

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

Welcome!



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The Challenge

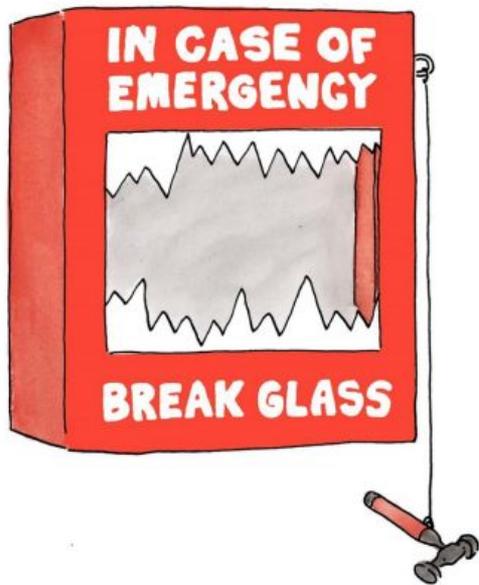
Afraid to lose current spend

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



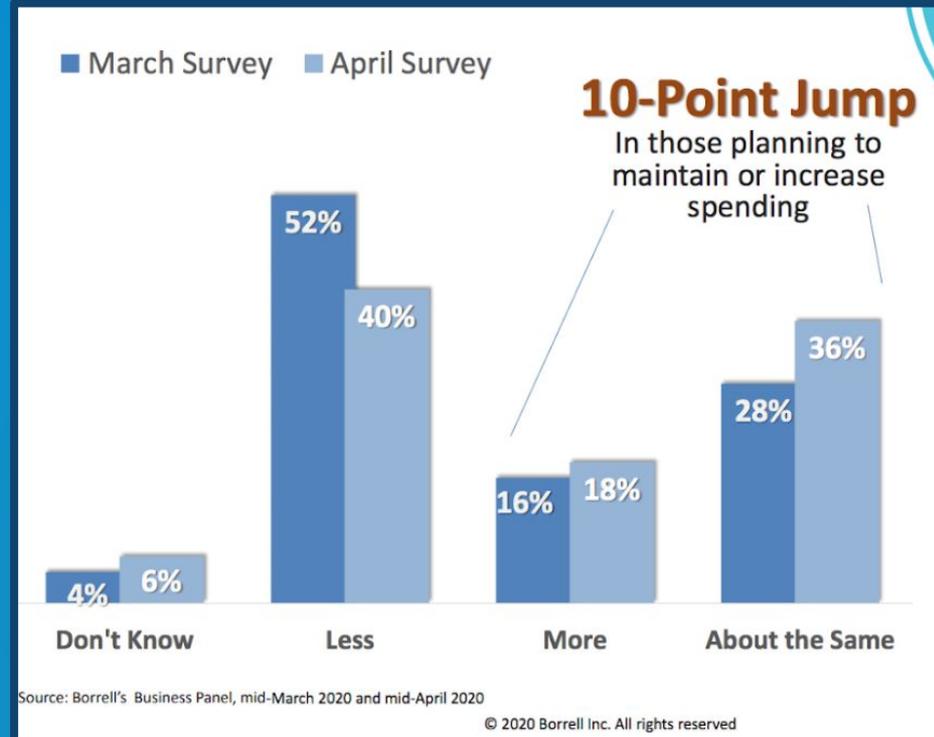
ALL THAT'S IN HERE
IS A MEMO TO CUT
OUR MARKETING
BUDGET.

TOM
FISH
BURNE

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

Get Ready, Get Set...

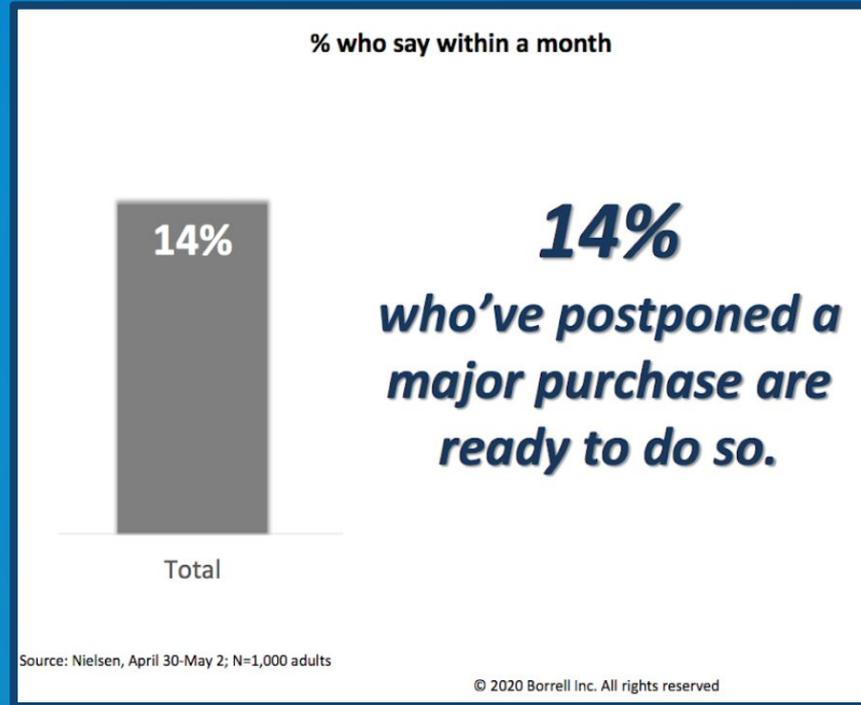
Q: Over the next six months, my business will spend more/less/the same on advertising



Get Ready, Get Set...

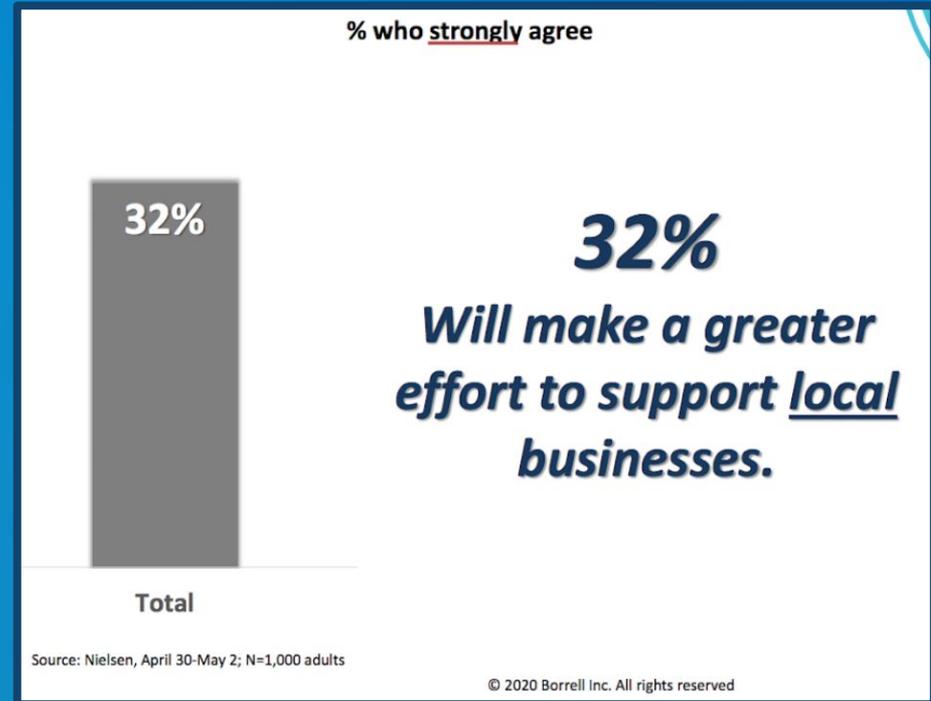
Of those who have postponed a major purchase...

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

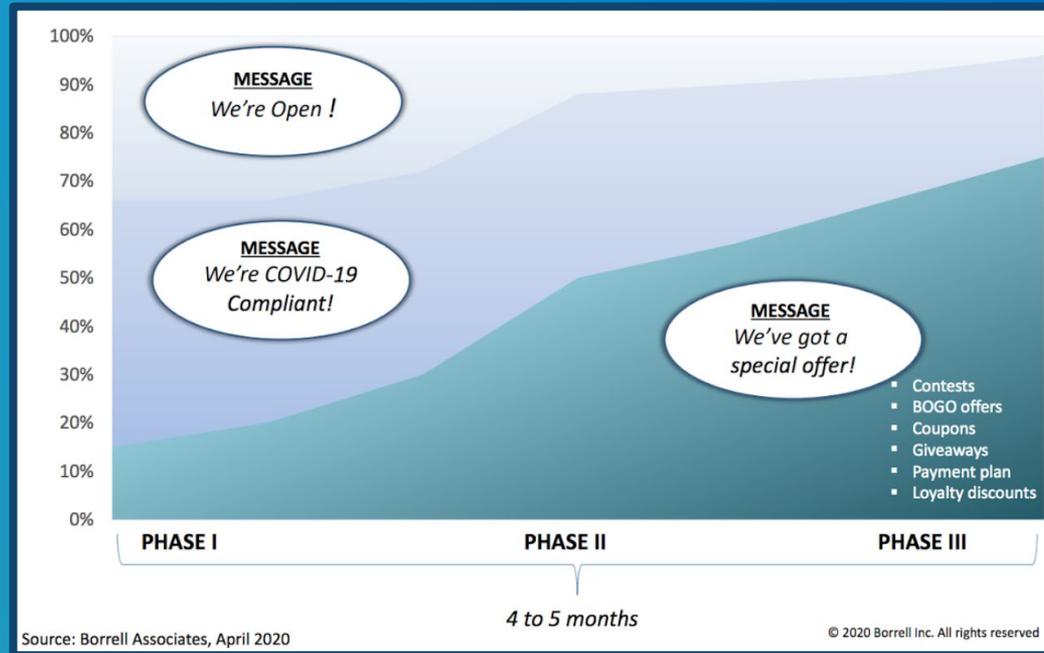


Get Ready, Get Set...

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!

BY THE FIRE STAYCATION GIVEAWAY
PRESENTED BY
LACROSSE FIREPLACE CO.

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!

Let us create your outdoor living space.
LACROSSE FIREPLACE CO.
[LEARN MORE](#)

LACROSSEFIREPLACE.COM | PHONE (608) 788-7200

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



Benefits of Promotions

Retain existing customers

WHAT SHOULD YOU DO ON YOUR DATE NIGHT IN?

Play for your chance at winning a \$150 Five Guys Burgers & Fries Gift Card!

FIVE GUYS
BURGERS and FRIES

Just take the quiz and you're in to win!

Question 1 of 7

#1 What word best describes your relationship?

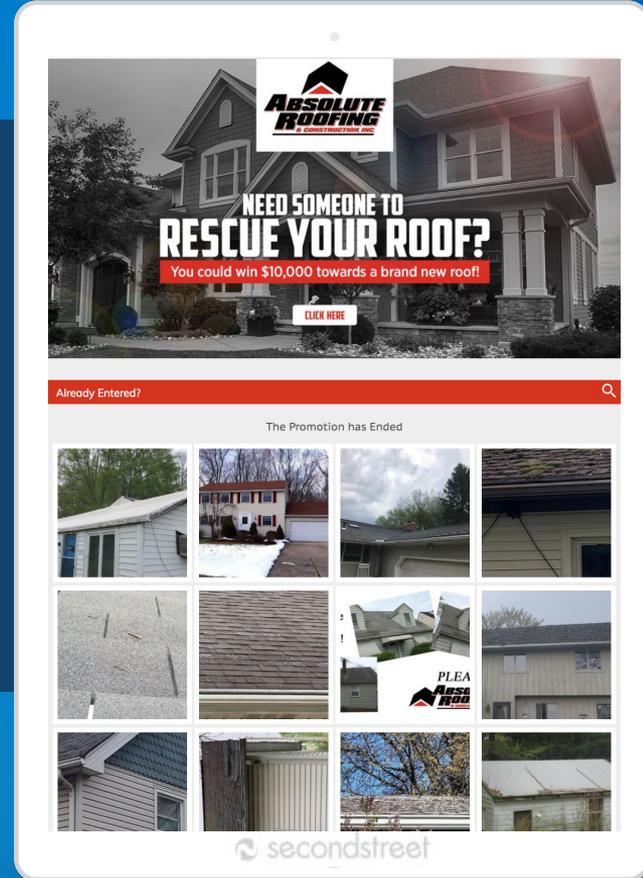
Romantic Secure Fulfilling Adventurous

f t m @

secondstreet

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...
... - perfect for any last minute updates

AGRESTI REAL ESTATE
John Schickel
Dee Carano

Question 1 of 9

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Benefits of Promotions

Branding/Community Presence

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!

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Benefits of Promotions

A campaign that WORKS

Be able to track ROI

The image shows a mobile device displaying a promotional campaign. At the top, there are logos for 'Align CREDIT UNION' (with the tagline 'Connecting all your banking needs') and 'Nao Rouhana Keller Williams Realty'. The main headline reads 'WIN Free Rent or Mortgage for a Year! (Up to \$15,000)'. A large blue house icon contains the text 'HOME FREE FOR A YEAR Sweepstakes'. Below the headline is a blue bar with the text 'Enter NOW!'. The main body of the page has a light blue background and contains the following text: '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)!', and '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!'. Below this is an email input field with the label 'Email' and 'Required' to its right. At the bottom, there is a line of text: 'By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules', followed by a 'CONTINUE >' button. The 'secondstreet' logo is visible in the bottom right corner of the device screen.

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 -

\$3,900 VALUE

STAATS SERVICE TODAY! **JournalStar**

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**

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Mosquito Authority Sweepstakes

Peoria Journal Star | Peoria, IL



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

Fall in love with your yard again...
Be Mosquito Free!

MOSQUITO

AUTHORITY

Backyard Protection Sweepstakes

ENTER NOW!

Start your summer off mosquito free with Mosquito Authority!

Enter for your chance to win a mosquito treatment for your yard courtesy of Mosquito Authority.

Email Required

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

CONTINUE >

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Healthcare Heroes

Peoria Journal Star | Peoria, IL



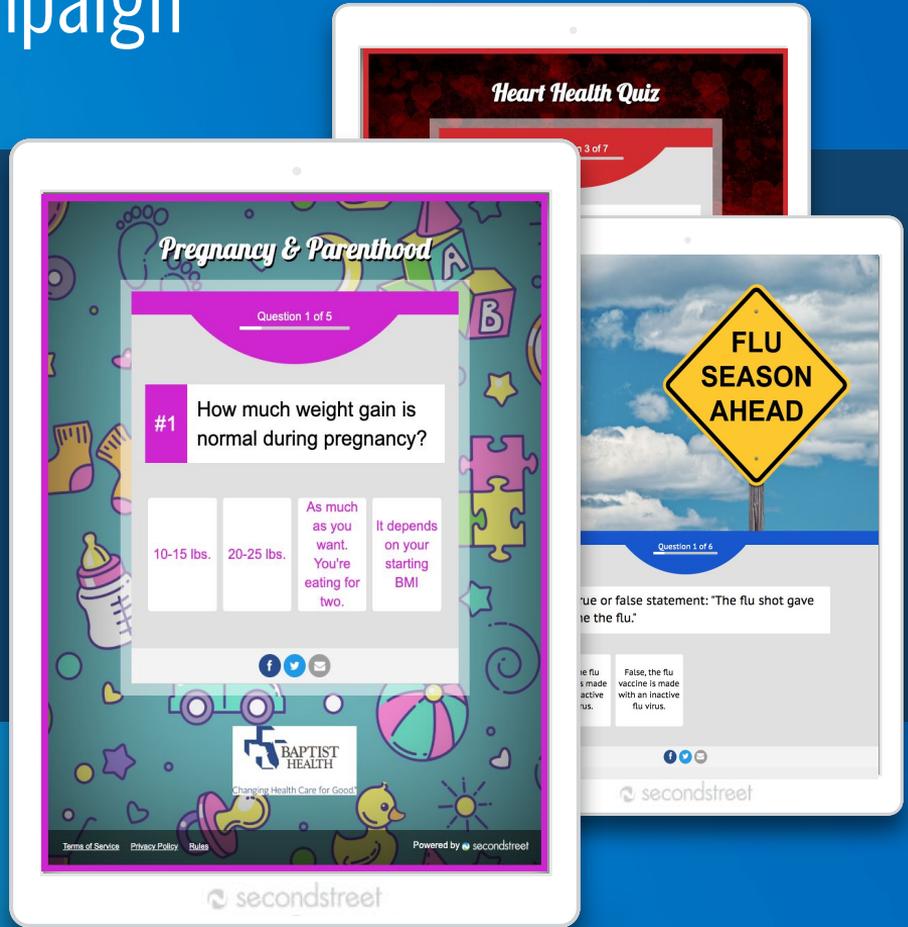
- Sponsors were current advertisers who increased their spend
- Wanted to support local healthcare
- **\$20,000** Revenue

The screenshot shows the 'Healthcare Heroes' website. At the top, there is a red shield logo with 'HEALTHCARE HEROES' and a white cross. To the right is a photo of a group of healthcare professionals. Below the logo is a red banner with the text: 'We invite you to pay tribute to a Healthcare Hero out there!'. A row of logos for sponsors is displayed, including ACURA, DERMATOLOGY & MOHS SURGERY INSTITUTE, Preckshot, Heartland Bank, HONDA, UnityPoint Health, Edward Jones, ILLINOIS CANCERCARE, PC, and OSF HEALTHCARE. Below the logos is a call to action: '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!'. At the bottom, there is a 'Categories' section with 'Nurses & Doctors' selected, and a preview of a nomination for 'Becky Wahlfeld, RN ICU' with a photo and a newspaper clipping.

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



**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

Pricing & Packaging

Benefits of Being a Sponsor

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Pricing & Packaging

Sponsorship Package: Digital

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Pricing & Packaging

Sponsorship Package: Print

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Pricing & Packaging

Sponsorship Package: Email

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Pricing & Packaging

Prize, Value, & Investment

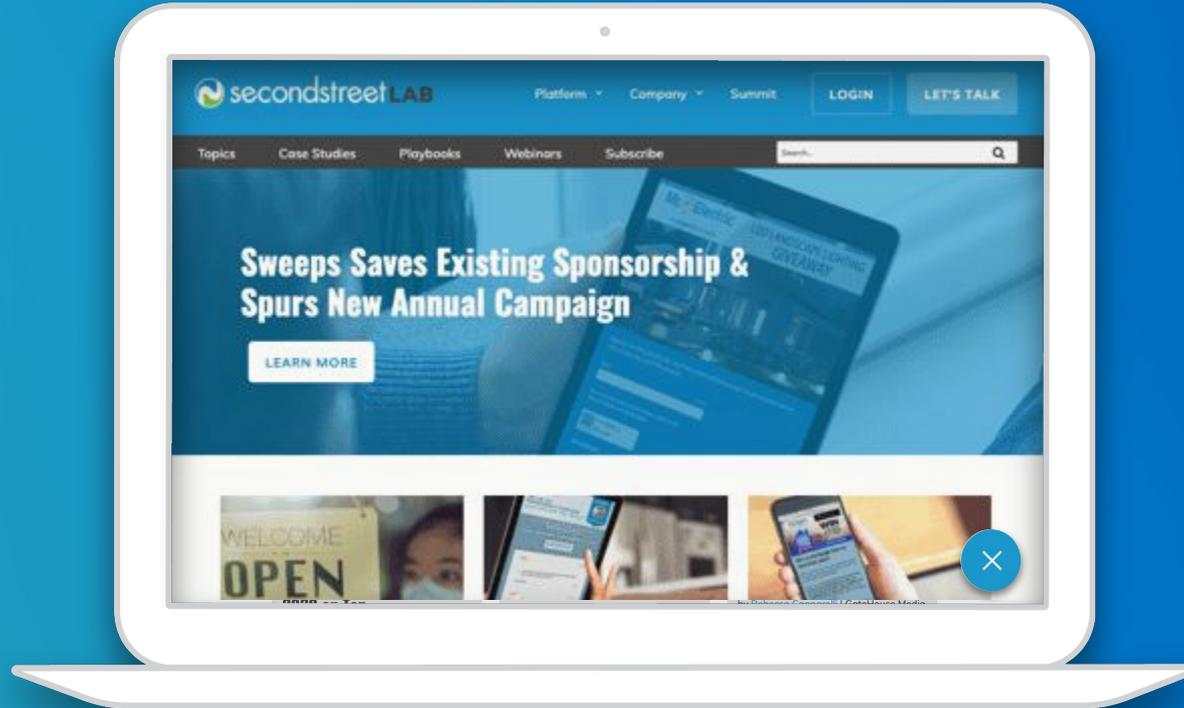
PRIZE: Monthly Gift Card for Athletes Valued at \$XXX Per Month for 12 Months (optional)

RUN DATES: 12 months

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

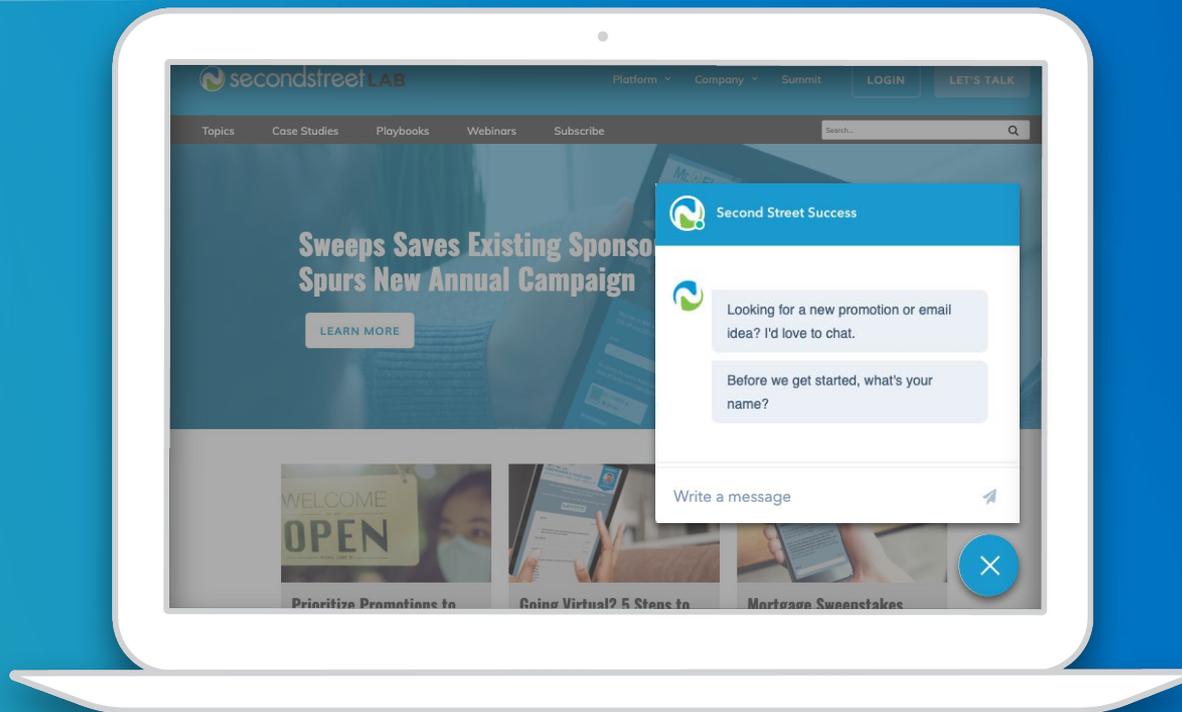
INVESTMENT: \$2,500/month (small market) \$5,000/month (mid-size market), \$10,000/month (large market)

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

Sales One-Sheets for Top Advertisers



secondstreet.com/sales-one-sheets

Turnkey List

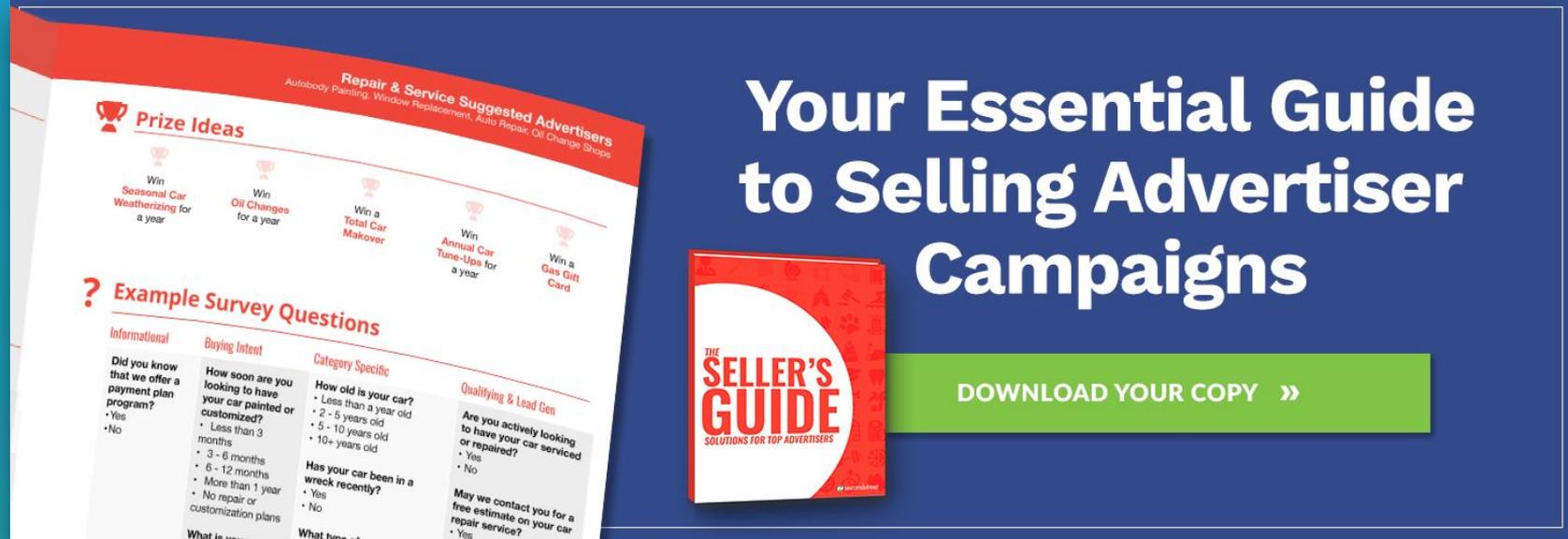


Turnkeys by Category

Turnkey Categories

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

secondstreet.com/turnkeys



Repair & Service Suggested Advertisers

Autobody Painting, Window Replacement, Auto Repair, Oil Change Shops

Prize Ideas

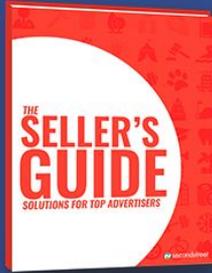
- Win Seasonal Car Weatherizing for a year
- Win Oil Changes for a year
- Win a Total Car Makeover
- Win Annual Car Tune-Ups for a year
- Win a Gas Gift Card

? Example Survey Questions

Informational	Buying Intent	Category Specific	Qualifying & Lead Gen
Did you know that we offer a payment plan program? <ul style="list-style-type: none">• Yes• No	How soon are you looking to have your car painted or customized? <ul style="list-style-type: none">• Less than 3 months• 3 - 6 months• 6 - 12 months• More than 1 year• No repair or customization plans	How old is your car? <ul style="list-style-type: none">• Less than a year old• 2 - 5 years old• 5 - 10 years old• 10+ years old Has your car been in a wreck recently? <ul style="list-style-type: none">• Yes• No	Are you actively looking to have your car serviced or repaired? <ul style="list-style-type: none">• Yes• No May we contact you for a free estimate on your car repair service? <ul style="list-style-type: none">• Yes

Your Essential Guide to Selling Advertiser Campaigns

DOWNLOAD YOUR COPY »



secondstreet.com/sellers-guide

Thank You!



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