
# Benefits of Promotions

Retain existing customers



# Benefits of Promotions

Capture email addresses to establish  
one-on-one relationship



# Benefits of Promotions

Build out demographic information

**AGRESTI**  
REAL ESTATE

## Are You Ready to Sell Your Home?

**HOUSE FOR SALE**  
TAKE OUR QUIZ!

**Take Our Quiz and You Could WIN!**

Have you noticed For Sale and SOLD signs are popping up all over our neighborhoods?  
The average home sales price is up 5.8% over previous year in Erie. Now could be the best time to sell and get the highest return out of your investment for your next home!

Are you planning on selling your home in the next 12 months? Required

-- Select One --

☒ Yes! Send me offers from Agresti Real Estate

Are you ready to sell your home and you  
d - perfect for any last minute updates

**AGRESTI**  
REAL ESTATE

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# Benefits of Promotions

## Branding/Community Presence

The screenshot displays a promotional webpage for the '59 NEWS Class OF 2020'. The header features the '59 NEWS' logo in a red and black box, with 'Class OF 2020' in white text on an orange brushstroke background. Below the header, it states 'Proudly Sponsored by' followed by the logos for West Virginia University (Morgantown, Beckley, Keyser) and Pioneer Community Bank (Member FDIC). The main text area contains the following instructions: 'Let's spotlight this year's senior class and give them some of the recognition they deserve!', 'Submit the picture of your special senior.', and 'Then tune in to 59News at 6 & 10 p.m. Monday-Friday as we showcase the talents and strengths of the Class of 2020.' A red bar with the text 'Already Entered?' and a search icon is positioned below the text. Underneath, a row of images shows various seniors: a portrait of a young woman, a group photo of five students, a student with a horse, a student in a field, a student with flowers, a student with glasses, and a student in a blue shirt. The bottom of the page features the 'secondstreet' logo.

**59 NEWS** Class OF 2020

Proudly Sponsored by

West Virginia University  
MORGANTOWN / BECKLEY / KEYSER

PIONEER  
COMMUNITY BANK  
Member FDIC

Let's spotlight this year's senior class and give them some of the recognition they deserve!  
Submit the picture of your special senior.  
Then tune in to 59News at 6 & 10 p.m. Monday-Friday as we showcase the talents and strengths of the Class of 2020.

Already Entered?

Enter until 6/25 @ 11:00pm Central

Enter Your Own!

secondstreet



# Benefits of Promotions

A campaign that WORKS

Be able to track ROI

**Align**  
CREDIT UNION  
Connecting all your banking needs

**WIN**  
**Free Rent or Mortgage for a Year!**  
(Up to \$15,000)

**Enter NOW!**

**Win a mortgage-free or rent-free year!**

You could win this once-in-a-lifetime chance to have us pay your mortgage or rent for an entire year (up to \$15,000)!

Enter now to win great prizes from our local sponsors including a \$250 Visa Gift card courtesy of Nao Rouhana-Keller Williams and a \$500 Setting the Space gift card, and one lucky person will have their rent or mortgage paid for a whole year!

Email Required

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

**CONTINUE >**

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# Case Studies: Retention and Growth

# Retain and Grow

If you can position yourself closer to the sale with your existing customers you can not only retain but grow, and you've established your credibility at driving leads. This could lead you to **10x** the budget!

# STAATS Services Furnace Giveaway

Peoria Journal Star | Peoria, IL



- Small digital spend every 2 months
- **338% increase in spend**
- In first week client closed two sales valued at \$13,000
- Success turned into **\$14K annual buy**

## REGISTER TO WIN A FREE FURNACE

STAATS is giving away a FREE  
Rheem furnace with Installation!

**ENTER TODAY!**  
– CLICK HERE –



### Enter for chance to win a FREE FURNACE and INSTALL today!

STAAT Services wants to put a new furnace in your home.

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



#secondstreetsummit

# Mosquito Authority Sweepstakes

Peoria Journal Star | Peoria, IL



- Consistent small print client
- Quadrupled spend
- 50 Hot Leads for client
- **\$2,500 revenue**

A screenshot of a tablet displaying the Mosquito Authority Sweepstakes landing page. The page has a white background with magenta and dark blue accents. At the top, it says "Fall in love with your yard again... Be Mosquito Free!". Below this is the "MOSQUITO AUTHORITY" logo, where the "O" in "MOSQUITO" is a stylized mosquito head. Underneath the logo is the text "Backyard Protection Sweepstakes". A magenta banner at the bottom of the header section says "ENTER NOW!". The main body of the page is light blue and contains the text "Start your summer off mosquito free with Mosquito Authority!" followed by "Enter for your chance to win a mosquito treatment for your yard courtesy of Mosquito Authority." Below this is a form with the label "Email" and "Required" above a white input field. At the bottom of the form, it says "By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)". A button labeled "CONTINUE >" is positioned below the text. At the very bottom of the page, there are social media icons for Facebook, Twitter, Email, and Pinterest, and the "secondstreet" logo.

#secondstreetsummit

# Healthcare Heroes

Peoria Journal Star | Peoria, IL



- Sponsors were current advertisers who increased their spend
- Wanted to support local healthcare
- **\$20,000** Revenue



We all know a Healthcare Hero that is going above and beyond to help their community.

**Nominate that hero today!**

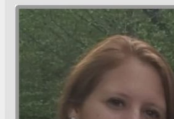
They will get the recognition they deserve  
AND they could win a \$250 gift card!

Categories

Nurses & Doctors

Emergency Staff (EMT,  
Emergency room Dr.'s and  
Nurses)

Nurses & Doctors



# Baptist Health 'Juice' Quiz Campaign

WJXT | WCWJ | Jacksonville, FL

- Multi-media campaign to educate audience and promote hospital's initiatives & Juice Blog
- 1,500+ opt-ins for Baptist Health Juice Blog from the monthly quizzes
- **\$170,000** additional revenue



#secondstreetsummit

# Packaging & Pricing



# Packaging and Pricing

3-12 month campaign (not a one-off)

# Packaging and Pricing

Supported by O&O assets to build brand and demand

# Packaging and Pricing


Bundle several promotions together to  
engage audience and capture data

# Packaging and Pricing

Include a robust email strategy to drive leads further  
down the sales funnel

# Packaging and Pricing

## Sales One-Sheets

Newspaper

### Recurring Revenue Hometown Heroes 12 Month Campaign

Be the exclusive sponsor of this 12-Month Hometown Heroes campaign. Each month we will take nominations and then vote on a hometown hero.  
Every month can feature different products and lead-gen questions from the sponsor.

**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 Hometown Hero campaign.
- Sponsor logo on promotional elements (print, digital, social, and email) during the 12-Month campaign
- Digital
  - 25K run-of-site impressions each month to promote contest on newspaper.com
  - Exclusive 728x90 digital ad unit on contest page
  - One unique lead-generation question on the contest registration form each month
  - Digital offer/coupon on the sweepstakes thank-you page
  - Opt-in for your email database on the sweepstakes registration form each month
  - Optional Facebook Like box on the sweepstakes registration form each month
- Print
  - Full page Print Ad to run to run every other week for 12 months (26 times)
  - Half-page print contest promotional ad to run every other week for 12 months (26 times)
- Email
  - Recognition on 12 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 each month of the campaign
  - Thank you email sent to everyone who enters with coupon or offer from your business

**PRIZE:** Monthly Gift Card for Heroes Valued at \$XXX Per Month for 12 Months (optional)  
**RUN DATES:** 12 months  
**EXCLUSIVE SPONSOR VALUE:** \$X,XXX a month (12-month sponsorship package)  
**INVESTMENT:** \$1,500/month (small market) \$3,000/month (mid-size market), \$7,500/month (large market)

000.000.0000 [www.newspaper.com](http://www.newspaper.com)

# Pricing & Packaging

## Benefits of Being a Sponsor

### **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

# Pricing & Packaging

## Sponsorship Package: Digital

- Digital
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  - Exclusive 728x90 digital ad unit on contest page
  - One unique lead-generation question on the contest registration form each month
  - Digital offer/coupon on the sweepstakes thank-you page
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  - Optional Facebook Like box on the sweepstakes registration form each month

# Pricing & Packaging

## Sponsorship Package: Print

- Print
  - Full page Print Ad to run every other week for 12 months (26 times)
  - Half-page print contest promotional ad to run every other week for 12 months (26 times)



# Pricing & Packaging

## Sponsorship Package: Email

- Email
  - Recognition on 12 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 each month of the campaign
  - Thank you email sent to everyone who enters with coupon or offer from your business

# Pricing & Packaging

## Prize, Value, & Investment

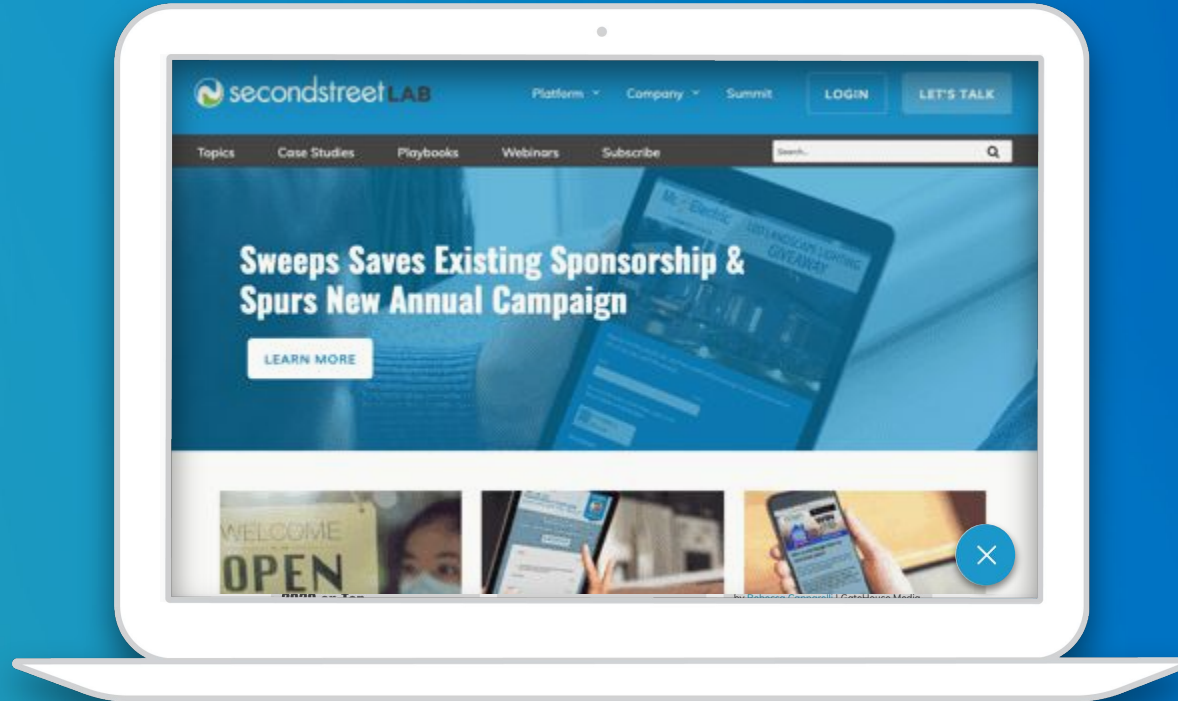
**PRIZE:** Monthly Gift Card for Athletes Valued at \$XXX Per Month for 12 Months (optional)

**RUN DATES:** 12 months

**EXCLUSIVE SPONSOR VALUE:** \$X,XXX a month (12-month sponsorship package)

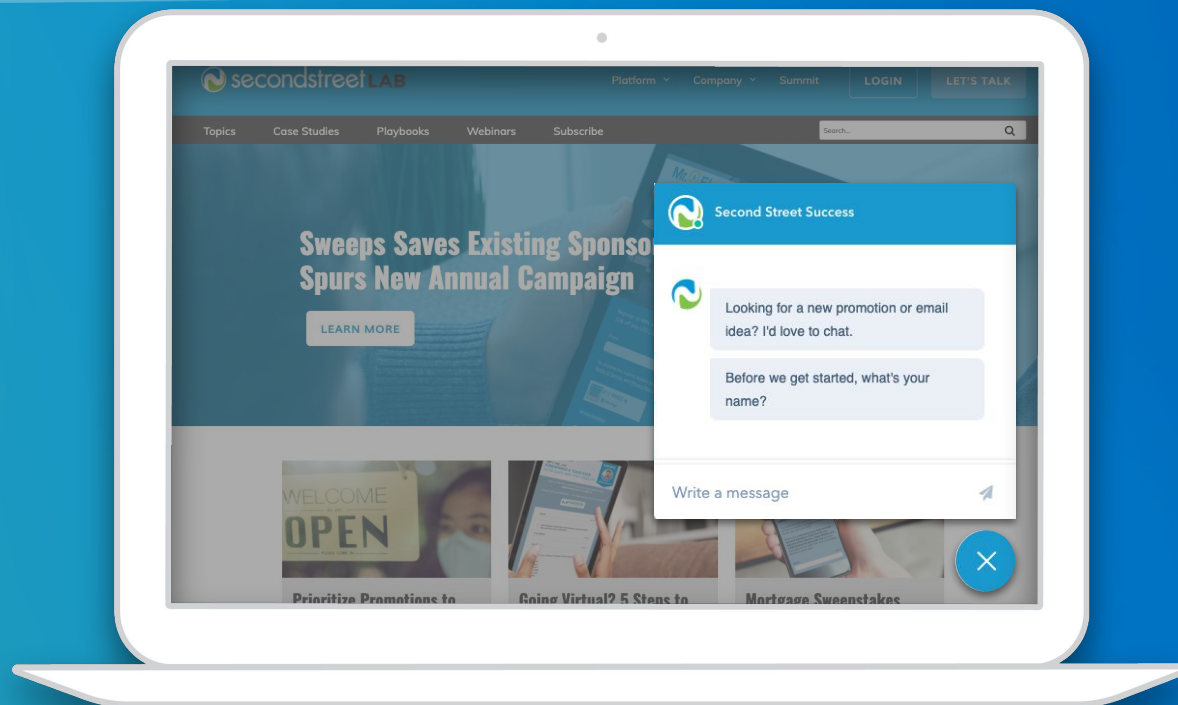
**INVESTMENT:** \$2,500/month (small market) \$5,000/month (mid-size market), \$10,000/month (large market)

# Resources



lab.secondstreet.com

# Chat NOW with Success!



lab.secondstreet.com  
9 am - 5 pm CT, Monday through Friday

# NEW! Measurable Results Playbook



[secondstreet.com/results](https://secondstreet.com/results)

# Sales One-Sheets for Top Advertisers



[secondstreet.com/sales-one-sheets](https://secondstreet.com/sales-one-sheets)

# Turnkey List



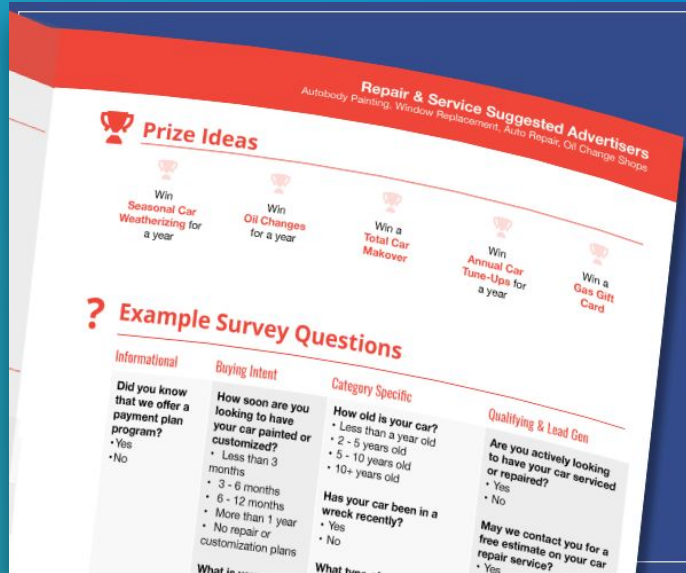
## Turnkeys by Category

### Turnkey Categories

<a href="#">Automotive</a>	<a href="#">Hockey</a>
<a href="#">Baseball</a>	<a href="#">Home Improvement</a>
<a href="#">Basketball</a>	<a href="#">Mother's Day</a>
<a href="#">Beauty, Health &amp; Fitness</a>	<a href="#">Multi-Month Campaigns</a>
<a href="#">Birthday</a>	<a href="#">Music</a>
<a href="#">Brackets</a>	<a href="#">Nature &amp; Weather</a>
<a href="#">Christmas</a>	<a href="#">New Year's</a>
<a href="#">COVID-19 Turnkeys</a>	<a href="#">Patriotic</a>
<a href="#">Drinks</a>	<a href="#">Pets</a>
<a href="#">Education</a>	<a href="#">Professional</a>
<a href="#">Fall</a>	<a href="#">Question of the Day</a>
<a href="#">Family</a>	<a href="#">Racing</a>
<a href="#">Father's Day</a>	<a href="#">Real Estate</a>
<a href="#">Financial</a>	<a href="#">Retail</a>
<a href="#">Food</a>	<a href="#">Spring</a>
<a href="#">Football</a>	<a href="#">Soccer</a>
<a href="#">Golf</a>	<a href="#">Thanksgiving</a>
<a href="#">Halloween</a>	<a href="#">Travel</a>
<a href="#">Hanukkah</a>	<a href="#">US State Trivia</a>
<a href="#">High School Sports</a>	<a href="#">Valentine's Day</a>
<a href="#">History &amp; Politics</a>	<a href="#">Wedding</a>

[secondstreet.com/turnkeys](https://secondstreet.com/turnkeys)





## Your Essential Guide to Selling Advertiser Campaigns

DOWNLOAD YOUR COPY »

[secondstreet.com/sellers-guide](https://secondstreet.com/sellers-guide)

# Thank You!



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