secondstreet

Welcome



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liz@secondstreet.com

Our Partners











































Audience Engagement: The Fundamental Power for Local Media

What is that transformational opportunity for your Business?





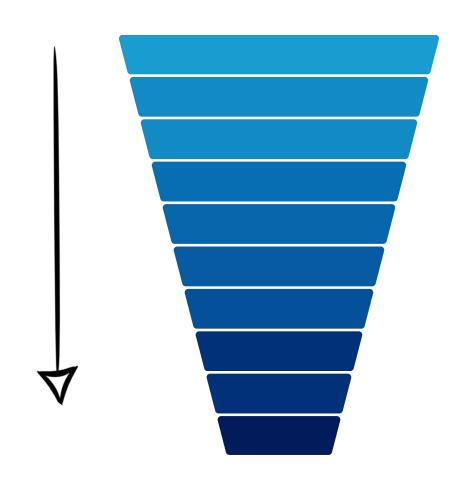












Top of the Funnel Consumer Experience

Awareness

Brand Preference

Anonymous Engagement

Middle of the Funnel Consumer Experience

Conversion to Known

Email Permission

Data Profile

Personalization

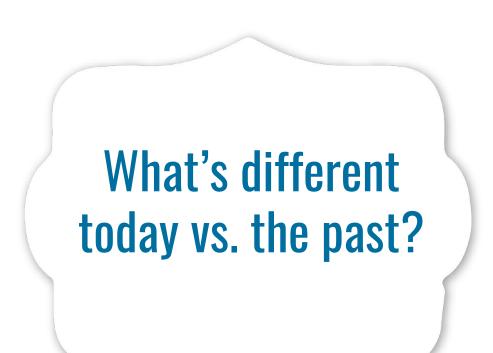


Loyalty

Commerce

Advocacy

Awareness **Brand Preference** Anonymous Engagement Conversion to Known **Email Permission** Data Profile Personalization Loyalty Commerce Advocacy



20 Years Ago...



20 Years Ago...

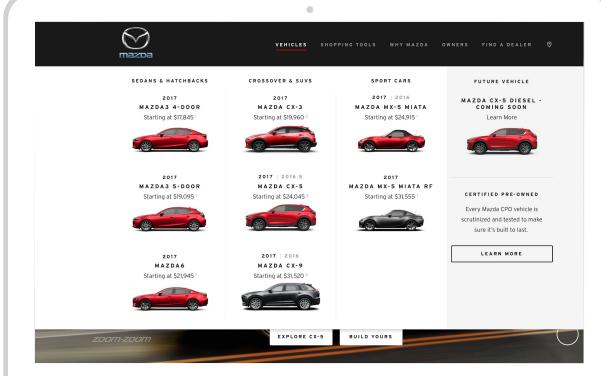




20 Years Ago...



Today...



Today...





Takeaway #1

The consumer is now in control.

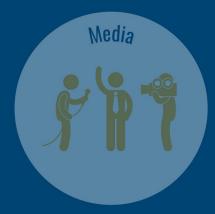














★ Have Far Less Control

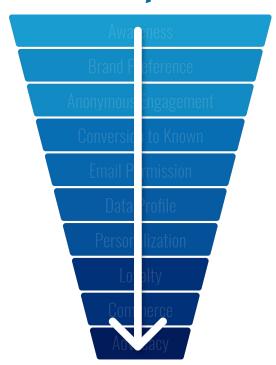
★ Have Far Less Control

In the past...

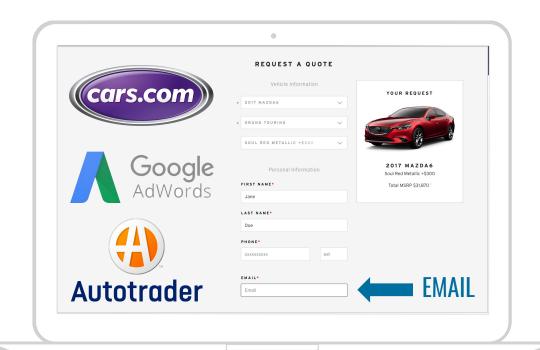


★ Have Far Less Control





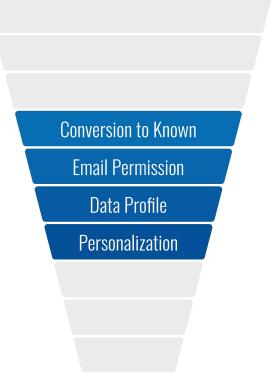
- Have Far Less Control
- ★ Shifting Their Ad Dollars



- ★ Have Far Less Control
- ★ Shifting Their Ad Dollars
- ★ The Key is Starting the One-on-One Relationship



- Have Far Less Control
- Shifting Their Ad Dollars
- The Key is Starting the One-on-One Relationship

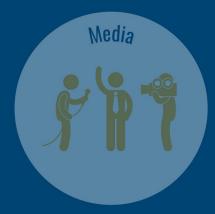


Takeaway #2

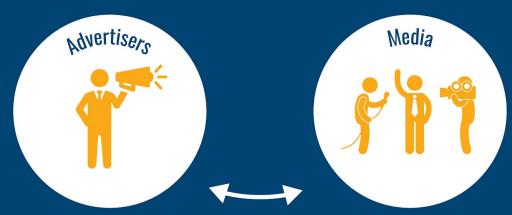
Advertisers are focused on digital conversions.









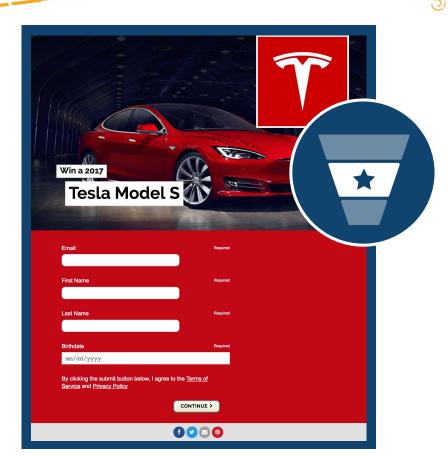


★ It's Time to Refocus Our Strategy



★ It's Time to Refocus Our
Strategy

★ Conversion is the Catalyst



This is where our power comes in

Selling Top of the Funnel Solutions

Top of the Funnel Consumer Experience

Awareness

Brand Preference

Anonymous Engagement

Set Goals and Build a Plan



Show Us Your | Game Face |

Photo Contest



Game Face Photo Contest





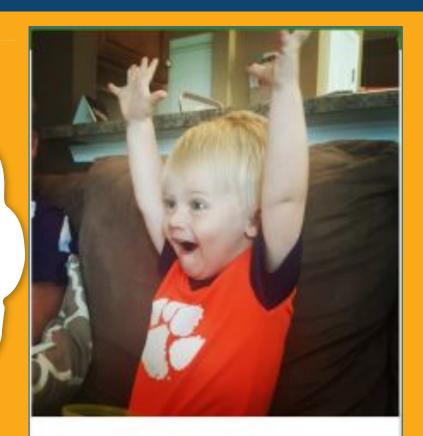
Game Face Photo Contest

731 entries



Game Face | Photo Contest |

2,908
users

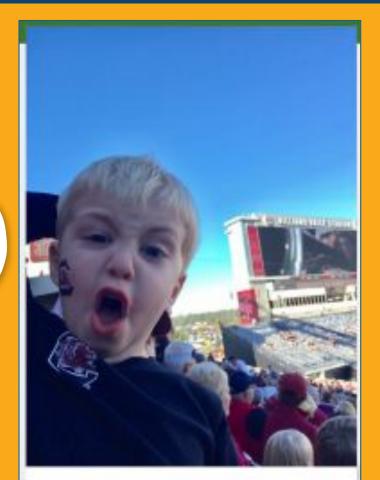


Touchdown!!!

Our son Mason has been doing TOUCHDOWN since he was 1! He loves Clemson Tipers

Game Face | Photo Contest |

1,240 advertiser opt-ins



Brantley's was facel

Game Face Photo Contest

58%

Were not familiar with CBBM



Ellen's 15 Days of Giveaways





Ellen's 15 Days of Giveaways

44,000+ advertiser opt-ins



Pro Football Face Off





American Hero Wedding Contest

\$50K Revenue











































12 Days of Giveaways

\$24K Revenue



Road to Stagecoach





Ballots:
The King of Audience
Engagement

- ★ Herald-Democrat
- ★ Sherman, TX
- ★ 13,000 Circulation





Phase 1:
Nomination
\$7,500
Revenue



Phase 2: Voting \$47,057 Revenue

VOTE NOW!

Honor your favorite businesses by voting them to be the Best in Texoma.

YOU COULD WIN \$100

Vote for 25 or more businesses to be eligible to win.



Phase 3:

Magazine + Major Event

\$202,023Revenue



\$256,573Revenue



68% YOY
Growth



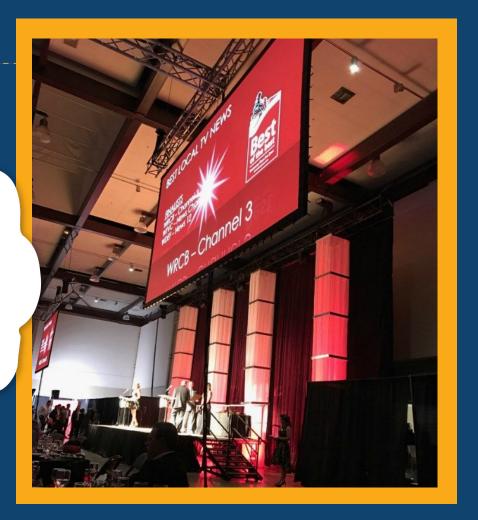
Best of the Best

\$630k



Best of the Best

Major Event



Vote 4 the Best

\$450k









Rochester's Food | Truck Face Off





Vote for your favorite Rochester food trucks! Look for some of these trucks September 18th at Foodlink's annual fundraiser: The Festival of Food!

Voting is limited to once per person per day. Attempts to create multiple accounts to circumvent this limitation will have their votes disqualified.

Already Entered?

Rochester's Food Truck Face Off

576

Asked to be reminded about event

Have you ever attended the Festival of Food?

- Yes
- No
- Not sure what that is

Would you like to be reminded to buy your Festival of Food tickets?

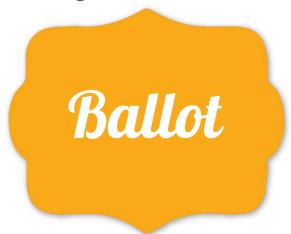
- Yes please
- No thank you

Have you ever attended the Food Truck Rodeo at the Rochester Public Market?

- Yes
- No
- I'm there right now!

Tito's Top Bartender

- ★ Sponsored by Tito's Vodka
- ★ Drove 500 people to events at local bars
- ★ Each event featured a speciality drink featuring Tito's Vodka





Vote for your Tito's Top Bartender Below!

Voting ends August 12, 2017 at 11:59pm

Official Contest Rules

BACK TO MAIN PAGE

Already Voted?

The Promotion has Ended



Andrew

Bar: The Blue Leprechaun in Ann Arbor

Drink: Tito's Summer Slam



Anna

Bar: The Well in Detroit

Drink: The Peachy Mean

SHARE

SHARE

Beyond the Banner: Driving Advertiser Results

Selling Middle of the Funnel Solutions

Middle of the Funnel Consumer Experience

Conversion to Known

Email Permission

Data Profile

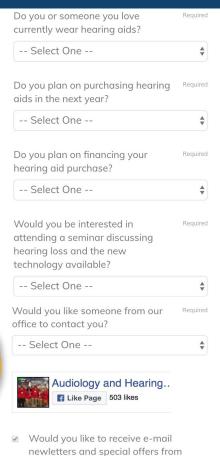
Personalization

4th Year of Success



Hear Clearly Giveaway.¹

Survey Question



newletters and special offers from Audiology and Hearing Center?

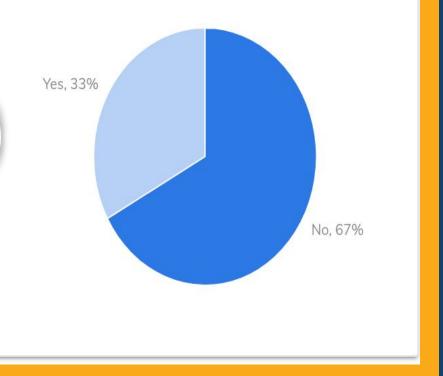
387 Opt-ins



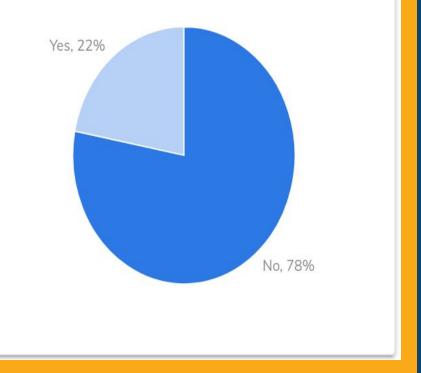
Would you like to receive e-mail newletters and special offers from Audiology and Hearing Center?

125
Plan to Purchase

Do you plan on purchas... 100% Answered

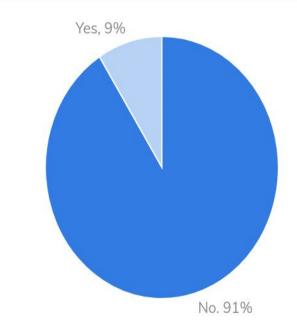


122 Interested in Lunch & Learn Would you be intereste... 100% Answered



Asked to be contacted by sales rep

Would you like someone f... 100% Answered



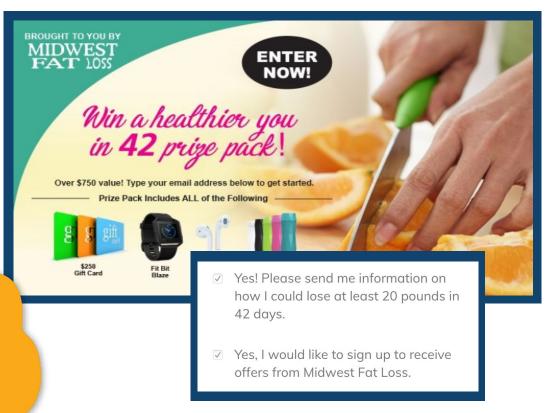
8
Appointments
booked



Healthier You in 42 Sweepstakes

- ★ Weight Loss Clinic
- ★ \$25,000 Revenue
- ★ 46 Leads

Survey Question



Arkansas Game & Wildlife Commission

- **★** 1,980 opt-ins
- ★ 2,000 licenses sold

Sweepstakes



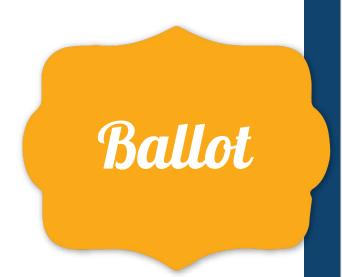
Arkansas Game & Wildlife Commission

\$87,400
Revenue for client



Put a Ring on It

- ★ Jewelry Store
- ★ \$4,000 Revenue
- ★ 550+ Opt-ins for Sponsor





Put a Ring on It! Vote for your favorite below! One lucky winner will win a \$2,500 Ring!

Already Voted?

The Promotion has Ended



A.

5/8ct. T.W. Brilliant Diamond Halo.

SHARE



В.

1ct. T.W. Princess Cut Quad 2pc Set

SHARE

Steamboat Movement Fest

- **★** 100+ opt-ins
- ★ Sold \$20,000 in tickets

Sweepstakes

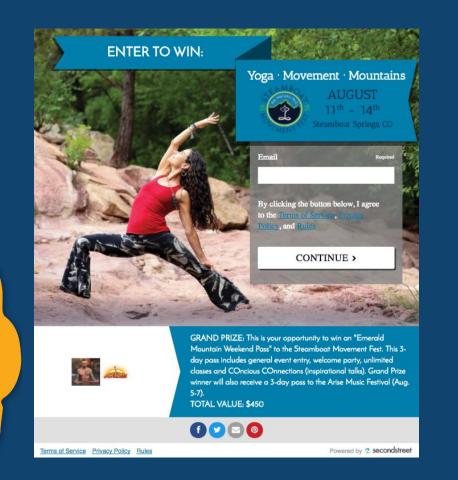
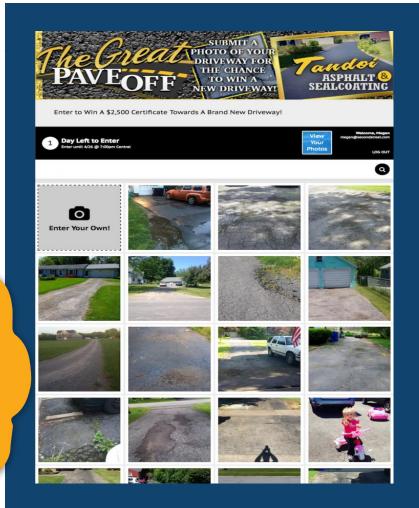


Photo Contest



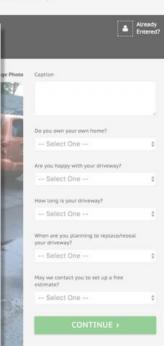
Survey Questions





Enter to Win A \$2,500 Certificate Towards A Brand New Driveway!

Do you own your own home?	
Select One	\$
Are you happy with your driveway?	
Select One	\$
How long is your driveway?	
Select One	*
When are you planning to replace/reseal your driveway?	
Select One	*
May we contact you to set up a free estimate?	
Select One	4



148
opt-ins





66
estimate requests



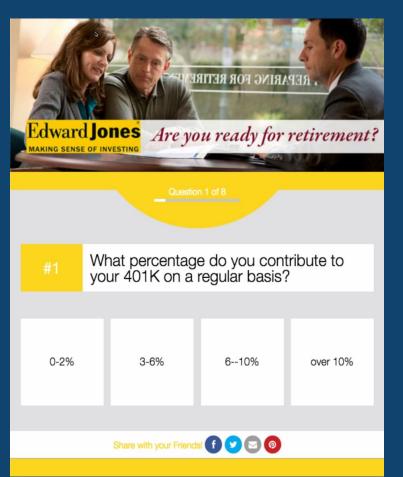
\$250k business booked



Are you Ready for Retirement?

- ★ 6 requested a phone call from the financial advisor
- ★ Quiz questions educated and drove consumer data

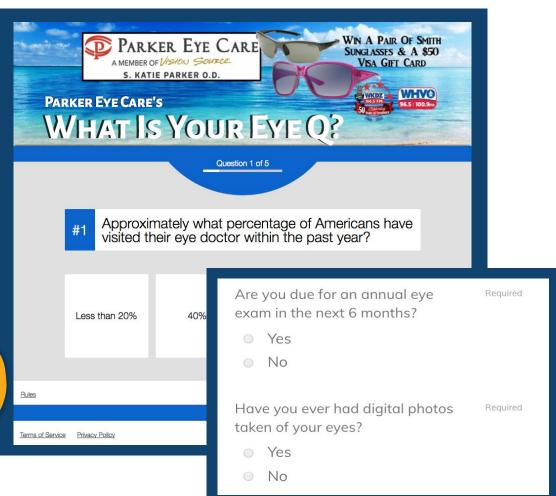




What is Your Eye Q?

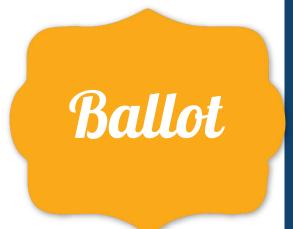
- ★ 51% due for eye exam (from survey questions)
- ★ 70+ opt-ins for sponsor

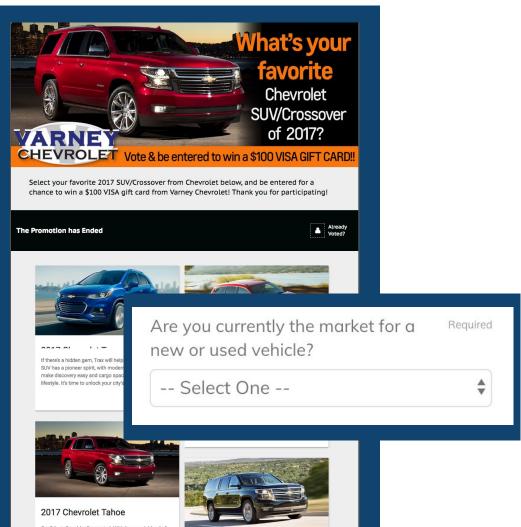




What's Your Favorite Chevy?

- ★ 180 opt-ins
- ★ 28 people in the market for a new car





Sun Solar Sweepstakes 3

3,800+ Leads identified



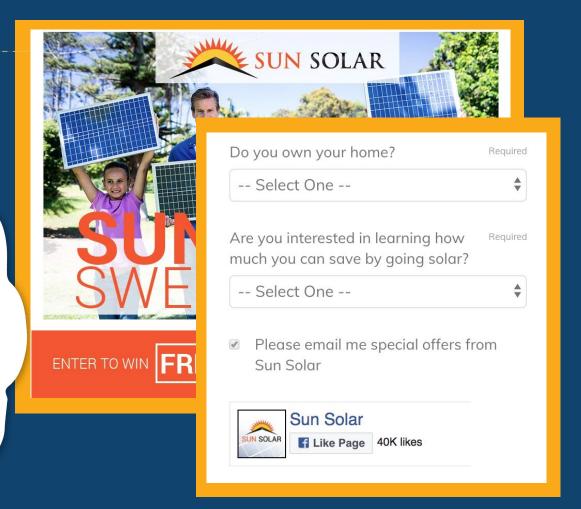
Sun Solar | Sweepstakes |

3,800+ Leads identified



Sun Solar Sweepstakes

80
Solar Packages
Sold



Sun Solar Sweepstakes

\$1.25M
Business for Sponsor



Deck Out Your Dad Sweeps

1,200+ Entries







WIN THE ULTIMATE PRIZE PACK FOR









 $\label{thm:continuous} \textbf{Win The Ultimate Father's Day gift for your dad courtesy of Napa Lawn \& Garden!}$

Winner will receive a Napa Pressure Washer, Stihl battery powered Weed-eater, 128 piece tool set, Napa Fire-pit, Remote control Drone, & a Gift bag that includes a Napa umbrella, t-shirts and cap!

Retail value of over \$1000!!!!!

Sorry! This promotion has ended.



Terms of Service Privacy Policy Rule

Preserved by a secondstre

Deck Out Your | Dad Sweeps |

844 Opt-Ins







WIN THE ULTIMATE PRIZE PACK FO





Win The Ultimate Father's Day gift

Retail

Winner will receive a Napa Pressure Washer, Stihl battery powered that includes a I

How would you describe your lawn?

Required

- Less Than 1/2 Acre
- 1 acre
- More than 1 acre

What kind of lawnmower do you currently own?

Required

- Push Mower
- Riding Lawn Mower
- I don't own a lawn mower

Yes I would like to receive special deals from Oakley Napa Lawn & Garden

Deck Out Your | Dad Sweeps |

Mowers Sold from Bounceback Coupon







WIN THE ULTIMATE PRIZE PACK FOR





Win The Ultimate Father's Day gi

Winner will receive a Napa Pressure Washer, Stihl battery powered that includes a N

Retail v

Sorry! This promotion has ended

Tormo of Consino Drivana Bolina Da

IUST FOR ENTERING WE WANT TO GIVE YOU A SPECIAL GIFT TO USE AT YOUR CONVENIENCE!

SIMPLY PRINT THIS PAGE OR BRING IN ON YOUR MOBILE DEVICE TO REDEEM!

THANKS AND GOOD LUCK FROM ALL OF US AT OAKLEY NAPA LAWN & GARDENII





\$100FF

Oakley Equipment, Inc.

YOUR PURCHASE OF \$50 OR MORE

YMCA Membership Sweeps

322 Opt-Ins



Free Rent for a Year Sweeps

411 Entries



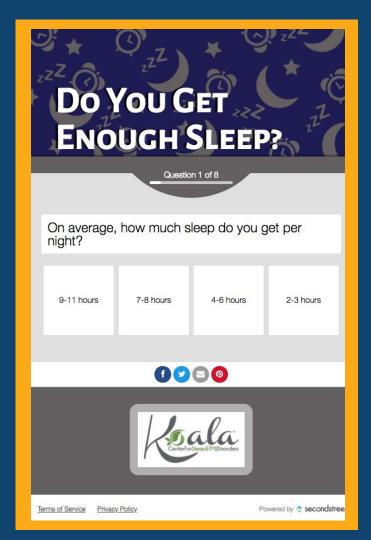
Free Rent for a Year Sweeps

115
In the Market for Apartment



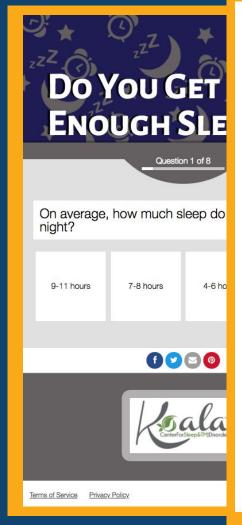
How Well Do You Sleep? Quiz

434 Opt-Ins



How Well Do You | Sleep? Quiz

3
Appointments
Set for Client



Do you experience any of the following symptoms? (Check all that apply.)

- Snoring
- Gasping, coughing, or choking that wakes me up
- Heart racing when I wake up
- Waking up tired after a full night's sleep
- Falling asleep unintentionally
- None of the above

If you have experienced any of the above sleeping problems, have you ed sought medical help?

- Yes, I have sought medical help.
- No, I have not sought medical help.
- I have not experienced any of the above sleeping problems.

Do you (or someone you know) struggle with a CPAP machine? (Continuous positive airway pressure therapy) Requir ed

- Yes, I struggle with my CPAP machine.
- Yes, someone I know struggles with their CPAP machine.
- I have a CPAP machine, but I don't struggle with it.
- No, I don't have a CPAP machine.

★ It's Time to Refocus Our Strategy

★ Maddesionthie then Get & buttions is Our **Transformational Opportunity** ↔





★ It's Time to Refocus Our Strategy

- * Maddesidatie then Get & stations is Our **Transformational Opportunity** 🗘
- ★ We Are Well Positioned

★ It's Time to Refocus Our Strategy

★ Middesistatie then field by stations is Our **Transformational Opportunity** ◆

 \star

★ We Are Well Positioned

New Opportunities

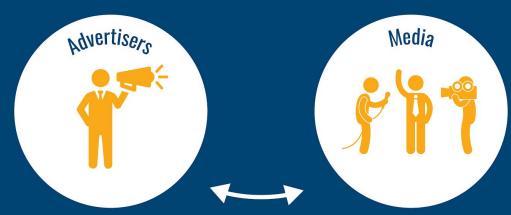


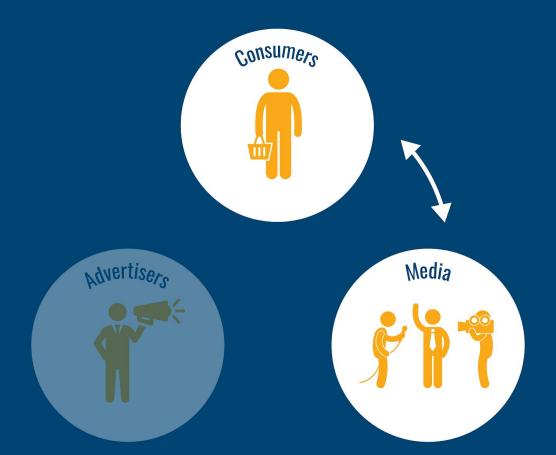
Takeaway #3

We have to provide our advertisers with middle of the funnel solutions.

Bottom of the Funnel Solutions





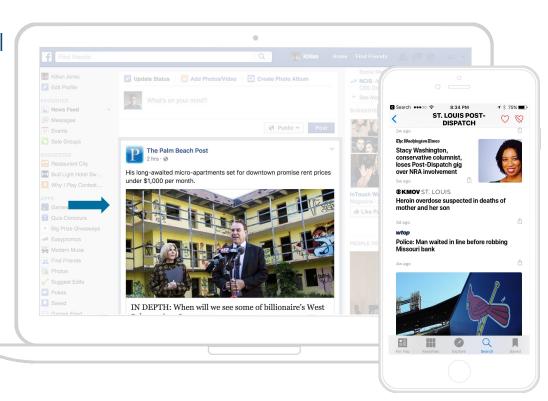


Let's take a look...



Awareness Great at the Top of the Funnel **Brand Preference** Anonymous Engagement

- ★ Great at the Top of the Funnel
- Social DID Value Our Content



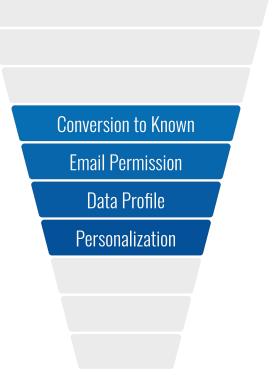
- Great at the Top of the Funnel
- ★ Social Valued Our Content
- ★ Media Took This For Granted



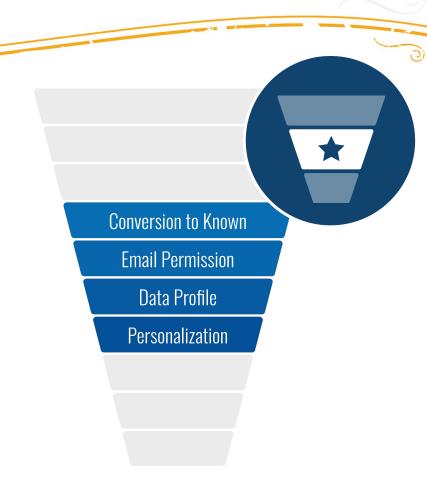
- ★ Great at the Top of the Funnel
- ★ Social Did Value Our Content
- Media Took This For Granted?
- ★ Times Are Changing



- Great at the Top of the Funnel
- Social Did Value Our Content
- ★ We Took This For Granted?
- ★ Times Are Changing
- ★ We Have to Own Our Audience



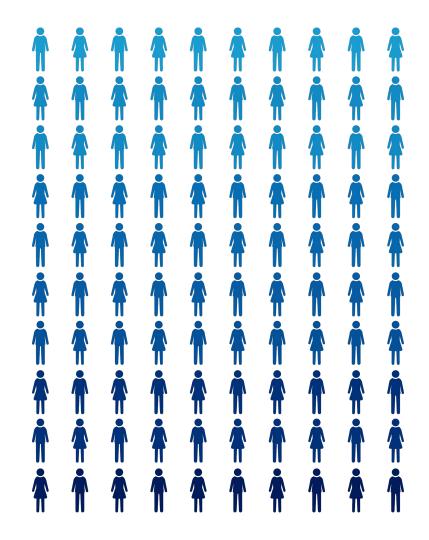
- Great at the Top of the Funnel
- Social Did Value Our Content
- Media Took This For Granted?
- ★ Times Are Changing
- ★ We Have to Own Our Audience



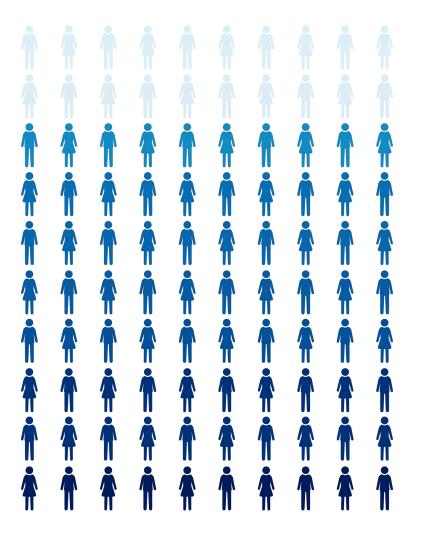
- Great at the Top of the Funnel
- ★ Social Did Value Our Content
- Media Took This For Granted?
- ★ Times Are Changing
- ★ We Have to Own Our Audience
- ★ Then We Control Our Own Destiny

Loyalty
Commerce
Advocacy

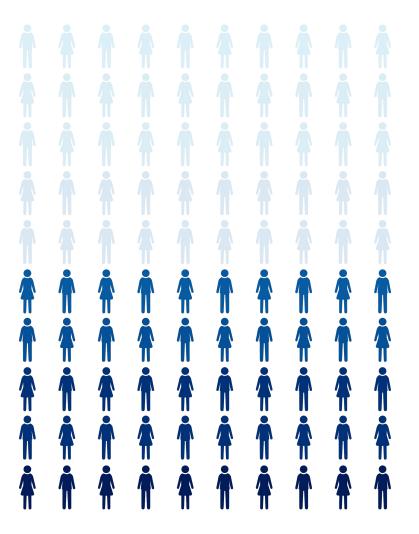




80%



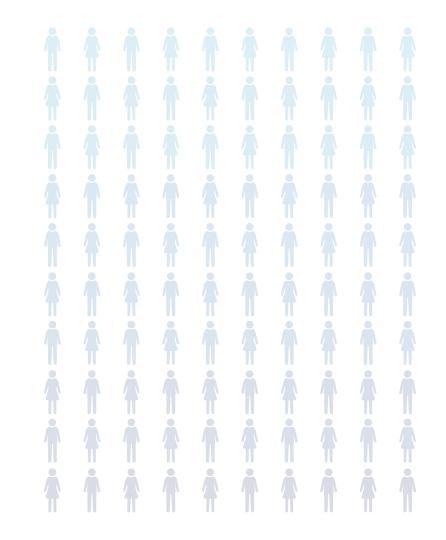
50%



20%







Phyl Your Stocking

- ★ 13,000+ Entries
- \star 3,500+ opt-ins for station
- ★ 3,300+ opt-ins for sponsor





Publix Holiday Giveaway

- ★ 35,000+ Entries
- ★ 12,600+ opt-ins for station
- ★ 12,200+ opt-ins for sponsor

Sweepstake

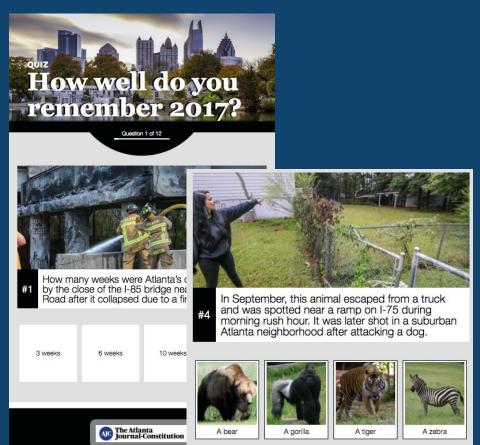
1



How Well do you Remember

- ★ Editorial Content
- ★ 12,700 entries





Most Beautiful Baby

- ★ WMEE-FM
- ★ Starting Mom Squad Newsletter
- ★ 5,800 opt-ins
- ★ Survey Questions on Automotive Buying Intent

Photo Contest



Most Beautiful Baby

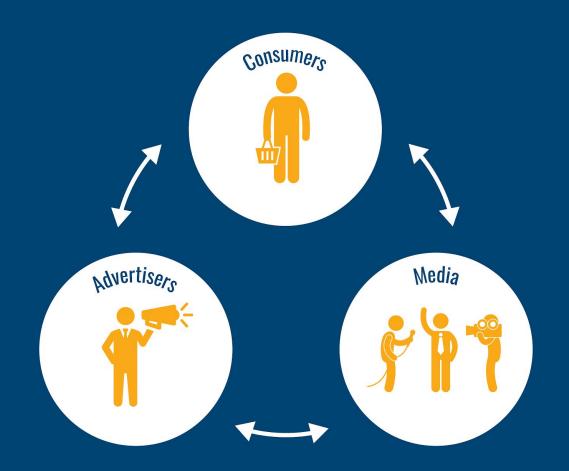
- **★** KTVQ-TV
- ★ 26,000 opt-ins across 4 station newsletters





Takeaway #4

We need to commit to building our own consumer database.



Advertisers are focused on digital conversions.

We have to provide our advertisers with middle of the funnel solutions.

We need to commit to building our own consumer database.

Advertisers are focused on digital conversions.

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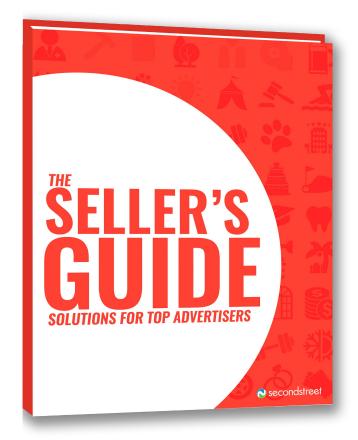
Advertisers are focused on digital conversions.

We have to provide our advertisers with middle of the funnel solutions.

We need to commit to building our own consumer database.

Killer Ideas for top Advertiser Categories

The Seller's Guide



secondstreet.com/sellers-guide





Customer Needs Analysis

What are your main goals for the next 6 to 12 months? Company

What differentiates your lawn business from others in the market?

What's your most popular service or product? Which is the most profitable?

Besides homeownership, what traits does your ideal landscaping or lawn customer Customer have?

What is the value of a new lawn or landscaping customer to you?

What information would help you identify someone as a good prospect for sprinkler

repair or landscaping?

Marketing What has been your most successful way to generate new leads? What hasn't worked

How are you using email to communicate to customers and prospects?

How many leads does a typical marketing campaign bring you and what's your closing

ratio on those leads?

What marketing campaigns are you planning?

Do you have any co-op dollars available for digital promotions?

Metrics

How would you define success for a marketing campaign?



Engagement Campaign Ideas

Engagement Campaign Idea	Small Market	Mid-Size Market	Large Market	Running Time
Quiz Bundle Name That Garden Weed What's Your Outdoor Living Personality? What Flower Are You?	\$750 - \$1,500	\$1,500 - \$3,000	\$3,000 - \$6,000	1-2 Weeks per Quiz
Advertiser Sweepstakes Lawncare Service for a Year Giveaway (see Prize Ideas for more ideas & themes)	\$1,000 - \$1,500	\$1,500 - \$4,500	\$4,500 - \$7,500	3-4 Weeks
Photo Contests "Save My Lawn" Makeover Photo Contest	\$1,000 - \$3,000	\$3,000 - \$7,500	\$7,500 - \$12,500	4-6 Weeks





Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Lawn Care.



Prize Ideas



A complete lawn or garden makeover







Category Specific

· Small

· Large

Medium

Very large

system today?

How big is your lawn?

Do you have a sprinkler

· I don't have a lawn

system



service for a year



Example Survey Questions

Informational

Did you know that we sell mature trees that are over 5

- years old? · Yes
- ·No

market for lawn services?

- · Yes
- · No

Buying Intent

Are you in the market to purchase lawn equipment?

- · Yes
- · No
- Are you in the care or landscaping
 - · Yes · No

Who cuts and maintains your lawn today?

- I don't have a lawn
- Family member
- · Professional service
- Neighborhood person

Qualifying & Lead Gen

Do you own your

New lawn

mower &

accessories

- home? · Yes
- · No

Are you happy with the current state of your lawn?

- · Yes
- · No

May we contact you to setup a free lawn or landscaping estimate?

- · Yes
- · No



Click for More Ideas 🤸







Quiz Bundle Name That C What's Your What Flower

Advertiser S Lawncare Se Prize Ideas fo

Photo Conte "Save My Lay



Customer Needs Analysis

What are your main goals for the next 6 to 12 months? Company

What differentiates your lawn business from others in the market?

What's your most popular service or product? Which is the most profitable?

Customer

Besides homeownership, what traits does your ideal landscaping or lawn customer

have?

What is the value of a new lawn or landscaping customer to you?

What information would help you identify someone as a good prospect for sprinkler

repair or landscaping?

Marketing

What has been your most successful way to generate new leads? What hasn't worked

well?

How are you using email to communicate to customers and prospects?

How many leads does a typical marketing campaign bring you and what's your closing

ratio on those leads?

What marketing campaigns are you planning?

Do you have any co-op dollars available for digital promotions?

How would you define success for a marketing campaign?



Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Lawn Care.







ou own your

you happy with current state of lawn?

we contact to setup a free or landscaping









What are you What differe What's your

Besides hor

have? What is the What inform repair or lan

What has be well?

> How are you How many ratio on thos What market Do you have

How would



Quiz Bundle Name That Garden Weed

What's Your Outdoor Living What Flower Are You?

Advertiser Sweepstakes Lawncare Service for a Year Prize Ideas for more ideas &

Photo Contests

"Save My Lawn" Makeover



Informational

that we sell

years old?

· Yes

·No

that are over 5

Example Survey Questions

Did you know Are you in the market to purchase mature trees lawn equipment?

Buying Intent

- · Yes
- · No

Are you in the market for lawn care or landscaping services? · Yes

- · No

Category Specific

How big is your lawn?

- · I don't have a lawn
- Small
- Medium
- Large
- Very large

Do you have a sprinkler system today?

- · Yes
- · No

Who cuts and maintains your lawn today?

- · I don't have a lawn
- · Family member
- Professional service
- Neighborhood person

Qualifying & Lead Gen

Do you own your home?

- · Yes
- · No

Are you happy with the current state of vour lawn?

- · Yes
- · No

May we contact you to setup a free lawn or landscaping estimate?

- · Yes
- · No





Do you own your

- home? · Yes
- · No

Are you happy with the current state of your lawn?

- · Yes
- · No

May we contact ntains vour you to setup a free lawn or landscaping estimate?

nkler

son

- · Yes
- · No







Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Lawn Care.









Customer Needs Analysis

What are your



Company	What different What's your m
Customer	Besides home have? What is the va What informat repair or lands
	What has been well?
	How are you u
	How many lea ratio on those
	What marketin
	Do you have a
	How would yo

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Engagement Campaign Ideas

Engagement Campaign Idea	Small Market	Mid-Size Market	Large Market	Running Time
Quiz Bundle Name That Garden Weed What's Your Outdoor Living Personality? What Flower Are You?	\$750 -	\$1,500 -	\$3,000 -	1-2 Weeks per
	\$1,500	\$3,000	\$6,000	Quiz
Advertiser Sweepstakes Lawncare Service for a Year Giveaway (see Prize Ideas for more ideas & themes)	\$1,000 - \$1,500	\$1,500 - \$4,500	\$4,500 - \$7,500	3-4 Weeks
Photo Contests	\$1,000 -	\$3,000 -	\$7,500 -	4-6 Weeks
"Save My Lawn" Makeover Photo Contest	\$3,000	\$7,500	\$12,500	



Email Opt-in Example



Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Lawn Care.





Do you own your home?

- · Yes
- · No

Are you happy with the current state of your lawn?

- · Yes
- · No
- tains your

nkler

May we contact you to setup a free lawn or landscaping estimate?

- · Yes
 - · No



Email Opt-in Example

Photo Contests

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Lawn Care.





Quiz Bundle

Name That Garden Weed

What's Your Outdoor Living P

Lawncare Service for a Year O

Prize Ideas for more ideas & th

"Save My Lawn" Makeover Ph

What Flower Are You?

Advertiser Sweepstakes



Customer Needs Analysis

Prize Ideas

Company

What are your main goals for the next 6 to 12 months?

What differentiates your lawn business from others in the market?

Lawn Suggested Advertisers Sprinkler System Installers & Repair Lawn equipment retailer,

Landscaping Services, Grass Trimmers, Dirt and Mulch, Turf Lawns

Landscaping Services, Grass Trimmers, Dirt and Mulch, Turf Lawn



Prize Ideas



A complete

Quiz Bundle
Name That Ga
What's Your C
What Flower A

Water A

What Flower A

Advertiser Sv Lawncare Ser Prize Ideas for

Photo Contes
"Save My Lawn" Makeover Photo Contest

Win sod.

mulch, lawn care accessories New sprinkler system Lawn service for a year New lawn mower & accessories New lawn mower & accessories

lifying & Lead Ger

you own your me? es

e you happy with current state of ur lawn? es

ly we contact u to setup a free vn or landscaping timate?

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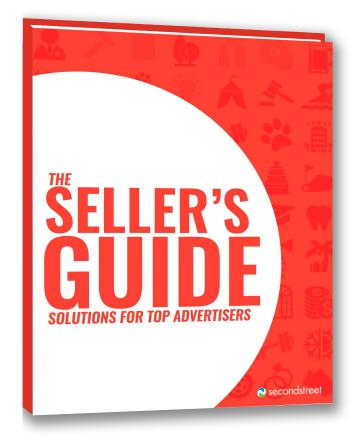
Email Opt-in Example







The Seller's Guide



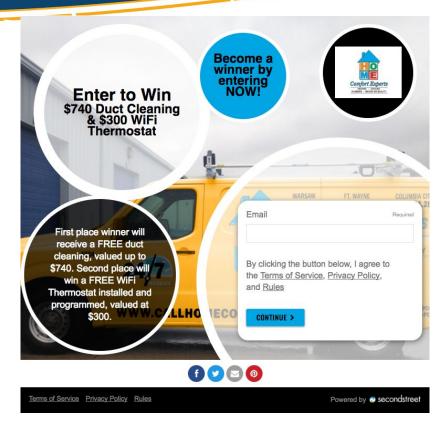
secondstreet.com/sellers-guide



Ultimate Home Energy Quiz



Home Comfort Experts Spring Giveaway WSBT-TV | Mishawaka, IN



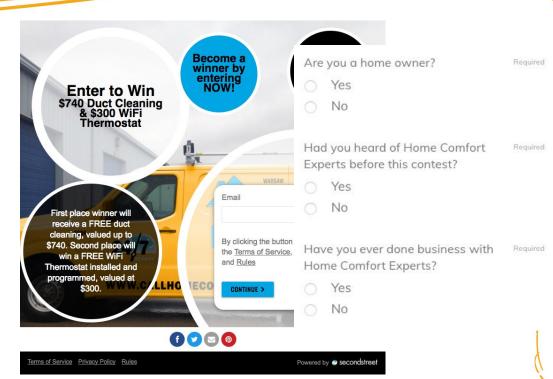
Home Comfort Experts Spring Giveaway WSBT-TV | Mishawaka, IN

Become a Are you a home owner? winner by entering Yes NOW! Enter to Win \$740 Duct Cleaning & \$300 WiFi No **Thermostat** Had you heard of Home Comfort Experts before this contest? Email Yes First place winner will receive a FREE duct No cleaning, valued up to By clicking the button below. I agree to \$740. Second place will the Terms of Service, Privacy Policy. win a FREE WiFi and Rules nostat installed and Lead Gen
Survey
Questions Have you ever done business with mmed, valued at LLHO VECO CONTINUE > Home Comfort Experts? Yes 0000 No Policy Rules

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Home Comfort Experts Spring Giveaway WSBT-TV | Mishawaka, IN

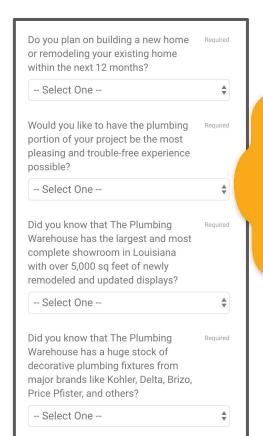






Bathroom Home Improvement Giveaway KATC-TV | Anchorage, AK

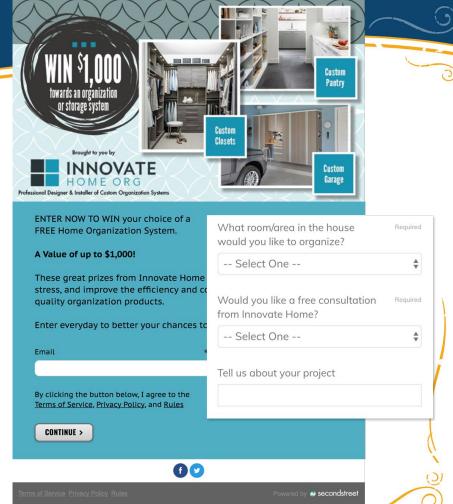






Innovate Home Org Sweepstakes Columbus Dispatch | Columbus, OH

72 Requested a Consultation



Sun Solar Sweepstakes KYTV-TV | Springfield, MO

80 Leads



The Great Pave Off WHAM-TV | Rochester, NY





Breast Cancer Awareness Quiz Bundle

Times-Union Media | Jacksonville, FL

276 Opt Ins

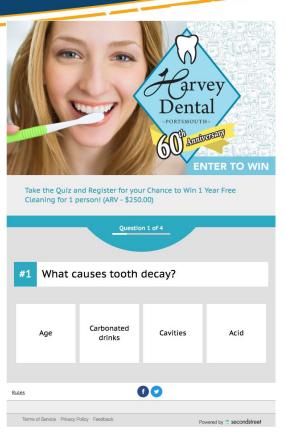


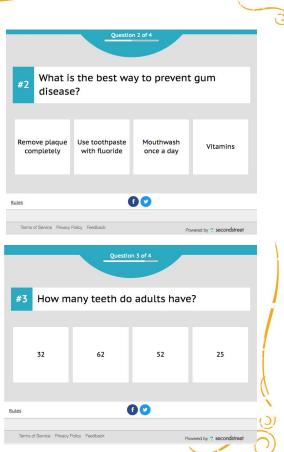


Harvey Dental Health Quiz Bundle

Seacoast Media Group | Portsmouth, NH

Lead Gen Questions about Dental Health





Baptist Health Stroke Safety Quiz

Florida Times-Union | Jacksonville, FL

200+ Opt Ins for Hospital



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Success Team

- Planning
- Strategy
- Sales
- Marketing
- Training
- Packaging & Pricing
- Check In Calls



Second Street Lab

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Playbooks



Learn How To Add Revenue with Cards



Planning Calendar & Revenue Tracker



Print Media's Guide To Promotions



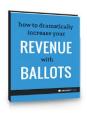
Promotions Manager Profile



How To Become An Audience-First TV Station: A Guide For Marketers



How to Capitalize on the Buzz Around Quizzes



How To Dramatically Increase Your Revenue With Ballots



How to Drive Measurable Results with Online Promotions



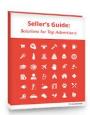
Promotions Summit Report 2014



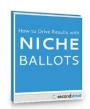
Promotions Summit Report 2015



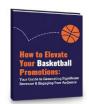
Second Street Summit Report 2016



Seller's Guide: Solutions for Top Advertisers



How To Drive Results With Niche Ballots



How To Elevate Your Basketball Promotions



How to Package & Price Promotions & Interactive Content: Magazines



How to Package & Price Promotions & Interactive Content: Newspaper





Webinars





WINT **
REVENUE **
WITH PROMOTIONS & INTERACTIVE CONTENT

5 Simple Steps to Grow Basketball Revenue + 30in30: Top Ideas to Engage Your Audience Engagement

Contributor: Liz Crider Huff

3 Steps to Winter Revenue Success

Contributor: Liz Crider Huff



7 Ways to Score with Football Campaigns

Contributor: Emily Thousand

Contributor: Emily Thousand



3 Steps to Turn Fall into a Revenue Powerhouse

Contributor: Liz Crider Huff



Borrell: 4 Latest Trends For Email and Promotions

Contributor: Matt Coen







It's Time to Heat Up Your Summer Revenue

8th Annual Second Street Awards: The Year of It's Raining Spring Revenue: 4 Steps to

Quarterly Revenue Ideas



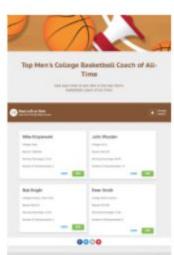
Turnkeys and Templates











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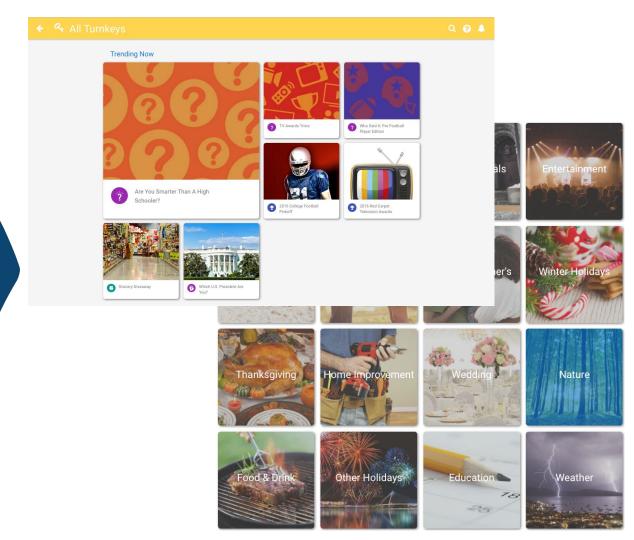








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June 4&5 secondstreet.com/summit

Thank You!



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