

Leads! Your Advertisers Want Them, Here's How to Deliver

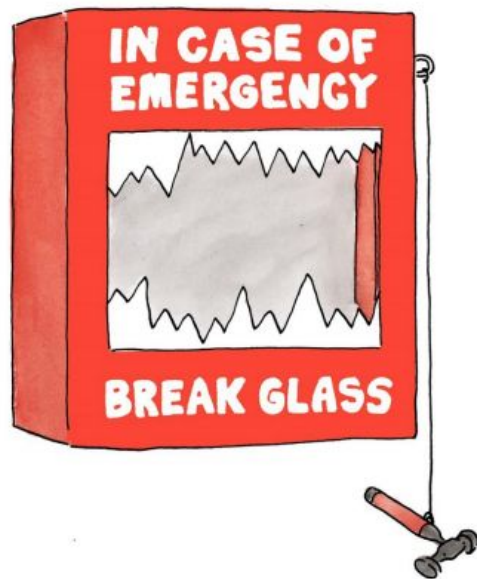
Welcome!



Julie Foley

Director of Affiliate Success

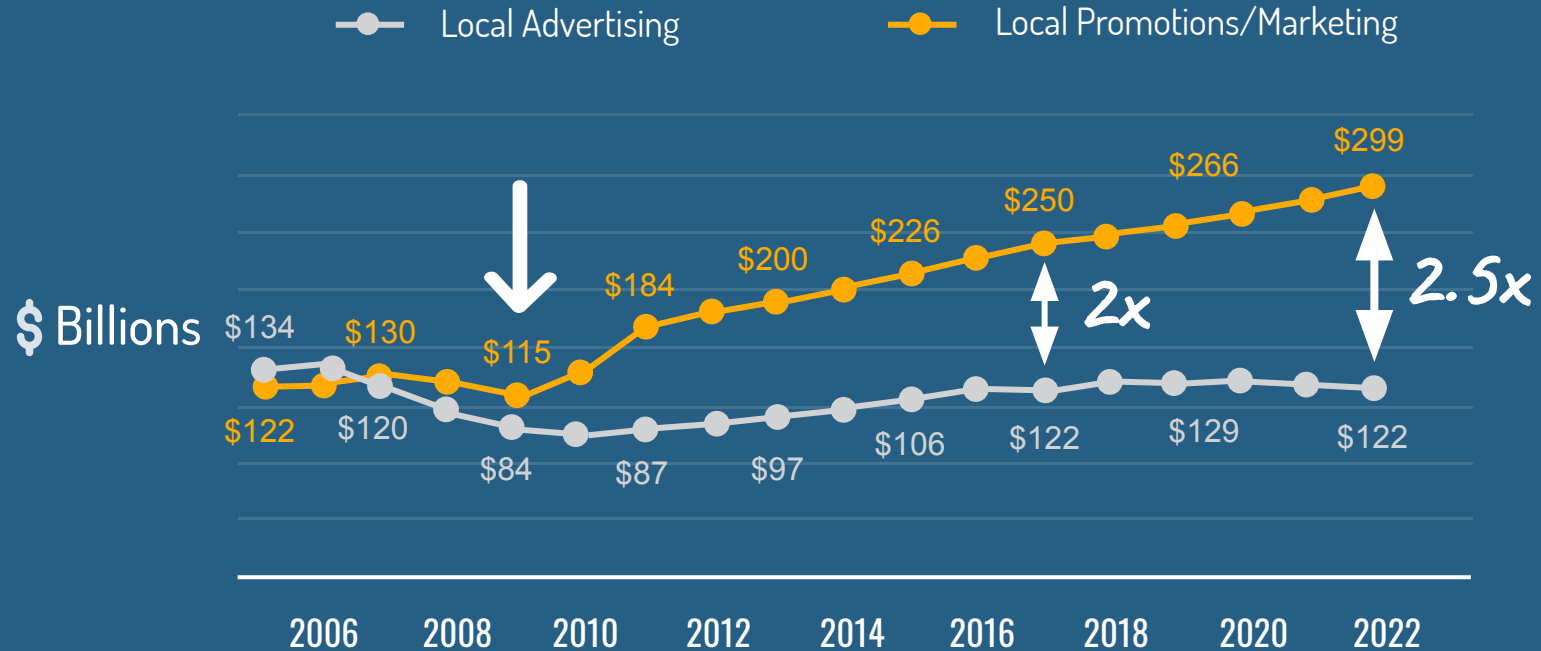
julie@secondstreet.com



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

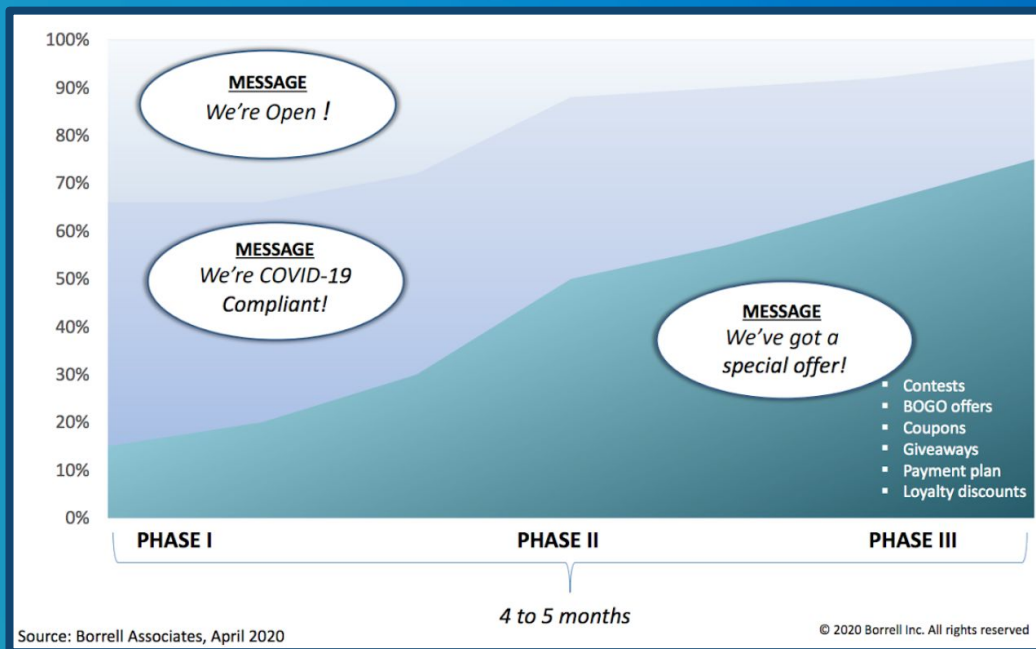
TOM
FISH
BURNE

The Opportunity



Credit: Borrell

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

U.S. Small Business
Administration



Coronavirus (COVID-19): Small Business Guidance & Loan Resources

LEARN MORE

CDC: Coronavirus (COVID-19) Information

Which Advertisers
Are Right For This?

They value OUTCOMES over EYEBALLS

They want LEADS

STAATS Services Furnace Giveaway

Peoria Journal Star | Peoria, IL



- \$10,500 buy
- In the first week, client sold 2 furnaces valued at \$13,000
- That success turned into an annual buy with 3 more promotions

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

Hear Clearly Giveaway

Savannah Morning News | Savannah, GA

- Sponsored by local Hearing Center
- Prize: hearing aids valued at over \$5,000
- 112 entries
- 42 hot leads for consultations
- **\$5K** revenue for paper, **\$72K** for sponsor



Hear Clearly GIVEAWAY

— Grand Prize —
Pair of Starkey Premium Hearing Aids

Sponsored by
COASTAL ENT HEARING CENTER

Dr. David S. Oliver **Karla McKenzie, Audiologist** **Dr. Ian K. McLeod**


We're celebrating Better Speech and Hearing Month! Enter now for a chance to win a pair of Starkey Premium Hearing Aids!

Coastal ENT Hearing Center opened in January 2017 in conjunction with Coastal Ear, Nose and Throat and Dr. David Oliver. At Coastal ENT Hearing Center, we understand the physical and emotional issues that accompany hearing loss and offer a comprehensive approach to treating our patients based on their unique needs.

Contact us today to schedule an appointment! 912-355-2335 - coastal-ent.com.

Email Required

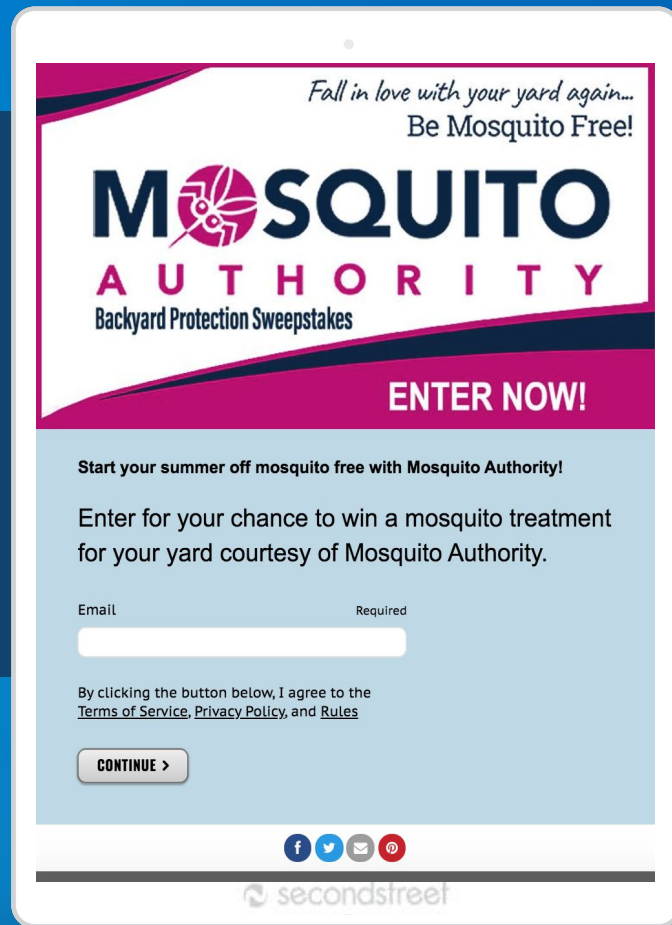
By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

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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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BEST PRACTICES

Driving Leads

- Marketing Campaign
 - Email
 - Owned and Operated
 - Social



“Rescue My Roof” Makeover Photo Contest 3-Month Campaign

Generate leads with this 12-week multimedia campaign including print and digital ads, a lead-generating photo contest 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 Save My Lawn Makeover Photo Contest
- Sponsor Logo on promotional elements (print, digital, social and email) during the 12 week campaign
- Digital
 - 30K run-of-site impressions (for your business) on magazine.com during 12-week campaign
 - 20K run-of-site impressions to promote contest on magazine.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 once per month (3 times)
 - Quarter-page print contest promotional ad to run once per month (3 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: Lawn Makeover valued at up to \$10,000

RUN DATES: Three Month time frame goes here

VALUE: \$XXXX

INVESTMENT: \$5,000 (small market) \$10,000 (mid-size market), \$20,000 (large market)

000.000.0000 www.magazineurl.com

Driving Leads

- Email is the most important part of your package

KY3 THE PLACE TO BE

 **SWEEPSTAKES**
2019



**ENTER TO WIN A
\$20,000 SOLAR SYSTEM**

**LIFETIME SAVINGS ARE
ESTIMATED AT \$50,000+**

One lucky person is going to win a

**FREE SOLAR PANEL SYSTEM
FROM SUN SOLAR**

and make electric bills so small, you are
going to need a magnifying glass to read them.

[CLICK TO ENTER](#)

Driving Leads

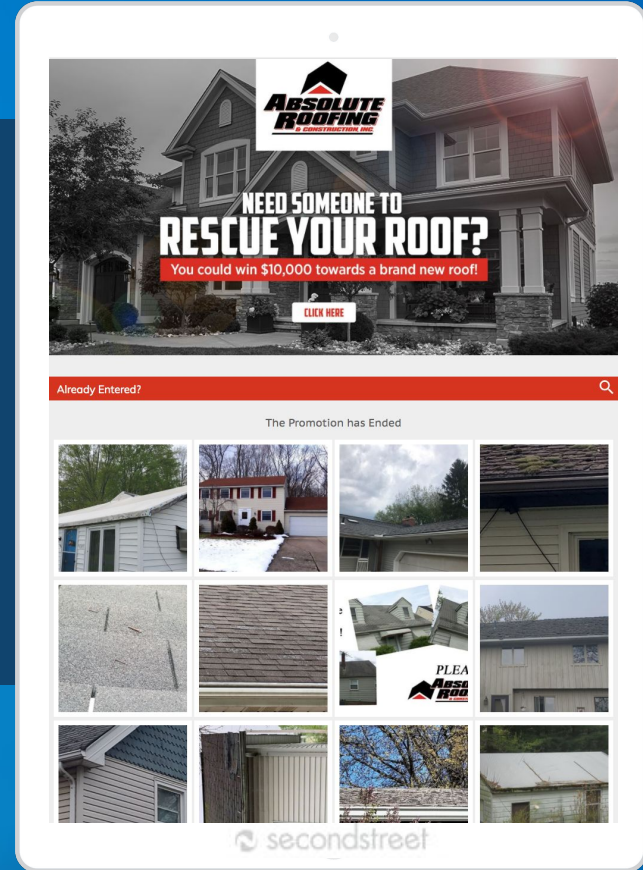
Email is the #1
driver of
promotions
activity

70%

Of promotions activity
comes from email

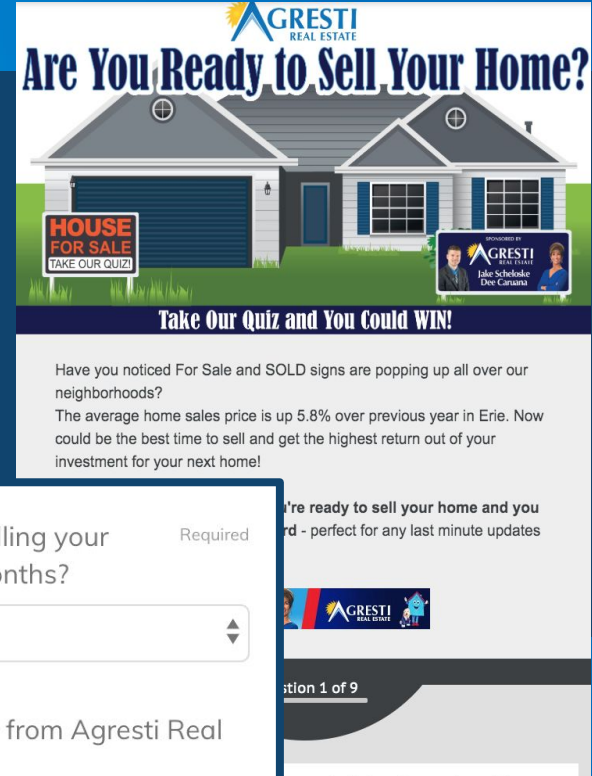
Driving Leads

- Prize
 - Relevant to your client's business
 - Relevant to client's target audience
 - Valuable and appealing to target audience



Driving Leads

- Collect Data
 - Ask qualifying questions on the registration form
 - Uncover HOT leads for your advertisers



AGRESTI REAL ESTATE

Are You Ready to Sell Your Home?

HOUSE FOR SALE
TAKE OUR QUIZ!

SPONSORED BY
AGRESTI REAL ESTATE
John Schellinger
Dee Carriano

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

AGRESTI REAL ESTATE

tion 1 of 9

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

-- Select One --

☒ Yes! Send me offers from Agresti Real Estate

How to Sell: Case Studies

Home Free for a Year Sweepstakes

Patriot Ledger | Quincy, MA



- The Pitch
 - Second Street nationally managed sweepstakes
 - Local prizes
 - Multimedia campaign to drive leads

The image shows a tablet displaying the sweepstakes landing page. At the top, there are logos for "Align CREDIT UNION" (with the tagline "Connecting all your banking needs") and "Nao Rouhana Keller Williams Realty" (with the tagline "SIGNATURE PROPERTIES"). Below these is a large blue house-shaped graphic with the text "HOME FREE FOR A YEAR Sweepstakes". To the right of the house graphic, it says "WIN Free Rent or Mortgage for a Year! (Up to \$15,000)" and "Enter NOW!". The main body of the page has a light blue background and contains the 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 text is an "Email" input field with a "Required" label. At the bottom, there is a "By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules" statement and a "CONTINUE >" button. The "secondstreet" logo is at the very bottom of the tablet screen.

#secondstreetsummit

Home Free for a Year Sweepstakes

Patriot Ledger | Quincy, MA



The Package

- Lead-gen questions and email acquisition
- Email
- Print & Digital

Investment: \$5,000

#secondstreetsummit

A tablet displaying a sweepstakes landing page. The page features a header with logos for "Align CREDIT UNION" and "Nao Rouhana Keller Williams Realty". The main headline reads "WIN Free Rent or Mortgage for a Year! (Up to \$15,000)". Below this is a large blue button that says "Enter NOW!". The page also includes a section titled "Win a mortgage-free or rent-free year!" with a description of the prize and a form to enter. The form has a label "Email" and "Required" above a text input field. At the bottom, there is a "CONTINUE >" button and a "secondstreet" logo.

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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Home Free for a Year Sweepstakes

Patriot Ledger | Quincy, MA



Overcoming Objections

#secondstreetsummit

A screenshot of a mobile landing page for the "Home Free for a Year Sweepstakes". The page is displayed on a tablet with a white bezel. 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 visual is a large blue house-shaped graphic containing the text "HOME FREE FOR A YEAR Sweepstakes". To the right of this graphic, the text "WIN Free Rent or Mortgage for a Year! (Up to \$15,000)" is prominently displayed. Below this, a blue banner says "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 text is an email input field with the label "Email" and "Required" above it. 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". Below this is a button labeled "CONTINUE >". The "secondstreet" logo is at the bottom right of the page.

Home Free for a Year Sweepstakes

Patriot Ledger | Quincy, MA



Results:

- 3,000 entries
- Identified 192 people ready to move within a year
- **\$6MM** in sales for advertiser!

The image shows a tablet displaying the sweepstakes landing page. At the top, there are logos for "Align CREDIT UNION" (with the tagline "Connecting all your banking needs") and "Nao Rouhana Keller Williams Realty" (with the tagline "SIGNATURE PROPERTIES"). The main graphic features a large blue house shape with the text "HOME FREE FOR A YEAR Sweepstakes" inside. To the right, it says "WIN Free Rent or Mortgage for a Year! (Up to \$15,000)" and "Enter NOW!". Below this, the text reads "Win a mortgage-free or rent-free year!" followed by "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!". There is an "Email" field with a "Required" label and a "CONTINUE >" button. At the bottom, it says "By clicking the button below, I agree to the Terms of Service, Privacy Policy, and Rules". The "secondstreet" logo is at the very bottom of the tablet screen.

Align CREDIT UNION
Connecting all your banking needs

Nao Rouhana Keller Williams Realty
SIGNATURE PROPERTIES

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

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CONTINUE >

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Mr. Cool Giveaway!

Bristol Broadcasting | Paducah, KY



The Pitch

- Sweepstakes to drive database, leads and social growth.
- 4-week multimedia campaign



#secondstreetsummit

Mr. Cool Giveaway!

Bristol Broadcasting | Paducah, KY



The Package

- Custom contest (lead gen and email opt-in)
- Email
- Radio Spots on 5 stations
- Social

Investment: \$4,000

#secondstreetsummit

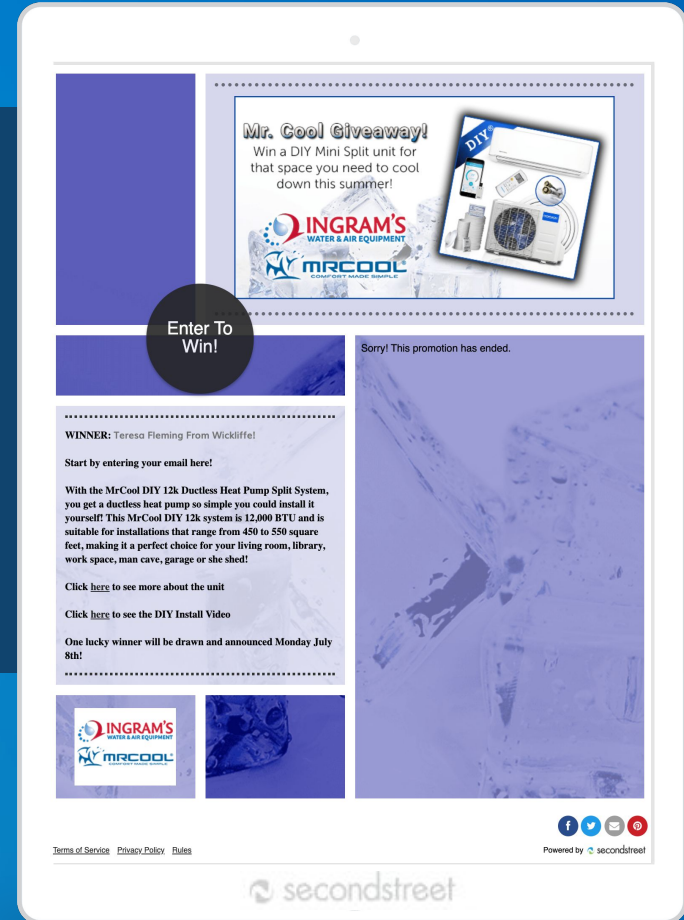


Mr. Cool Giveaway!

Bristol Broadcasting | Paducah, KY

Overcoming Objections

- “Will I be cheapening my product if I give it away for free?”



Mr. Cool Giveaway!

Bristol Broadcasting | Paducah, KY



Results

- 102 Leads
- Client doubled his ROI in sold units



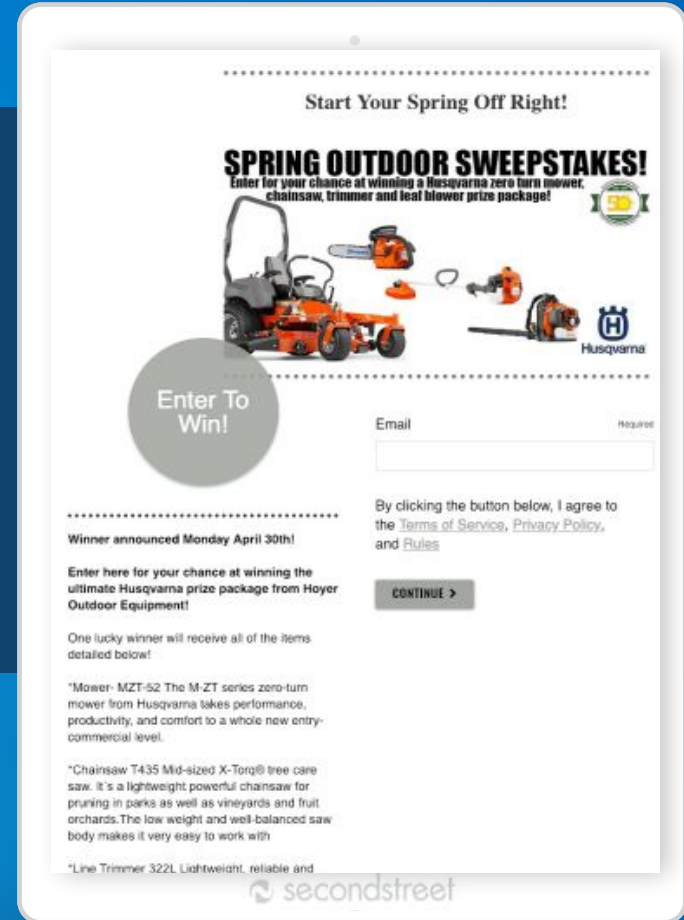
#secondstreetsummit

Spring Outdoors Sweepstakes

West Kentucky Star | Paducah, KY



- Hoyer Outdoor Equipment prize bundle valued at over \$7,000
- 156 hot leads
- 6 leads turned into sales leading to over **\$40,000** in revenue for advertiser

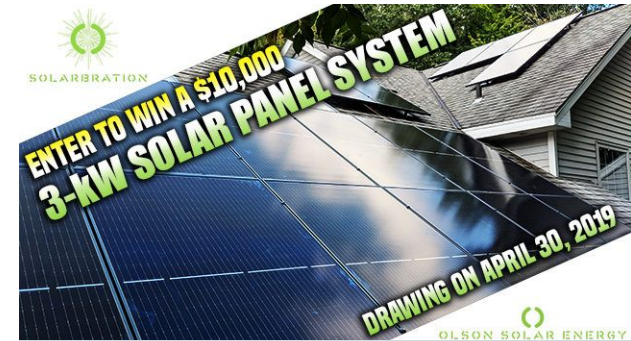


Solarbration Sweepstakes

WKBT-TV | La Crosse, WI

The Pitch

- New client and new Solar company needed leads
- Prize: Solar Panel System valued at \$10,000



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

Solarbration Sweepstakes

WKBT-TV | La Crosse, WI



The Package

- TV schedule
- Email
- Digital
- Lead-gen questions + opt-in
- Bounceback email offer

Investment: \$19,990

#secondstreetsummit



SOLARBRATION SWEEPSTAKES

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from Olson Solar Energy retail valued at \$10,000!

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Email

Required



Solarbration Sweepstakes

WKBT-TV | La Crosse, WI



Overcoming Objections

- “How many leads will I get? Will this investment give me a return?”



SOLARBRATION SWEEPSTAKES

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Email

Required



#secondstreetsummit

Solarbration Sweepstakes

WKBT-TV | La Crosse, WI

Results:

- 1,630 leads for the advertiser
- Over \$1MM in sales in their first year in business
- Another promotion to run in Fall!



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!

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

Email

Required

By the Fire Staycation Giveaway

WKBT-TV | La Crosse, WI

- Ran April 2020
- They were ready to cancel all spending
- Through this campaign they sold more fire tables in April than all of 2019!
- 3 more lead-gen contests ran in June 2020



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

Sales One-Sheets



secondstreet.com/sales-one-sheets

Follow Up

The Most Important Part of the Sale

Follow Up

- First Week - Is it pacing well?
- Each week - check numbers and keep in touch with client
- How is the CLIENT following up on leads?

Follow Up

- First Week - Is it pacing well?
- Each week - check numbers and keep in touch with client
- How is the CLIENT following up on leads?

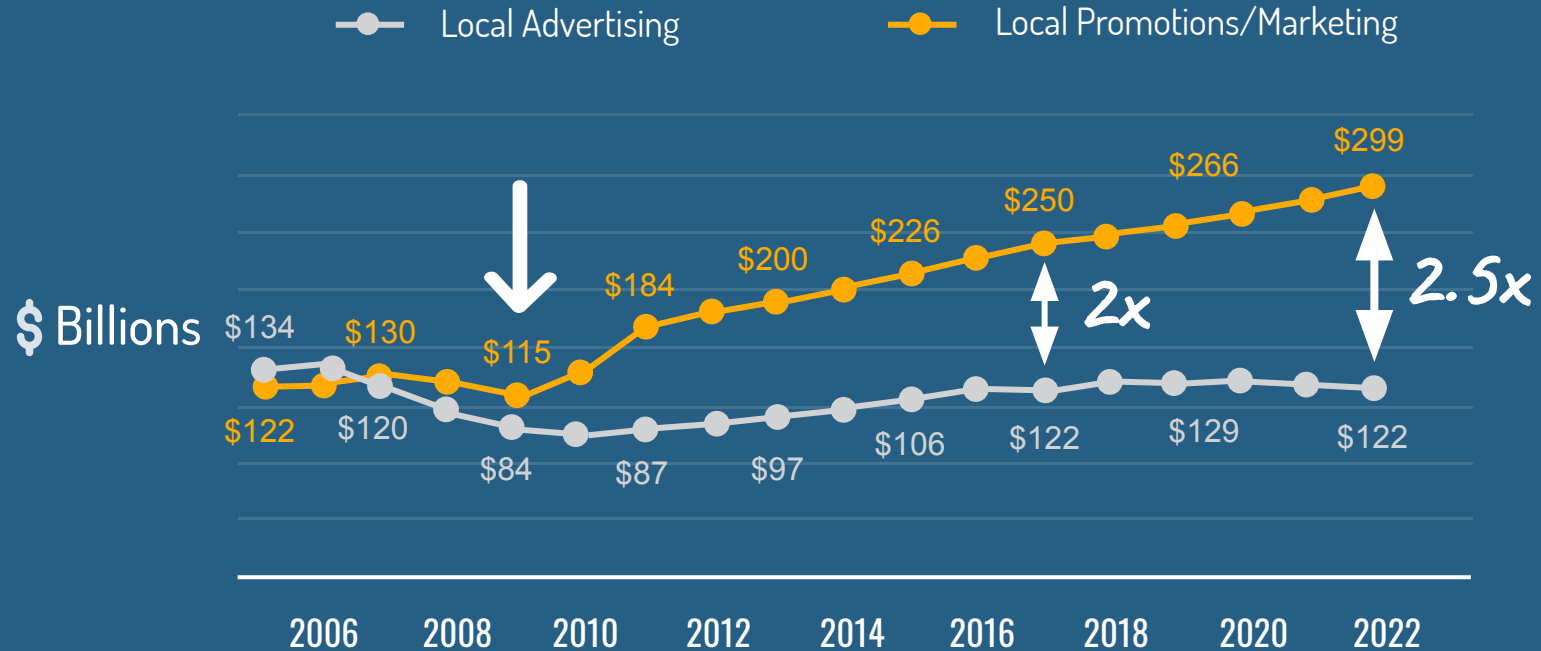
Follow Up

- First Week - Is it pacing well?
- Each week - check numbers and keep in touch with client
- How is the CLIENT following up on leads?

Make Sure your Client is TRACKING
sales from leads you delivered

Takeaways

Promotions Explosion



Credit: Borrell

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

U.S. Small Business
Administration



Coronavirus (COVID-19): Small Business Guidance & Loan Resources

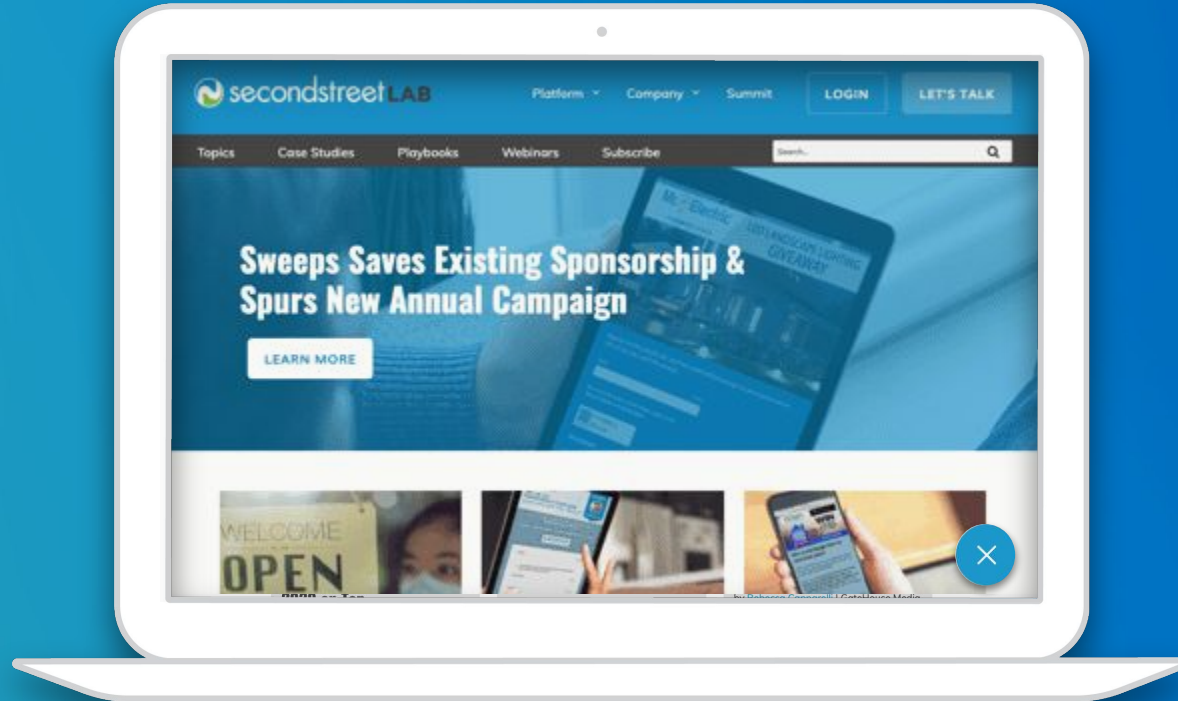
LEARN MORE

CDC: Coronavirus (COVID-19) Information

Advertisers that value OUTCOMES over EYEBALLS

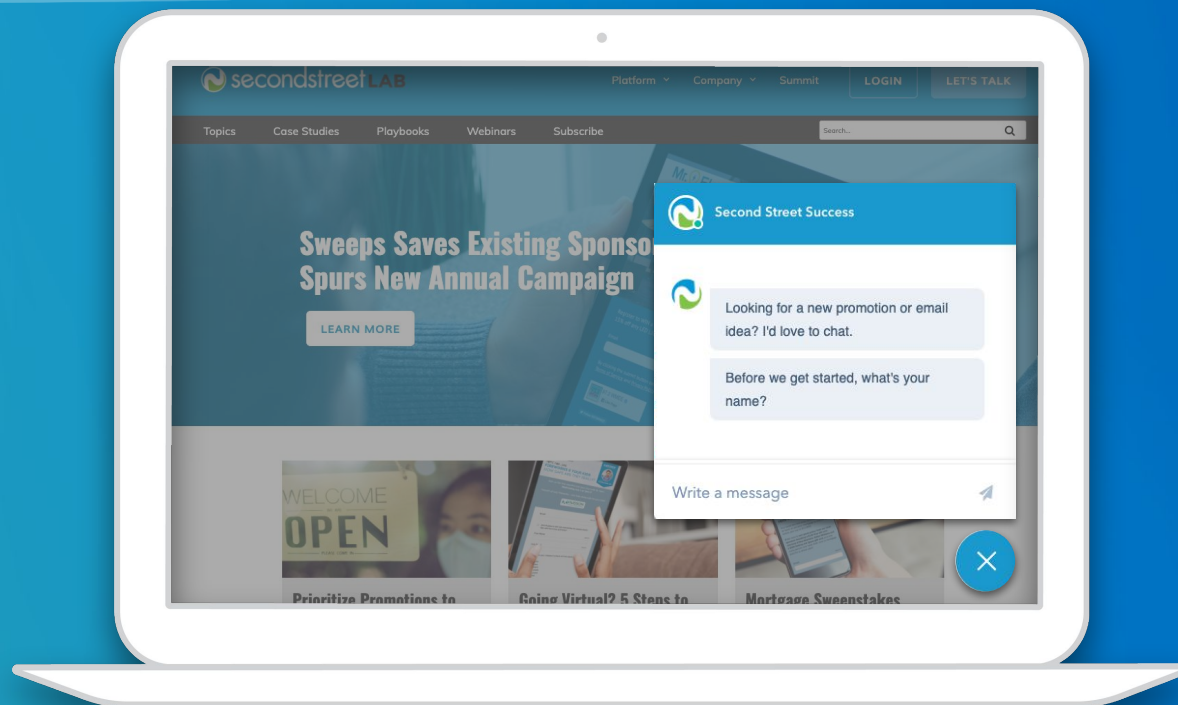
Follow Up and Track Sales from Leads

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

2021 National Sweepstakes Webinar



Unlock Big Revenue + Engagement
with Second Street's
2021 National Sweeps



secondstreet

Thursday, August 6 1:00 pm ET

secondstreet.com/national-sweeps

2020 National Sweepstakes

From Second Street



**Car Payments
For a Year**

(\$6,600 prize)

March 2020



**Win Groceries
For a Year**

(\$4,800 prize)

June 2020



**Holiday Gifts
Giveaway**

(\$3,500 prize)

September 2020



**Rent or Mortgage
For a Year**

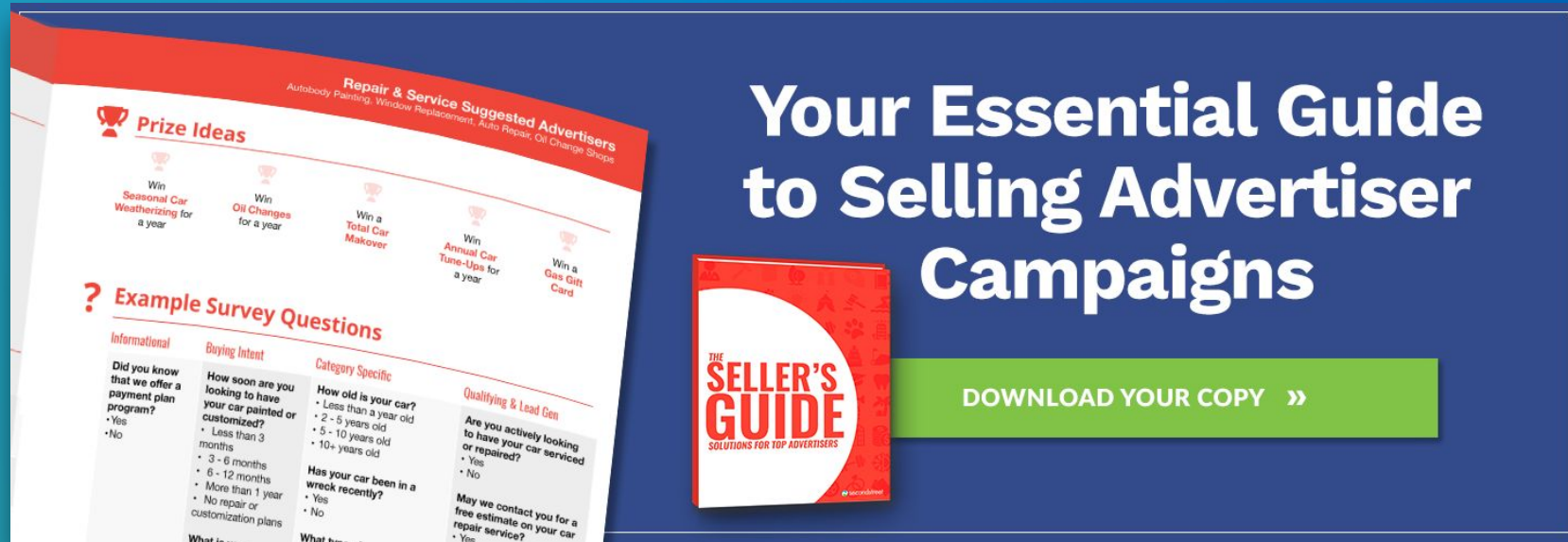
(\$15,000 prize)

November 2020

Sales One-Sheets for Top Advertisers



secondstreet.com/sales-one-sheets



Your Essential Guide to Selling Advertiser Campaigns

DOWNLOAD YOUR COPY »

secondstreet.com/sellers-guide

Thank You!



Julie Foley

Director of Affiliate Success

julie@secondstreet.com

#secondstreetsummit