

Promotions Ideas Keep Revenue



secondstreet

Welcome!



Julie Foley

Director of Affiliate Success

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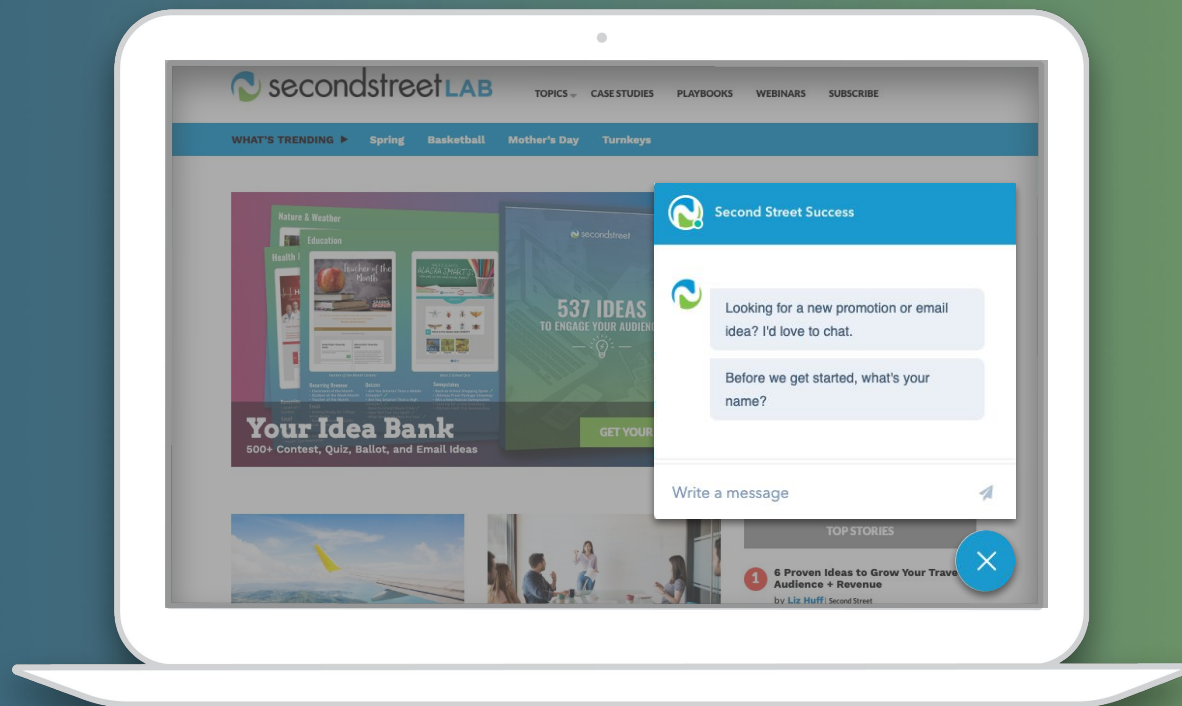


Liz Huff

Director of Affiliate Success

liz@secondstreet.com

Chat NOW with Success!



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

Daily Promotions Training – All Week!



Promotions Training Series
Delivering Measurable Results
to Your Advertisers



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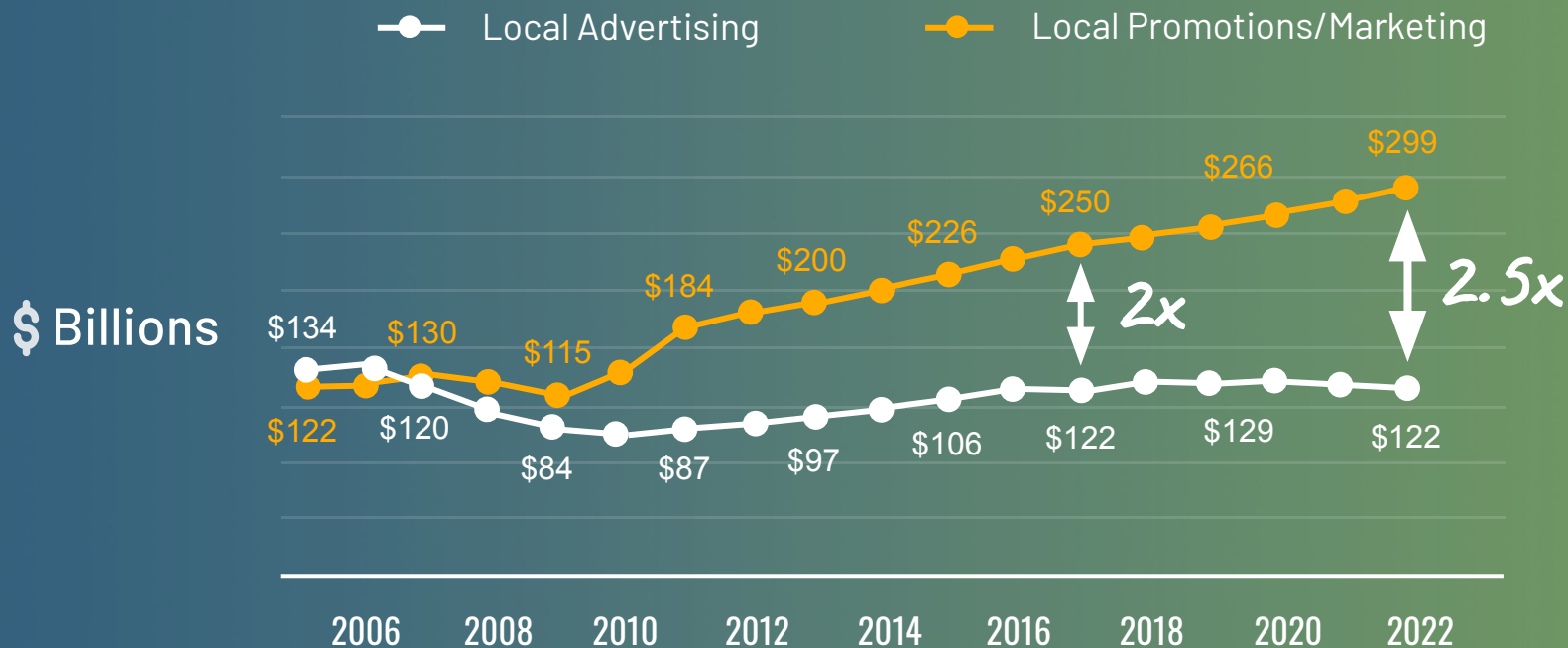
secondstreet.com/promotions-training

Our Plan for Today

- Why Promotions NOW?
- What ARE Promotions?
- What to focus on right now
- What to plan for in Q3-Q4

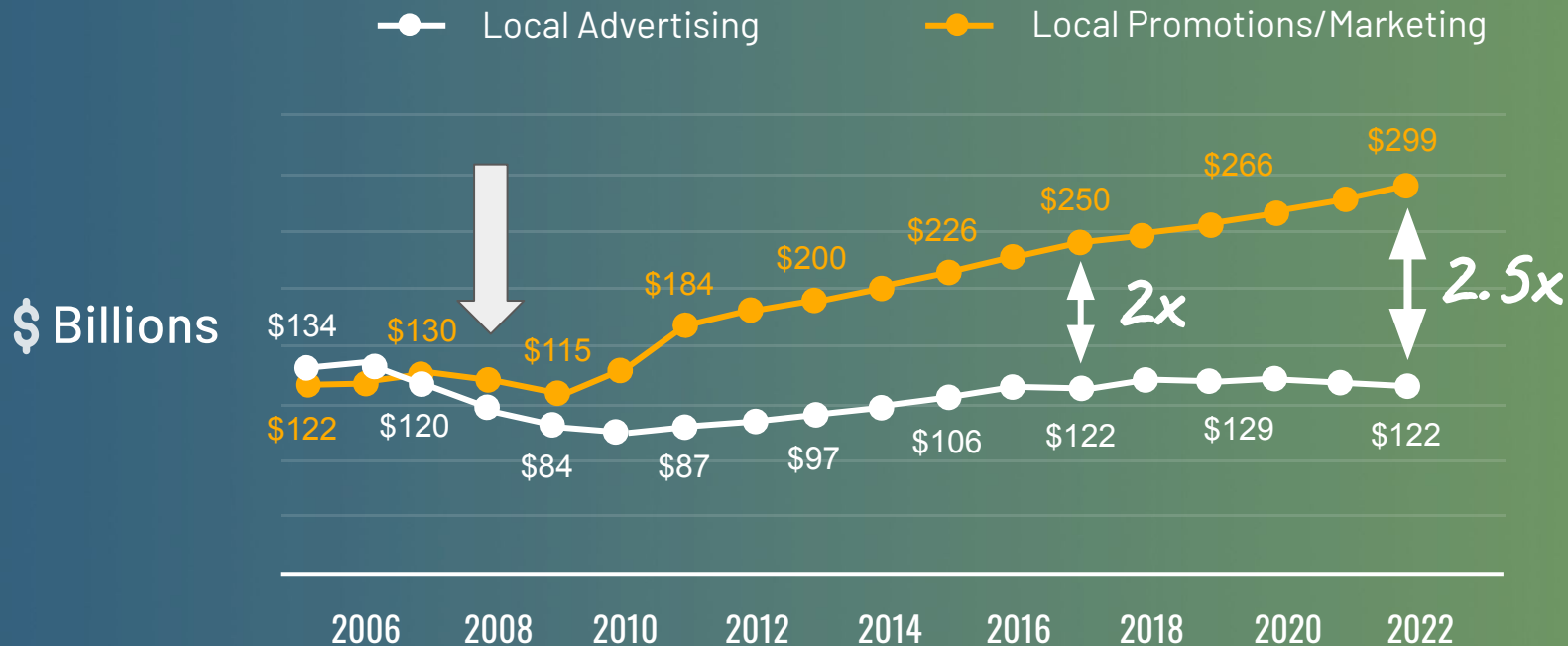
Why Promotions?

The Opportunity with Promotions



Credit: Borrell





The Opportunity with Promotions






Credit: Borrell

Promotions Overview

Enter to Win

-  Sweepstakes
-  Codeword Sweepstakes
-  Photo Contests
-  Video Contests

Voting

-  Photo Voting
-  Video Voting
-  Fan Voting Brackets




Quizzes

-  Personality/Outcome
-  Trivia

Questionnaires

-  Polls
-  Surveys

National Sports

-  Football
-  Basketball
-  Racing

Ballots

-  Citywide
-  Year-Round
-  Advertiser

What Advertisers Want Now

In the last 5 days...



They Want IDEAS



*Sales reps for media companies
get weaker in knowledge and
bring very little new ideas... plus
they never know anything about
how to best market your industry.
They are just order takers.*

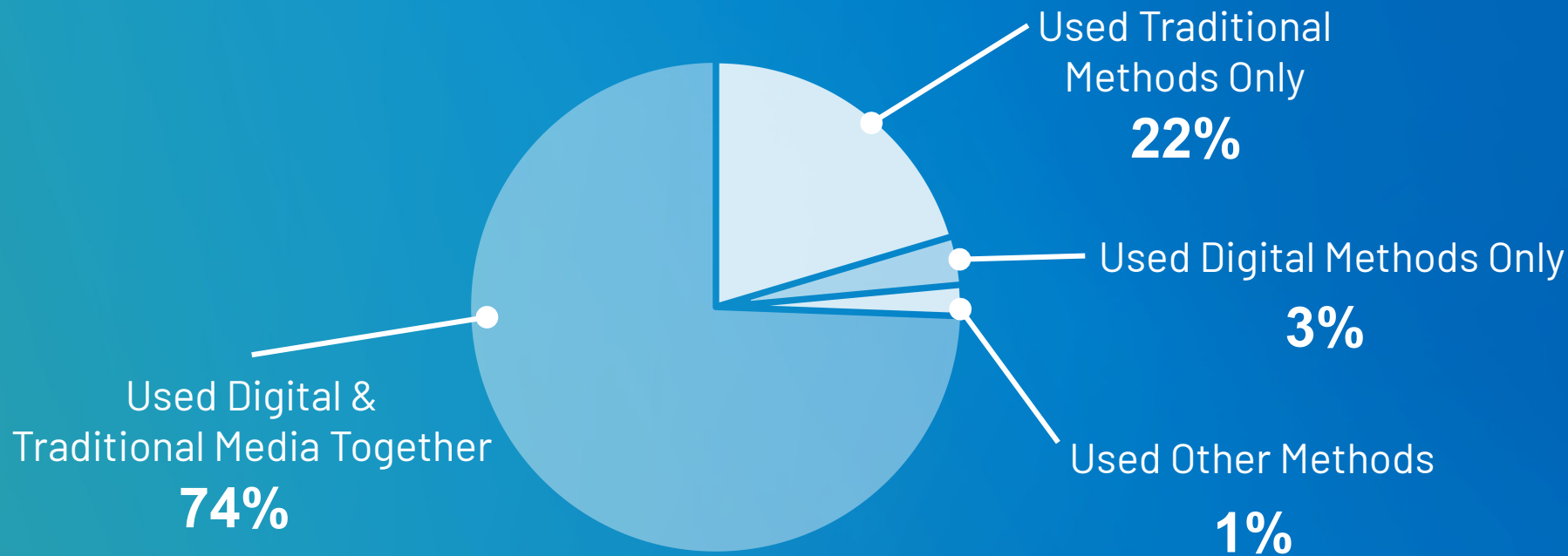


They Want A PACKAGE



Seeking a media company
that integrates the various
forms of advertising
without buying individual
pieces one at a time.





Credit: Borrell

They Want Reps To BE PREPARED



Know the industry, have the data... Be creative and proactive. Know the market for our industry... Knowledge is key.



What to Focus on Right Now

You know your advertisers need you

Having conversations is KEY

Make sure you are giving them the right ideas and solutions, at the right time

Customize your registration form

- Be sure that your custom promotions:
 - Drive the measurable outcomes they are looking for
 - Ask the right lead-gen questions
 - Include an opt-in
 - Incentivize sharing

-Do you own your home? Required

-- Select One --

How soon are you looking to purchase a new furnace? Required

-- Select One --

May we contact you you for a free in-home estimate? Required

-- Select One --

☒ Yes! Send me offers and info from STAAT Services

Bundle Package

- Be sure that your custom promotions:
 - Are part of a bundled campaign with elements of your media company needed to drive success
 - Core
 - Email
 - Online
 - Social
 - Promotion



"Save My Lawn" Makeover Photo Contest 3-Month Campaign

Generate leads with this 12-week multimedia campaign including on-air 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 radio.com during 12-week campaign
 - 20K run-of-site impressions to promote contest on radio.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
- On-Air
 - Minimum of 50x :30 promotional spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - Minimum of 75x :30 streaming promo spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - 35x :30 on-air commercials weekly (M-F 6a-7p)
- Email
 - Recognition on two promotional emails to our opt-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.radiostationurl.com

The Right Prize

- Be sure that your custom promotions:
 - Have the appropriate prize to drive the right audience

REGISTER TO WIN A FREE FURNACE

STAATS is giving away a FREE Rheem furnace with Installation!

**ENTER TODAY!
- CLICK HERE -**

 **\$3,900 VALUE**

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 >

FIX MY YARD

Enter for your chance to win a "Fix My Yard" package!

Email

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



CONTINUE >

 **DIXIE**
ELECTRIC • PLUMBING • AIR



 **CUTTING EDGE**
LANDSCAPE MAINTENANCE



[Terms of Service](#) [Privacy Policy](#) [Rules](#) 





 

WINNER!

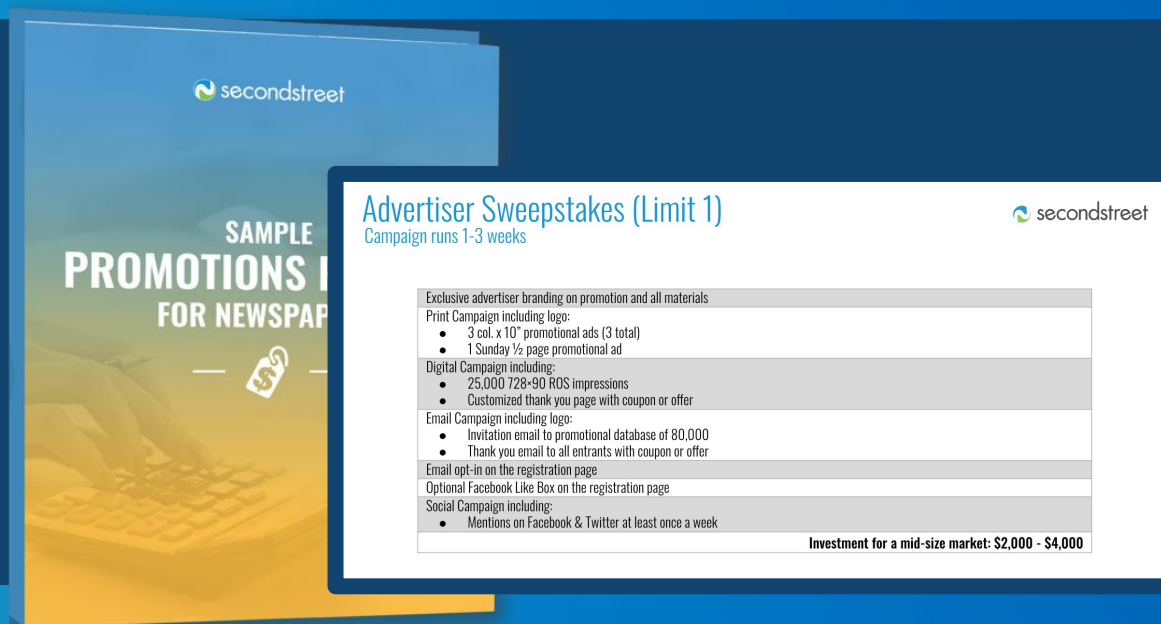
Young widow and children need a new roof

Price Appropriately

- Be sure that your custom promotions:
 - Priced appropriately



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SAMPLE PROMOTIONS FOR NEWSPAPERS

Advertiser Sweepstakes (Limit 1)
Campaign runs 1-3 weeks

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Exclusive advertiser branding on promotion and all materials
Print Campaign including logo: <ul style="list-style-type: none">• 3 col. x 10" promotional ads (3 total)• 1 Sunday 1/2 page promotional ad
Digital Campaign including: <ul style="list-style-type: none">• 25,000 728x90 ROS impressions• Customized thank you page with coupon or offer
Email Campaign including logo: <ul style="list-style-type: none">• Invitation email to promotional database of 80,000• Thank you email to all entrants with coupon or offer
Email opt-in on the registration page
Optional Facebook Like Box on the registration page
Social Campaign including: <ul style="list-style-type: none">• Mentions on Facebook & Twitter at least once a week
Investment for a mid-size market: \$2,000 - \$4,000

Advertiser Solution Case Studies

Win Free Rent for a Year

KNDE-FM | College Station, TX



- Goal: Find people interested in renting
- 5 Leases Signed
- 110 people requested to be contacted by apartment complex
- Have run this 3 times with 2 clients (first client didn't need it again)
- **\$9K** in revenue



Solarbration Sweepstakes

WKBT-TV | La Crosse, WI



- Prize: Solar Panel System valued at \$10,000
- Part of a larger advertising campaign
- Generated 1,630 leads
- **\$20,000** Revenue for station

SOLARBRATION

ENTER TO WIN A \$10,000 3-KW SOLAR PANEL SYSTEM

DRAWING ON APRIL 30, 2019

OLSON SOLAR ENERGY

SOLARBRATION SWEEPSTAKES

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

Like to save money on future energy bills? Olson Solar Energy is giving away a solar panel system to one lucky winner!

Open to homeowners in Wisconsin. Please read full list of contest entry requirements by clicking on the rules link below.

Win a 3-Kilowatt solar panel system retail valued at \$10,000 including

Registration form before April 30, 2019 at 12:00PM Central Time.

Do you own your home? Required

☐ Yes

☐ No

Have you considered purchasing a solar panel system before? Required

☐ Yes

☐ No

How would you rate your knowledge on solar panels? Required

☐ Extremely familiar

☐ Very familiar

☐ Somewhat familiar

☐ Not familiar

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Harbor Eye Vision Health Quiz

Seacoast Media Group | Portsmouth, NH



- 4 month multimedia buy
 - Print + Digital
 - 3 quiz bundle with lead gen questions and opt-in
 - Follow up email campaign
- 250+ new patients
- **\$20K** in revenue

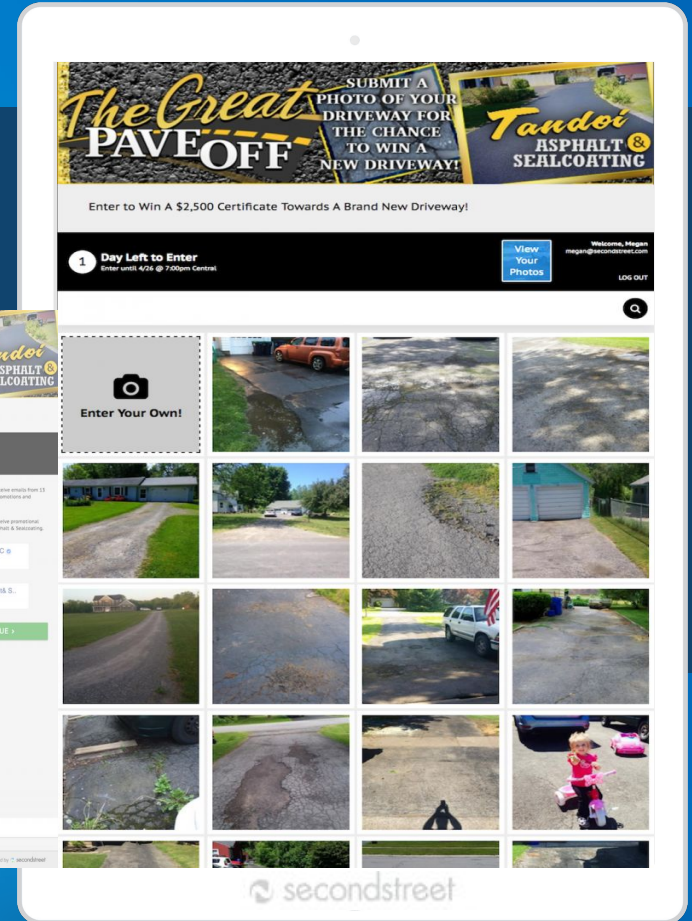
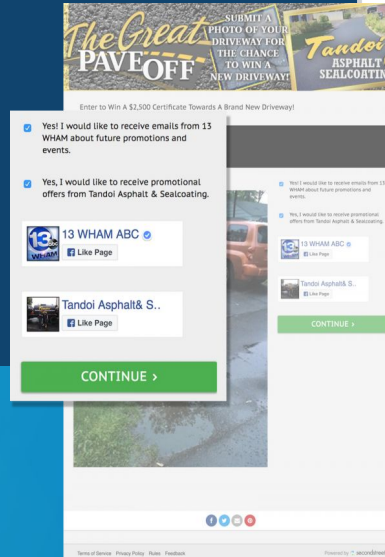


The Great Pave-Off

WHAM-TV | Rochester, NY



- 970 Entries
- 148 Opt-ins
- 66 Request for Estimates
- **\$250K** Business Booked



Raise the Roof

KNDE-FM | College Station, TX

- 272 entries
- 253 homeowners
- 44 wanted consultation



Kiddie Academy Sweepstakes

St. Louis Magazine | St. Louis, MO



- Prize: 6 months of daycare
- 62% opt-in rate for sponsor
- 30+ hot leads
- **\$4,000** Revenue



***Enter to win six months of tuition
to Kiddie Academy of O'Fallon or
Des Peres!***

Kiddie Academy will present a family with six months of free tuition at Kiddie Academy of O'Fallon or Kiddie Academy of Des Peres. The locations are among only 10 percent of schools in Missouri to be accredited by the National Association for the Education of Young Children. The academy helps children ages 6 weeks to 5 years prepare for elementary school and for life. Meals, snacks, and a host of enrichment programs are included with tuition.

Email

Required



Win A New Bra From Barbara's New Beginnings

WMEE-FM | Fort Wayne, IN



- 900+ entries
- 500+ opt-ins for bra fittings for the advertiser
- Grew opt-ins for their Mom Squad text club
- **\$17,000** Revenue for station

A screenshot of a mobile application interface for a contest. The top section has a light gray background with the text 'WIN A \$75 GIFT CERTIFICATE and get the perfect fitting bra'. Below this is a banner image of a butterfly with blue and black wings. The text 'ONLY AT Barbara's NEW BEGINNINGS' is overlaid on the butterfly. The bottom section has a purple background with a white text 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](#)'. Below this is a white button with the text 'CONTINUE >'. The bottom section has a white background with two questions. The first question is 'Does your bra really fit?' with a 'Required' label. It has two radio button options: 'I think so?' and 'No!'. The second question is 'Have you ever been professionally fitted by a bra expert?' with a 'Required' label. The 'secondstreet' logo is at the bottom right.

Grocery Giveaway Sweepstakes

Kenosha News | Kenosha, WI



- Prize: \$500 gift card to Festival Foods
- 6,200 entries
- 33% opt-in rate for sponsor, 61% for paper's newsletter
- \$3,750 Revenue



KENOSHA NEWS

**GREAT
GROCERY
GIVEAWAY!**



Enter for your chance to **win a \$500 gift card to Festival Foods!**
One lucky winner will be drawn every two weeks through Sunday, July 8! Enter once per round for more
chances to win.



STAATS Services Furnace Giveaway

Peoria Journal Star | Peoria, IL



- Lead-gen questions such as, “May we contact you for a free in-home estimate?”
- In the first week, they sold 2 furnaces valued at \$13,000 from the leads
- **\$10,500** Revenue for paper

REGISTER TO WIN A FREE FURNACE

STAATS is giving away a FREE
Rheem furnace with Installation!

ENTER TODAY!
– CLICK HERE –



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](#)

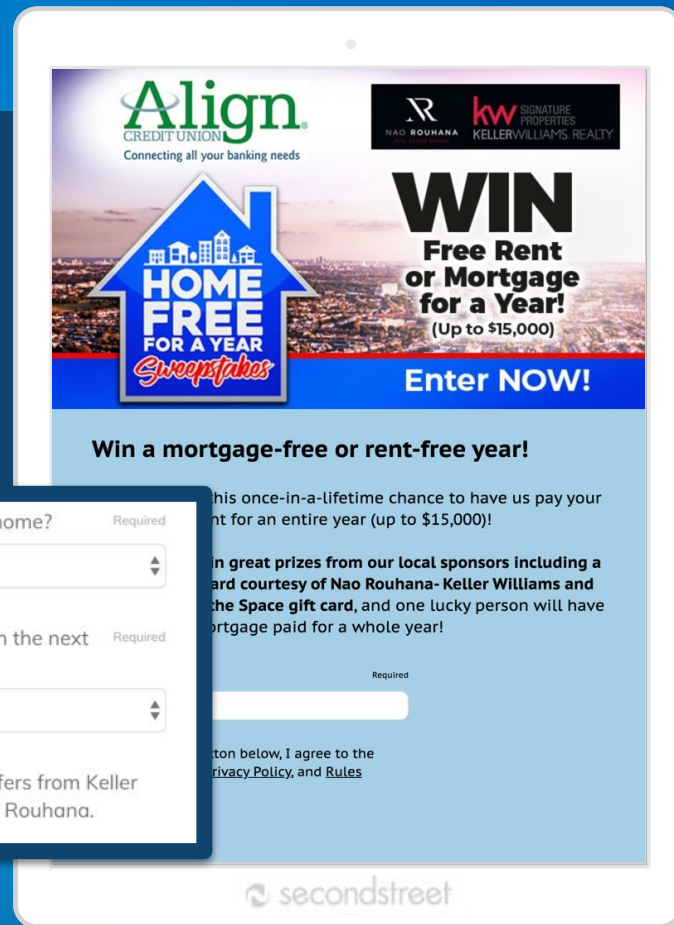
Powered by secondstreet



Home Free for a Year

Patriot Ledger | Quincy, MA

- Sponsored by real estate broker
- Lead-gen questions asked about home-buying intent
- 192 looking to move within a year
- **\$6MM in real estate transactions** within one month of contest



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!

Do you rent or own your home? Required
-- Select One --

Are you looking to move in the next 12 months? Required
-- Select One --

☒ Yes! Send me great offers from Keller Williams Realty- Nao Rouhana.

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

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National Sweepstakes

From Second Street



**Win Groceries
For a Year**

(\$4,800 prize)

June 2020



**Cash for
Holiday Gifts**

(\$3,500 prize)

September 2020



**Free Rent or
Mortgage For a Year**

(\$15,000 prize)

November 2020

What to Plan for Q3-Q4

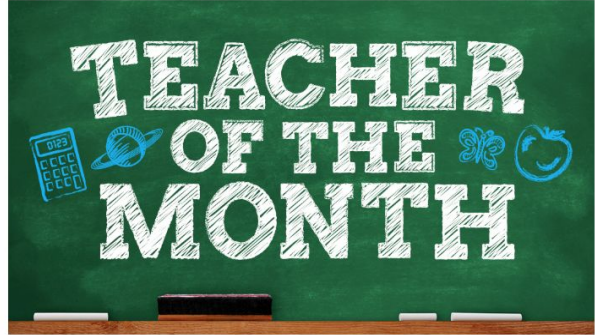
Recurring Revenue Campaigns

What Are Recurring Revenue Campaigns?

Campaigns that run
9 -12 months

Teacher of the Month brought to you by Sevenoaks Shopping Centre





Do you know a teacher that goes above and beyond in the Fraser Valley? We'd love you to tell us about them. You can nominate a local teacher for the Star 98.3 Teacher of the Month. Each month we'll surprise a teacher in the Fraser Valley with a \$75 gift card for Seven Oaks Shopping Centre.

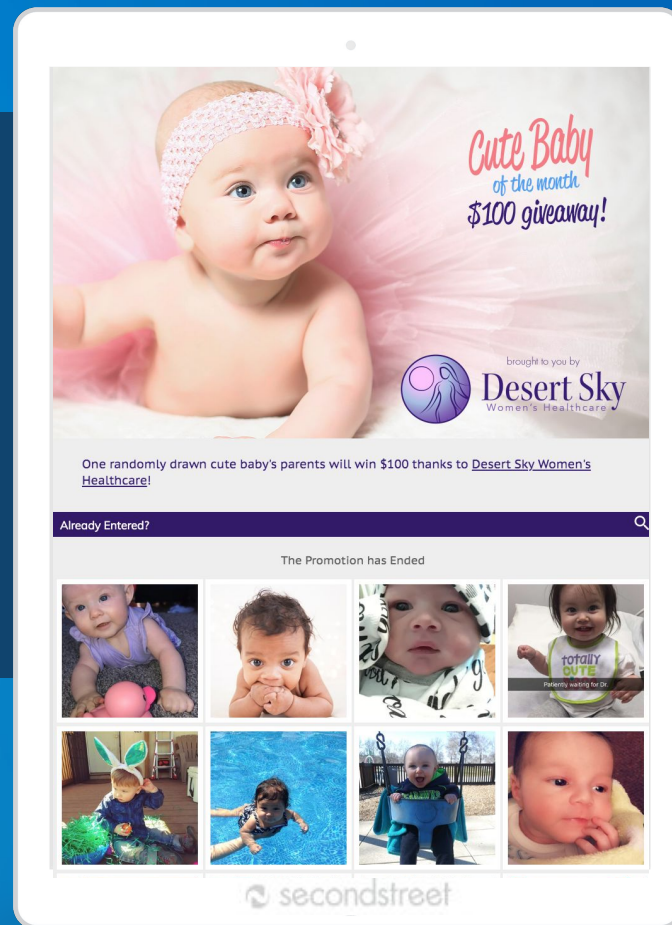
SEVENOAKS
SHOPPING CENTRE

SEPTEMBER – Mr. Klassen from GW Graham School
OCTOBER – Mr. Willers from Chilliwack Senior Secondary
NOVEMBER – Mr. Naimi from Agassiz Elementary Secondary School
DECEMBER – Mrs. Lefurgy from F.G. Leary Fine Arts Elementary School
JANUARY – Ms. Ewert from MEI Elementary School
FEBRUARY – Ms. Thompson from Evans Elementary School
MARCH – Ms. Jenna Clavton from Sardis Secondary



What Are Recurring Revenue Campaigns?

Typically one presenting
sponsor 'owns' the program



What Are Recurring Revenue Campaigns?

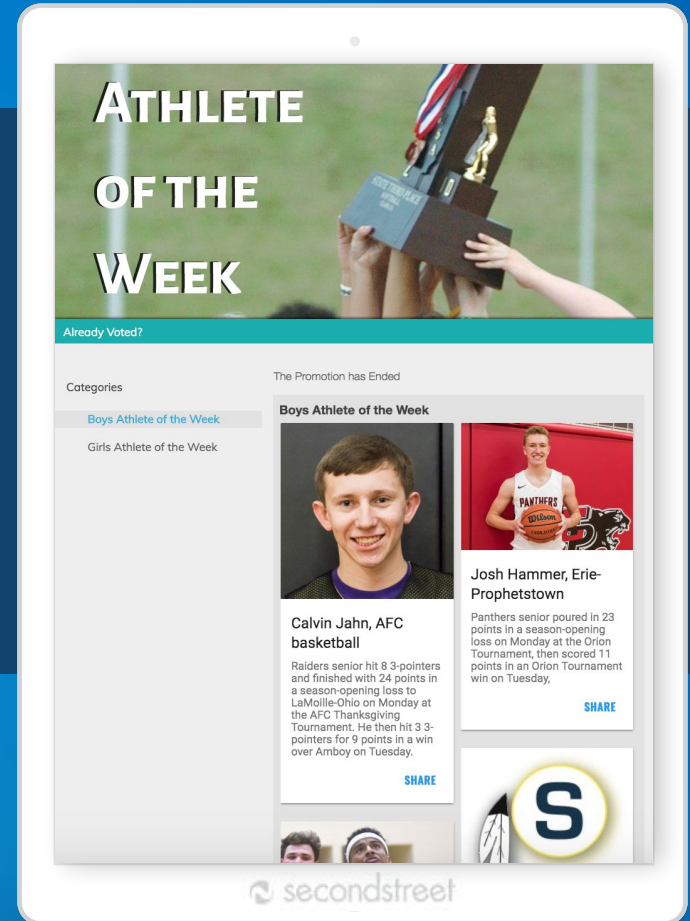
Sponsorship model of revenue

Monthly billing



What Are Recurring Revenue Campaigns?

Audience nominates people in their community to be the 'person of the week/month'



Incredible Kids

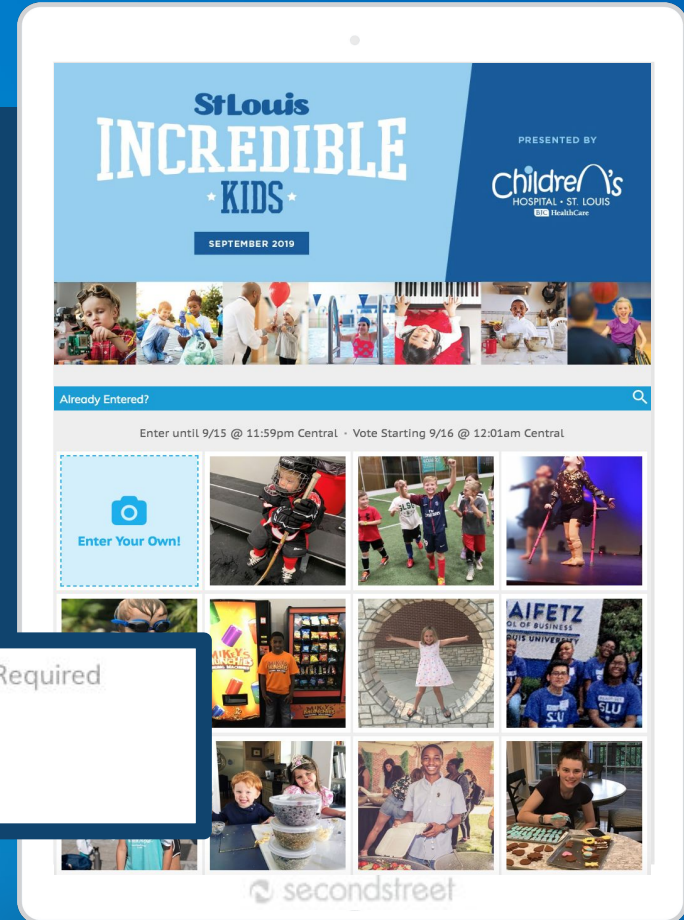
St. Louis Magazine

- Multi-month campaign with Children's Hospital
- \$2,500 a month
- 15 month contract
- **\$37,500** in revenue

Do you have a pediatrician?

Required

- ☐ Yes
- ☐ No



Incredible Kids

St. Louis Magazine | St. Louis, MO

- Multi-month campaign with Children's Hospital
- \$2,500 a month
- 15 month contract
- **\$37,500** in revenue

St. Louis
MAGAZINE



St. Louis
INCREDIBLE
★ **KIDS** ★

PRESENTED BY **Children's**
HOSPITAL • ST. LOUIS
HealthCare

Congratulations to Teddy, the September Incredible Kid!

Read about Teddy, the [September Incredible Kid](#). Then nominate another amazing child. Whether it's a youngster who's overcome a daunting obstacle, launched an entrepreneurial endeavor, or reached an impressive milestone, we want to hear about it. Through October 16, nominate St. Louisans ages 18 and younger who've made a difference in their communities. The winners and their impressive achievements will be recognized in *St. Louis Family* and on [stlmag.com](#).

[LEARN MORE](#)



Halloween safety: Here are some tips for safe trick-or-treating from St. Louis Children's Hospital

Costumes

- Consider a light-colored costume or reflective tape for visibility in the dark.
- Consider face paint instead of masks, so the kids can see.
- Avoid costumes that drag on the ground.

Outside

- Drive extra slowly, especially where there are parked cars that children can run out from behind.
- Trick or treat on one side of the street at a time to cut down on crossing the street.
- Trick-or-treat in groups with at least one responsible adult.
- Carry a flashlight.

Candy

- Avoid homemade goods.
- Avoid candy that isn't properly wrapped.
- Consider healthier treats, such as raisins or pretzels.
- Consider turning in candy for cash through a buy-back program, usually run out of participating dentist offices.

The Home

- Be careful of pumpkins or decorations with lit candles.
- Ensure smoke detector batteries have been replaced.

For more safety tips visit stlouischildrens.org.

[LEARN MORE](#)

This message is presented by

Children's
HOSPITAL • ST. LOUIS
HealthCare

Teacher Appreciation Awards

Blueberry Broadcasting

- Listeners nominated teachers making a difference
- Sponsors were promoted as supporters of teachers in the community
- **\$32,400** Revenue

Blueberry Broadcasting
Teacher Appreciation Awards

Click here to recognize an
educator in your life!



Athlete of the Month

Herald-Journal

- Sponsor of 4 regional Athlete of the Week promotions
- Combined with sponsorship of Teacher of the Month
- Wanted community involvement
- Had cut spending - this solution brought them back



Birthday Club

Aberdeen American News

- 2018 Second Street Award Winner - Best Birthday Email
- \$1,250 a month
- Secured multiple sponsors bringing in **\$15,000** a year in revenue



3 Recurring Revenue Campaigns

Recurring Revenue Campaign	October	November	December
Incredible Kid of the Month	\$2,500	\$2,500	\$2,500
Monthly Grocery Giveaway	\$2,500	\$2,500	\$2,500
Hometown Heroes	\$2,500	\$2,500	\$2,500
MONTHLY TOTAL	\$7,500	\$7,500	\$7,500

Quarterly Total: \$22,500

Annual Total: \$90,000

Sales One-Sheets for Top Advertisers



secondstreet.com/sales-one-sheets

Citywide Ballots

Advertisers
EAGERLY ANTICIPATE
this program

It should be the top

REVENUE & AUDIENCE

initiative of the year!

Average revenue growth

30%

year over year

Baseline Targets

Small
\$130K

Midsized
\$300K

Large/Major
\$500K

Citywide Ballot Revenue

Small Market Example

Nomination Packages <ul style="list-style-type: none">• 4 premium packages x \$1,599 each• 25 deluxe packages x \$599 each	\$21,371
Voting Packages <ul style="list-style-type: none">• 6 premium packages x \$1,599 each• 50 deluxe packages x \$599 each• 30 basic packages x \$299 each	\$48,514
Winners' Packages <ul style="list-style-type: none">• 6 premium packages x \$2,999 each• 50 deluxe packages x \$999 each• 30 basic packages x \$499 each	\$82,914
Event Ticket Sales (optional)	\$15,000
TOTAL	\$167,799

Voter's Choice Awards

WRAL-TV | Raleigh, NC



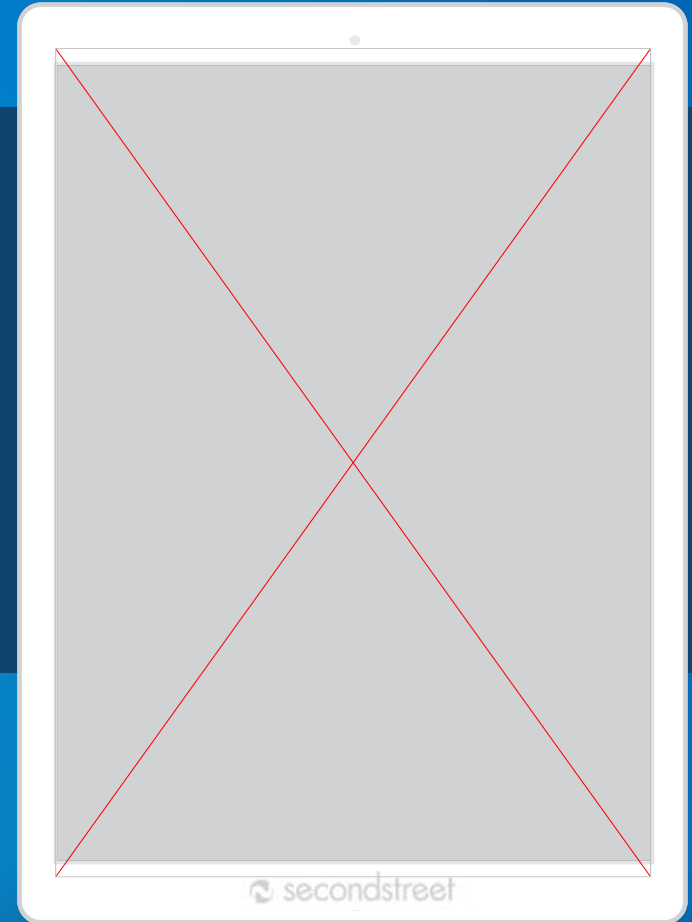
- Second Street Award Winner
- 715% YOY revenue increase!
- 15,000 email opt-ins
- Sold out event
- 2020 planning already underway



Best of Texoma 2019

Herald-Democrat | Sherman, TX

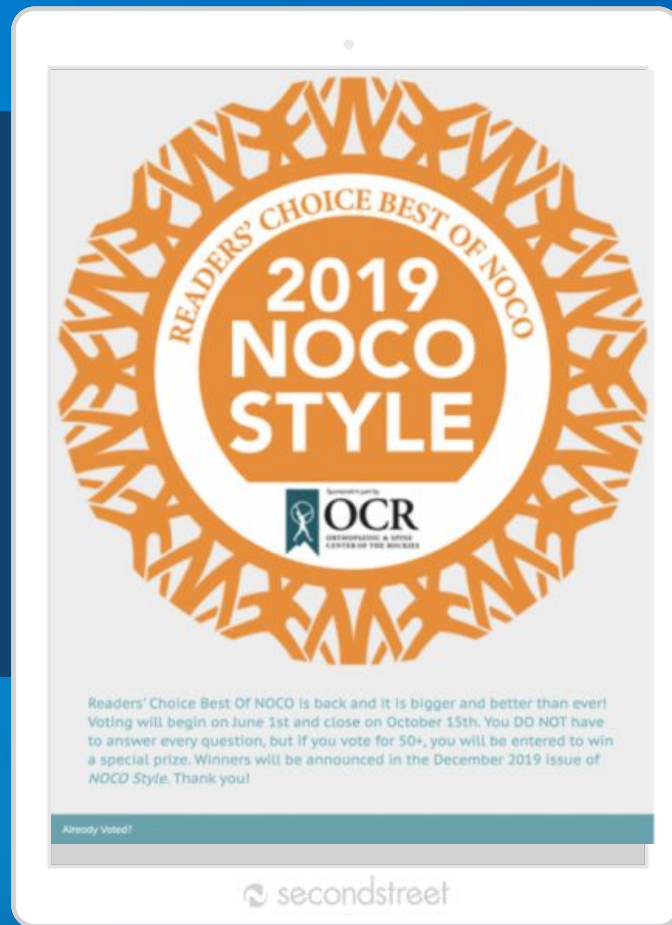
- Second Street Award Nominee
- \$404,000 Revenue
- 311,000 votes
- 8K email opt-ins



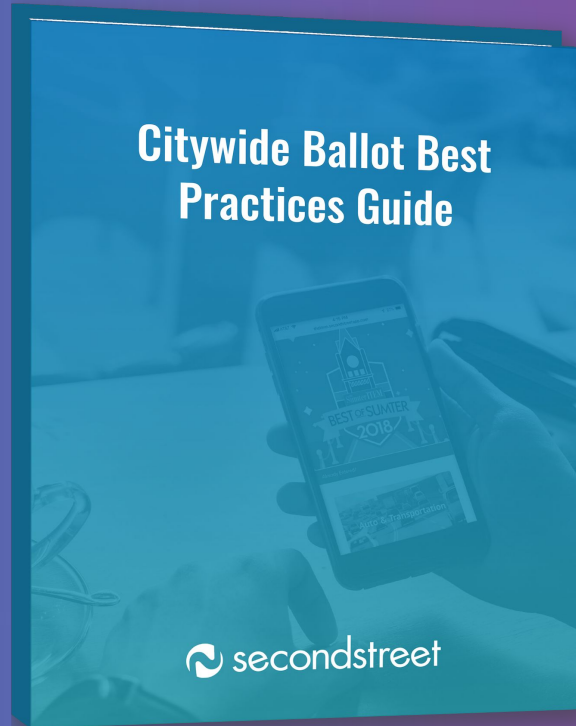
NOCO Style Ballot

NOCO Style | Loveland, CO

- Second Street Award Nominee
- First-year ballot
- \$32,000 revenue
- 1,300 email opt-ins
- Case Study in the Lab!



Citywide Ballot Best Practices Guide



secondstreet.com/ballots-guide

National Sweepstakes

National Sweepstakes

From Second Street



**Win Groceries
For a Year**

(\$4,800 prize)

June 2020



**Cash for
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September 2020



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November 2020

Home Free for a Year

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

Win a mortgage-free or rent-free year!

Do you rent or own your home? Required
-- Select One --

Are you looking to move in the next 12 months? Required
-- Select One --

☒ Yes! Send me great offers from Keller Williams Realty- Nao Rouhana.

his once-in-a-lifetime chance to have us pay your rent for an entire year (up to \$15,000)!

In great prizes from our local sponsors including a card courtesy of Nao Rouhana- Keller Williams and the Space gift card, and one lucky person will have mortgage paid for a whole year!

Required

ton below, I agree to the [Privacy Policy](#), and [Rules](#)

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Resources

Today, 1:00 pm ET



secondstreet.com/promotions-training

Friday, March 27th



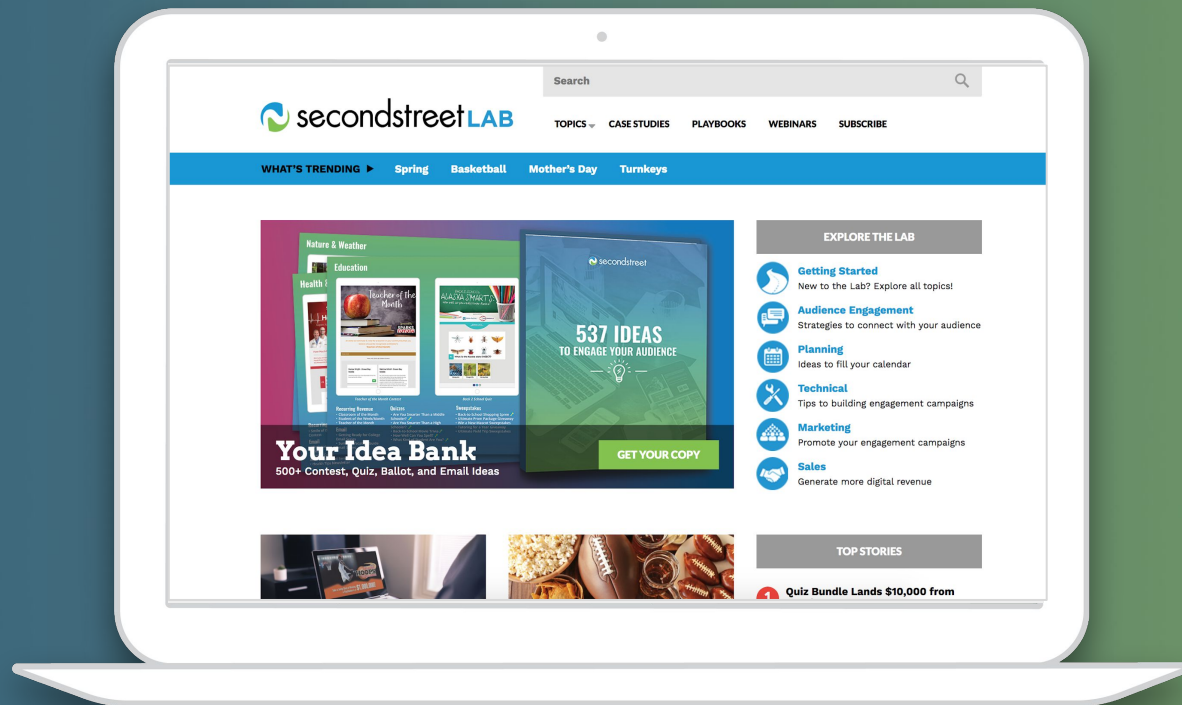
secondstreet.com/promotions-training

Monday, March 30th



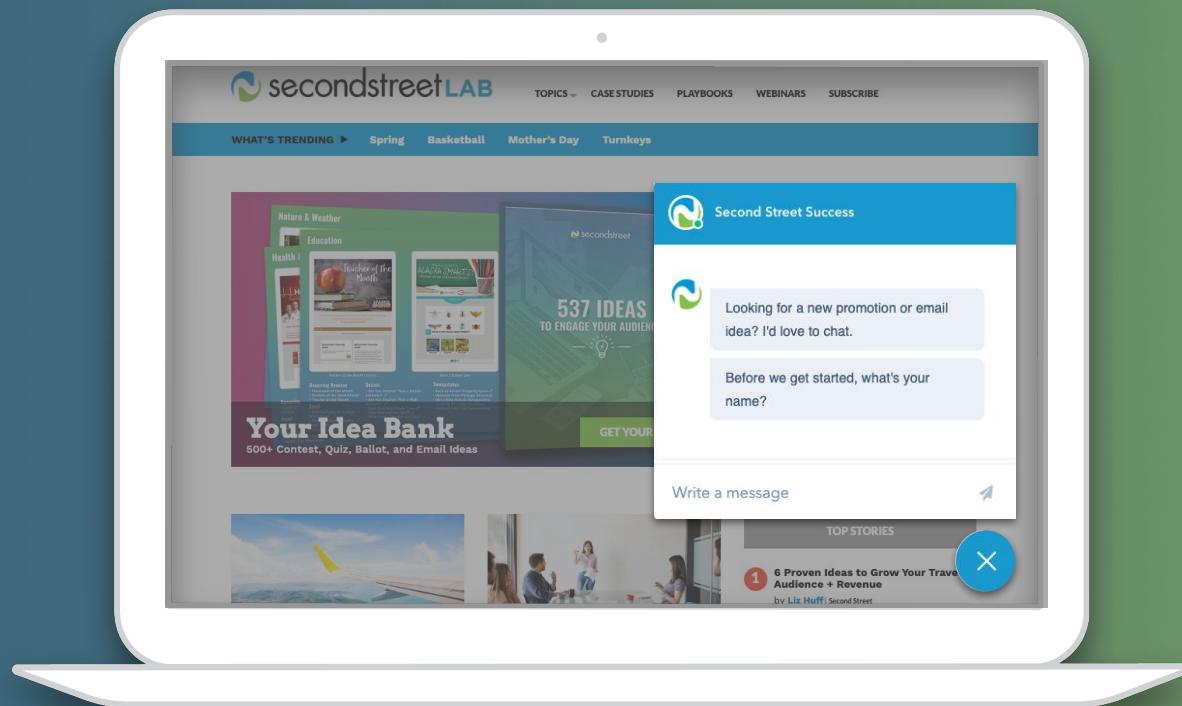
secondstreet.com/promotions-training

Second Street Lab



lab.secondstreet.com

Chat NOW with Success!



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

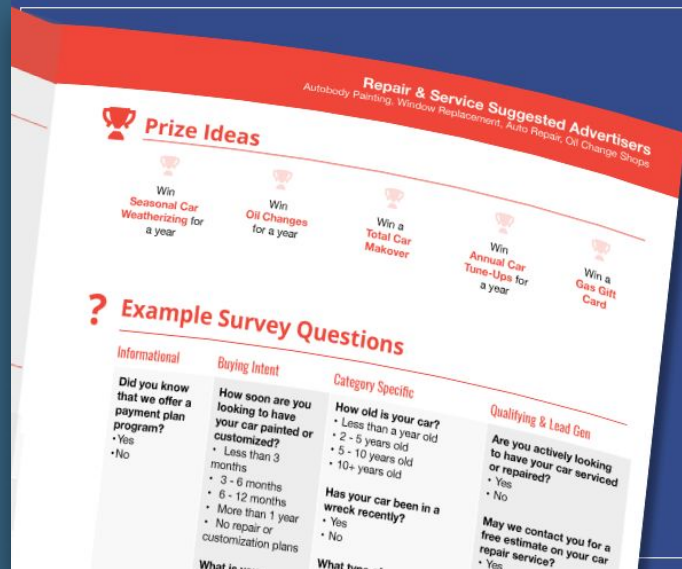
Turnkey List



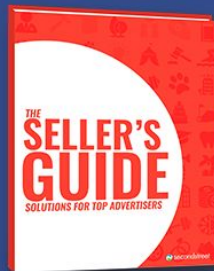
Turnkeys by Category	
Turnkey Categories	
Automotive	Hockey
Baseball	Home Improvement
Basketball	Mother's Day
Beauty, Health & Fitness	Multi-Month Campaigns
Birthday	Music
Brackets	Nature & Weather
Christmas	New Year's
COVID-19 Turnkeys	Patriotic
Drinks	Pets
Education	Professional
Fall	Question of the 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

Seller's Guide



Your Essential Guide to Selling Advertiser Campaigns



DOWNLOAD YOUR COPY »

secondstreet.com/sellers-guide

Sales One-Sheets for Top Advertisers



secondstreet.com/sales-one-sheets

Thank You!



Julie Foley

Director of Affiliate Success

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Liz Huff

Director of Affiliate Success

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