



Second Street |



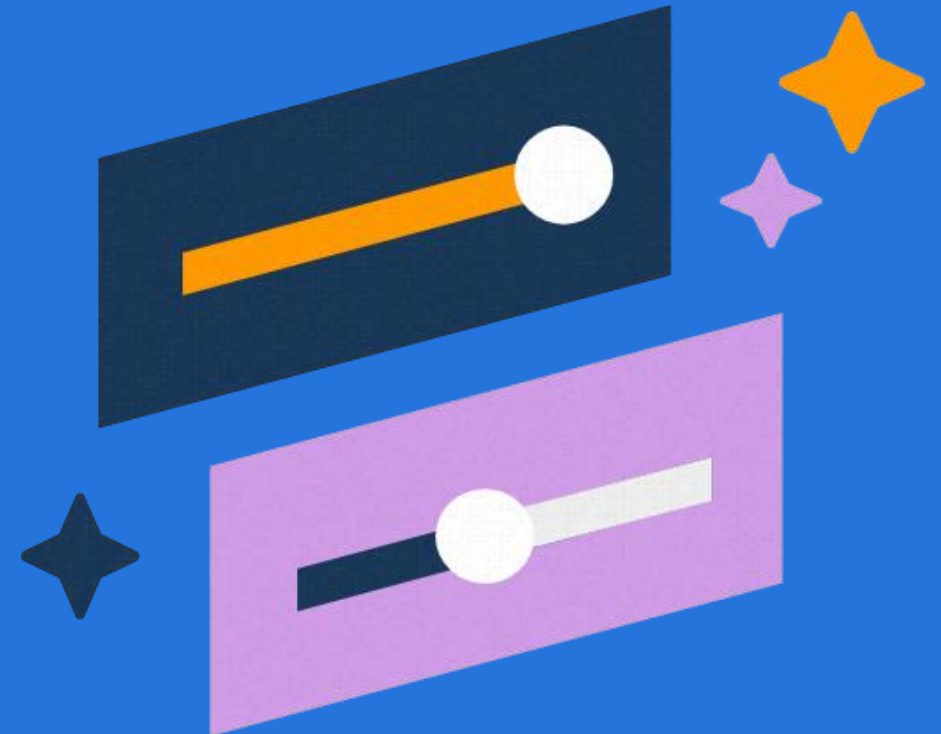
N.E.A.C.E.

NorthEast Association of Communication Executives
Advertising • Circulation • Marketing • Operations • Production



Stop Leaving \$\$\$ on the Table:

How Newspapers Turn
Ballots & Branded Content
into Real Revenue





Welcome!

Julie Foley

Sr. Customer Success Manager

jfoley@uplandsoftware.com

 **Second Street**



USA TODAY CO.



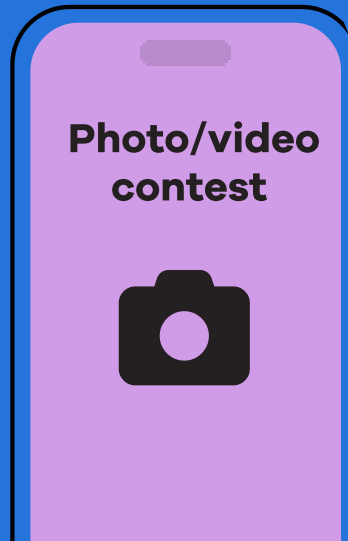
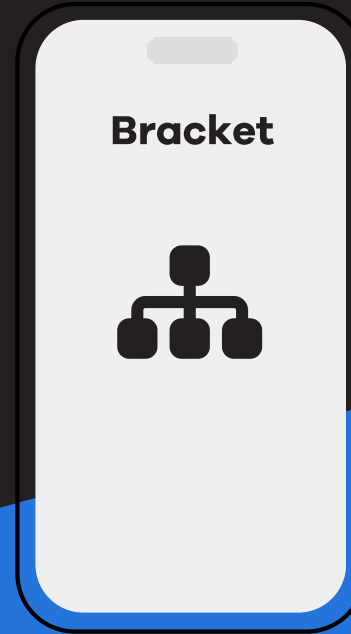
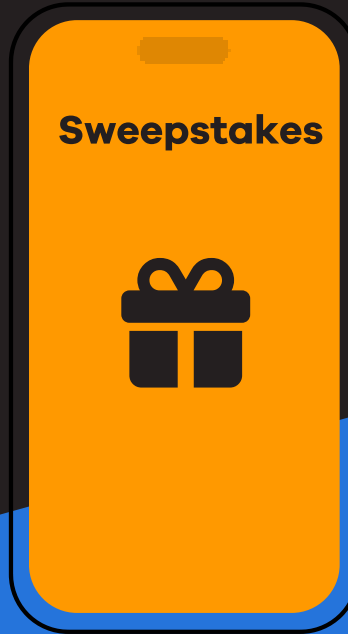
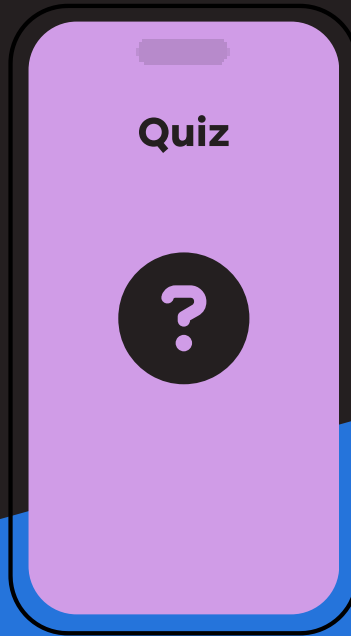
THE OGDEN NEWSPAPERS



 Used by over 4,000 brands worldwide



Enter any
contest
type to win!



scan here



The Opportunity:

Best Of Ballots= 8MM people

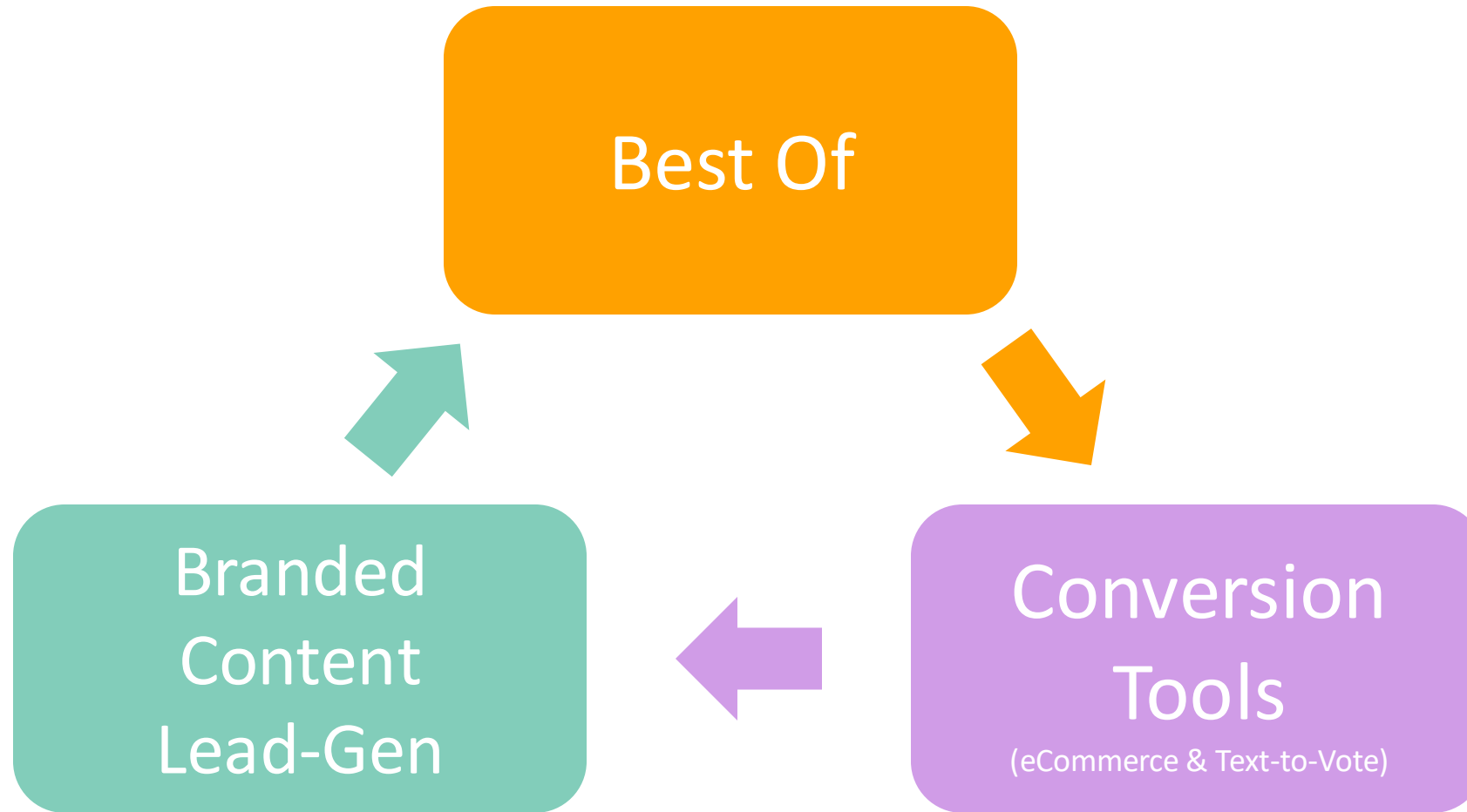
Branded Content = \$85BB industry



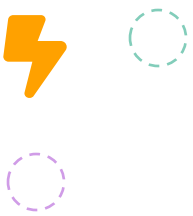
When it comes to
'Best of' and Branded Content, you
don't have an
audience problem,
you have a
monetization problem

What Smart Publishers Do Differently...

MONETIZE THE MOMENT!



Starting with Best Of



Many publishers rely on:



The results:





The Challenge

Lots of prospects, not enough reps

400 categories
6,000 businesses
2,000 finalists
2 Sales Reps



On average, only

11%

of businesses competing in Best Of
are buying advertising

Solution #1: eCommerce

Easy buy-in for
SMBs

Always on
(but you can still assign commission)

Scalable
packages



PASSIVE REVENUE

Self-Serve eCommerce

eCommerce gives every local business the opportunity to reach **your audience**

"Always on"
revenue solution

GULF COAST MEDIA

Search



[Donate](#) [Newsletter](#) [Best of Baldwin](#) [Calendar](#) [News](#) [Sports](#) [E-Editions](#) [Obits](#) [Classifieds](#) [Public Notices](#)

Has your business been nominated? [Promote your entry!](#)

[Already Entered?](#)

Nominate until 10/09/2025 @ 12:59 AM Eastern

Vote starting 10/22/2025 @ 1:00 AM Eastern

SPONSORED BY



Case Study

Best of Baldwin

Gulf Coast Media

Goals:

- Passive revenue
- To reach more businesses
- Always-on revenue stream

Results:

- **61% of packages sold were to NEW customers**

GULF COAST MEDIA

Search



[Donate](#) [Newsletter](#) [Best of Baldwin](#) [Calendar](#) [News](#) [Sports](#) [E-Editions](#) [Obits](#) [Classifieds](#) [Public Notices](#)

Has your business been nominated? [Promote your entry!](#)

[Already Entered?](#)

Nominate until 10/09/2025 @ 12:59 AM Eastern

Vote starting 10/22/2025 @ 1:00 AM Eastern

SPONSORED BY



Why eCommerce Works

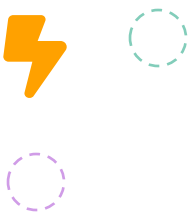


**Reaches smaller
businesses**

**"Always-On"
revenue stream**

**Removes
friction**

**Compliments
(not replaces)
sales team**



The Challenge

**Reaching new audiences while
growing revenue at scale**

Solution #2: Text-to-Vote



Scalable

Easy to
replicate

Proven
revenue
engine

Text to Vote

Allows users to easily submit votes via keyword

Frequency mirrors your online ballot (once per category per day)



Vote until 12/26/2026 @ 5:01 PM Central

Best Fine Dining

Featured Entrants

Antonio's
Example description for an entrant goes here.
📞 123-456-7890
🌐 www.example.com
📱 Text ANTONIOSKITCHEN to 8527416 to vote.

Favera's
📞 112-533-2233
🌐 www.example.com
📱 Text FAVERAS to 8527416 to vote.

VOTE

Text FAVERAS to 8527416 to vote.

Case Study

Best of Flag

Arizona Daily Sun

Goals:

- Incremental growth into sales packages
- Increase engagement
- Empower clients to promote

Results:

- Sold each keyword for \$250
- Entrants purchased 200 keywords
- **\$50,000 in NEW revenue**





20%

of revenue came from text-to-vote



17%

of total votes from text-to-vote



 25%

increase in total votes YOY



Why Text-to-Vote Works

Mobile-first
behavior

Urgency +
Competition =
Conversion

Creates new,
incremental
revenue stream

The Untapped 'Best of' Opportunity

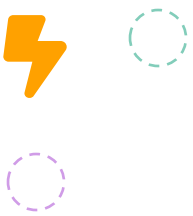
Built-in
urgency +
competition



High advertiser
intent

But...

Only converting
11%

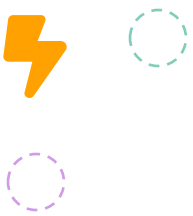


The Solution

Self-serve ad buying

Text-to-Vote

Now what about
Branded Content?



The Challenge

**Audiences are tuning out passive ads
&
sellers aren't focused on
selling outcomes**

Newsday

THINK YOU KNOW WHAT IT TAKES TO
FINANCE A COLLEGE EDUCATION?

SPONSORED BY





Getting into college is just the first step in your academic journey. Having a strategy to pay for your education is the next important one.

Test your knowledge on the information you read in the College Admissions Guide with this quick quiz, sponsored by AAA. See if you know what it takes to finance a college education.

At the conclusion of the quiz, you can also opt-in for a free consultation with a [AAA Student Lending Specialist](#). Learn more about financial aid, student loans and other options to finance higher education at [Newsday.com/collegeguide](#).

Question 1

#1 When looking for need-based student aid, what should you apply for?

Free Application for Federal Student Aid (FAFSA)

Excelsior Scholarship Program

Tuition Assistance Program (TAP)

Pell Grant



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

Powered by  secondstreet

What is Branded Content

A marketing strategy that uses engaging content via **education & storytelling** to provide a **valuable benefit to advertisers** while **increasing audience engagement and revenue** for local media publishers.





\$85+ billion industry

with over three-quarters of spending in
digital formats, **growing more than 5% year
over year**



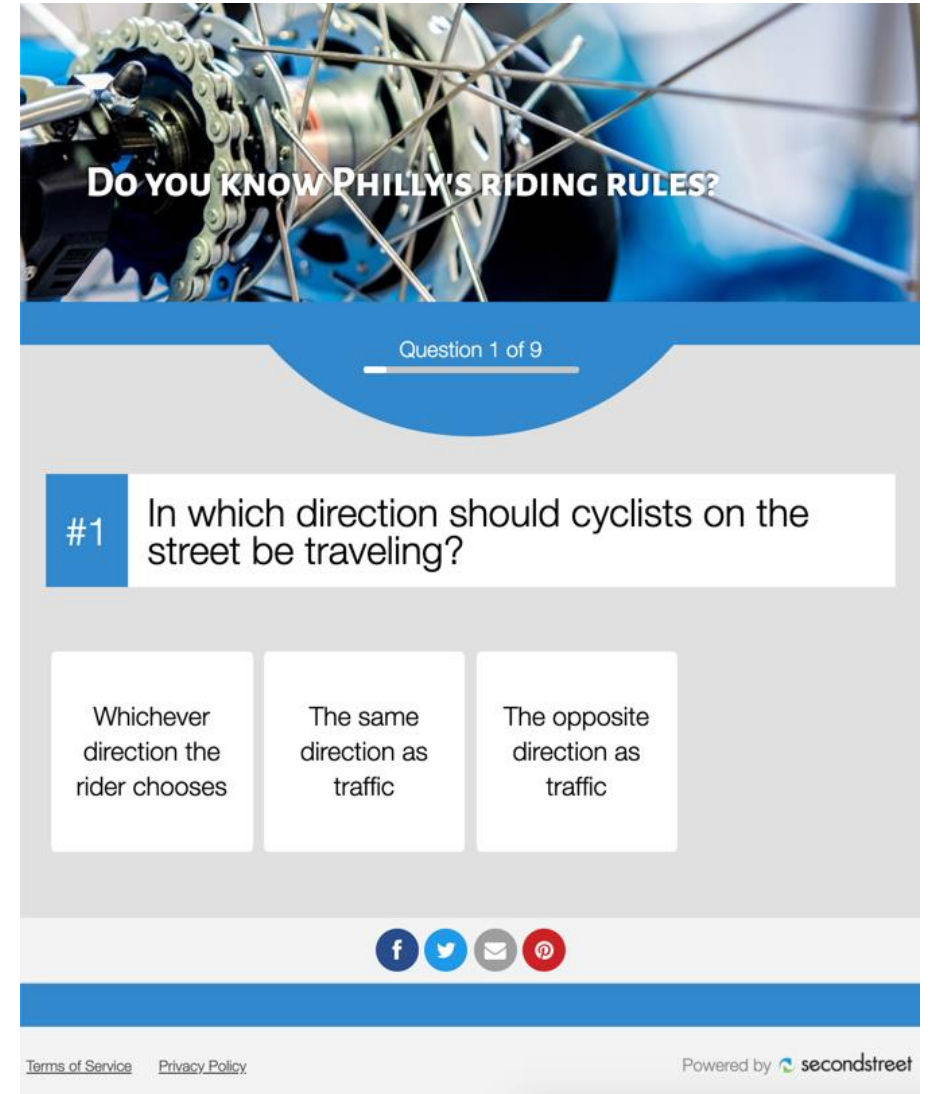
And yet...

40% of advertisers think
they're underspending

Why Branded Content

Audiences are tuning out
passive ads

Branded content is **22x more
engaging than display ads**



Why Branded Content

Audiences are tuning out
passive ads

Interactive content
(promotions) is **consumed**
intentionally, not ignored



1. What's your Southern-style vacation kickoff in the Smokies?

Sippin' sweet tea with your sweetheart on your balcony at Laurel Valley Mountain Resort.

Plannin' a day of family fun with the kids by the Little River.

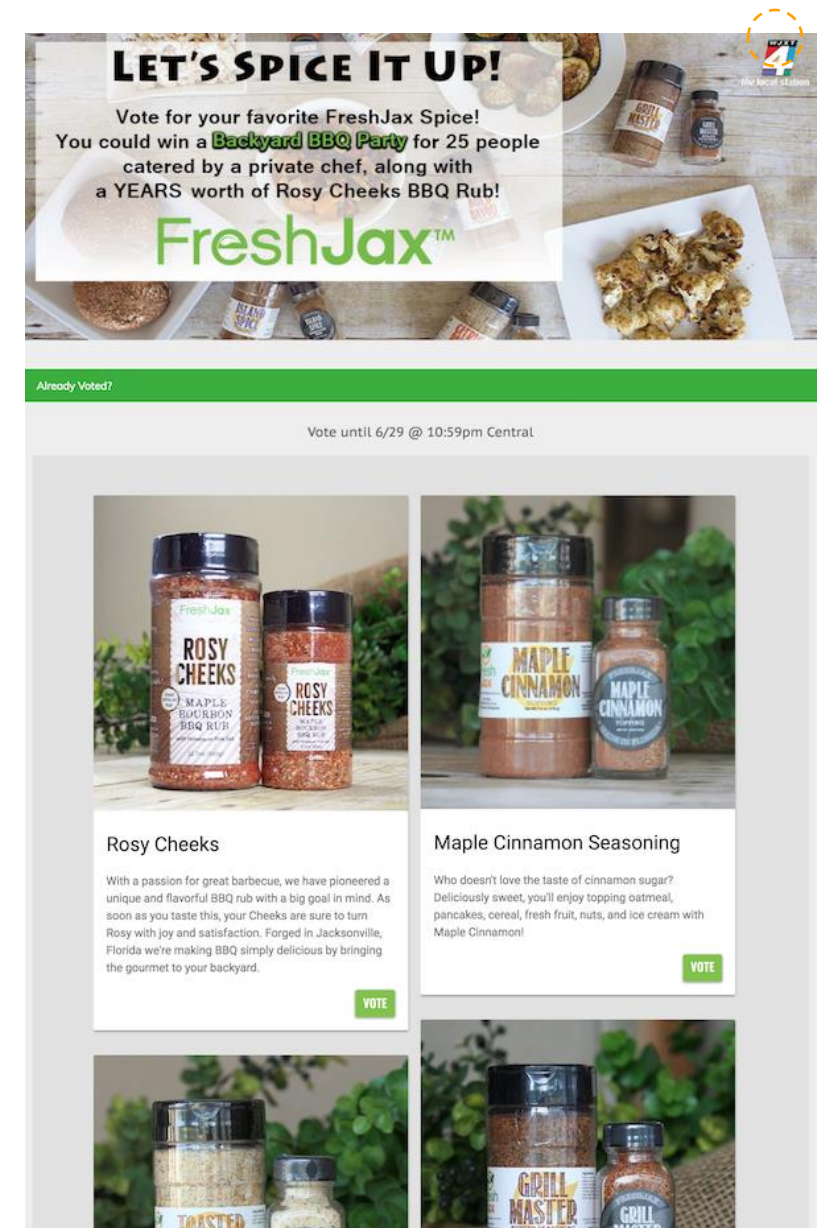
Roundin' up friends for a big group adventure at Tuckaleechee Caverns.

Savorin' a hand crafted brunch at Blackhorse Pub & Brewery in Alcoa.

Why Branded Content

Audiences are tuning out
passive ads

Brand recall is **59% higher** for
branded content than other
digital ads



LET'S SPICE IT UP!

Vote for your favorite FreshJax Spice!
You could win a **Backyard BBQ Party** for 25 people catered by a private chef, along with a YEARS worth of Rosy Cheeks BBQ Rub!

FreshJax™

Already Voted?

Vote until 6/29 @ 10:59pm Central

Rosy Cheeks

With a passion for great barbecue, we have pioneered a unique and flavorful BBQ rub with a big goal in mind. As soon as you taste this, your Cheeks are sure to turn Rosy with joy and satisfaction. Forged in Jacksonville, Florida we're making BBQ simply delicious by bringing the gourmet to your backyard.

Maple Cinnamon Seasoning

Who doesn't love the taste of cinnamon sugar? Deliciously sweet, you'll enjoy topping oatmeal, pancakes, cereal, fresh fruit, nuts, and ice cream with Maple Cinnamon!

Grill Master

Why Branded Content

Engagement is inherently higher

Branded Content with promotions invites **action**, meaning advertisers receive **time & attention**, not just impressions



Insurance Fraud Is Like a Tax!

Don't Be Trapped

fraudny.com



1. You pay for insurance fraud through higher prices on everything they buy.

 True	 False
---	--

Why Branded Content

Advertisers are looking
for data collection solutions

Branded Content with promotions
drives
measurable results and real leads that
are far more valuable than impressions



Ready to see what your ideal kitchen looks like? Take Mosby Building Arts' Kitchen Style Quiz to uncover your perfect aesthetic and be entered to win a \$550 Breville espresso machine!

Mosby Building Arts believes your kitchen should be more than just beautiful—it should be designed around you. Mosby creates custom kitchens that perfectly match your style, needs, and lifestyle. Take the quick quiz below to discover your ideal kitchen style—whether it's contemporary, farmhouse, or something in between. When you take the quiz, you'll be automatically entered to win a [Breville Barista Express® Espresso Machine](#) (a \$550 value)!

Subscribe to *St. Louis Magazine's* newsletters to earn extra chances. Giveaway runs through April 2, 2025. Good luck!

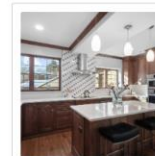
Question 1 of 6



1. Which kitchen design matches your style?



Option 1



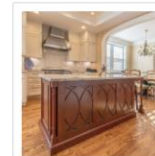
Option 2



Option 3



Option 4



Option 5



Option 6



Branded Content paired with Promotions
is a **story & experience**, not just visibility



STOP selling Ads

START selling OUTCOMES



Who to Target?

Each Industry Spends Over \$1BB Annually

Credit & Mortgage Services	Government	Colleges & Universities
Automotive Sales	Banks	Medical Doctors
Telecommunications Services	Grocery/Food Stores	Other Medical Professions
Digital Businesses	Financial Services	Hospitals
Real Estate Services	Home Improvement/Retail	Travel Services
Eating & Drinking Places		Miscellaneous Retail

Case Study

Power Your Future Quiz

The Columbus Dispatch

Goals:

- Educate audience
- Quality leads

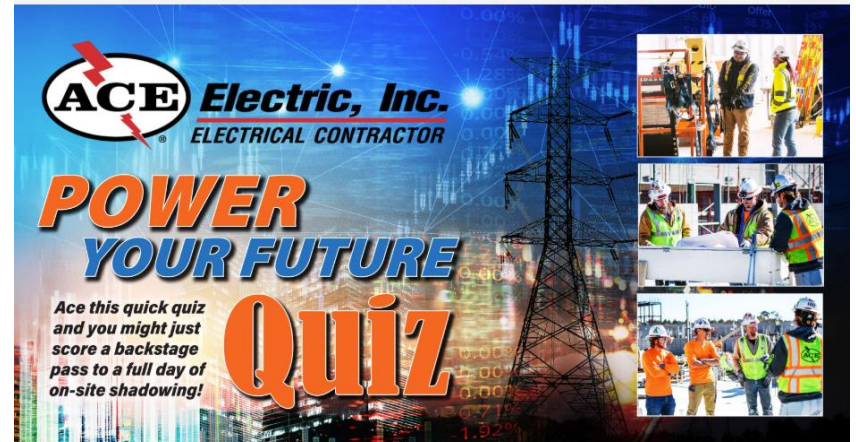
Results:

- 58 recruitment leads
- 122 advertiser opt-ins
- Lead-gen data:
 - Are you currently working independently or with a company?
- **\$42,000**



POWERING THE FUTURE
with Safety, Integrity, People and Quality

We Want YOU On Our
APPLY TODAY!



QUIZ TIME!

Answer the questions to this **quick quiz** below and learn more about a career as an electrician.

Ace it and register, you might just score a backstage pass to a full day of on-site shadowing with Ace Electric!

Question 1 of 5



1. What does a transformer primarily adjust in an electrical circuit?

Resistance

Voltage

Current

Frequency

Case Study

Michigan College Guide Giveaway

Detroit Free Press

Goals:

- Foster meaningful engagement
- Educate audience
- Data collection

Results:

- ~150 sponsor opt-ins
- Lead-gen data
 - Would you prefer to study..
 - What's the most important factor in choosing your college?
- \$50,000

“Revenue was up 25% which we can attribute to the college guide promotion we added this year”



The image shows a promotional banner for the Michigan College Guide Giveaway. The banner features the Michigan College Guide logo at the top left, with the website URL www.michigancollegeguide.com. To the right of the logo is a photograph of four diverse college students walking outdoors. Below the logo, the text reads: "ENTER FOR A CHANCE TO WIN A MICHIGAN COLLEGE GUIDE \$500 SCHOLARSHIP SWEEPSTAKES!". A green button with the text "ENTER TODAY!" is positioned below the main text. Below the button is a row of logos for various Michigan colleges and universities, including Baker College, Eastern Michigan University, Wayne County Community College District, and others. The bottom section of the banner is a registration form titled "Michigan College Guide \$500 Scholarship Sweepstakes". The form includes fields for Email, First Name, Last Name, Street Address, City, State, Postal Code, and Phone, each with a "Required" label. There are also dropdown menus for "Would you prefer to study..." and "What's the most important factor in choosing your college?". A "VIEW IT HERE!" link is provided at the bottom of the form.

MICHIGAN COLLEGE GUIDE
www.michigancollegeguide.com

ENTER FOR A CHANCE TO
WIN A MICHIGAN COLLEGE GUIDE
\$500 SCHOLARSHIP SWEEPSTAKES!

ENTER TODAY!

Michigan College Guide
\$500 Scholarship Sweepstakes

Enter for a chance to **WIN a Michigan College Guide \$500 Scholarship!**

Looking at colleges?
Start with Michigan's **#1 Source** for College Selection

- Tips on navigating the Financial Aid maze
- Answers to your SAT and ACT questions
- What to know about changes coming to the ACTs
- How you can go to Community College Tuition-Free
- Your college timeline: What to do and when
- And MORE!

Enter until November 30, 2025.

MICHIGAN COLLEGE GUIDE
www.michigancollegeguide.com

VIEW IT HERE!

Email Required

First Name Required

Last Name Required

Street Address Required

City Required

State Required
-- Select One --

Postal Code Required

Phone Required

Promotion eligibility may depend on location of entrant. Contest only open in USA.

Will be used to contact winners or as otherwise described in the [rules](#).

Would you prefer to study... Required
-- Select One --

Baker College

Case Study

City of Fort Wayne Quarterly Quiz Bundle

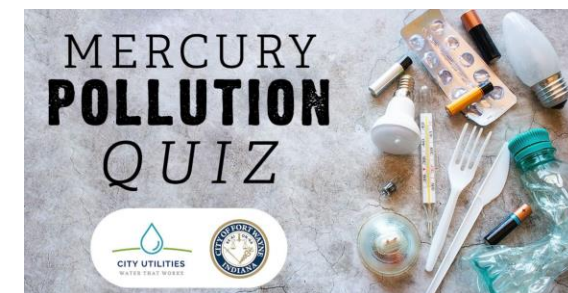
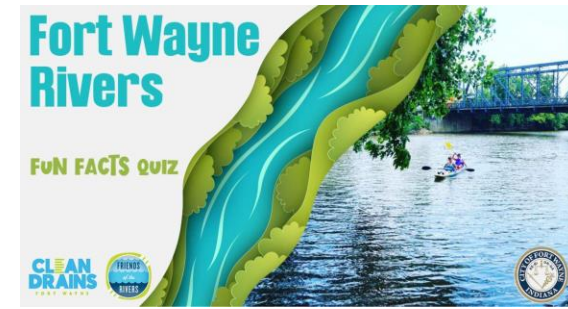
Federated – Ft. Wayne

Goals:

- Educate audience
- Email growth

Results:

- 800 users per quiz
- 500 pledges per quiz
- 1,300+ sponsor opt-ins
- Recurring campaign
- **\$48,600**



Case Study

Voyage of a Lifetime Quiz USA TODAY

Co.

Goals:

- Educate audience
- Sales and Marketing Leads

Results:

- 17,728 sponsor opt-ins
- Lead-gen data:
 - What amenities are most important for your cruise?
- **\$40,000**
- **\$600,000+ secured for 2026**



Learn more about Century Cruises and take the quiz below.
PLUS — Enter for the Voyage of a Lifetime!

Sail through China's wonders on a 14-day luxury cruise tour for two with international airfare included!

A \$28,490 Value!

For a more informative prize description [click here](#).

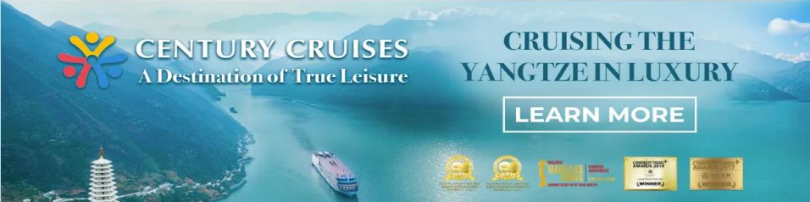
Question 1 of 4



1. Which part of the world is Century Cruises best known for exploring?

Mediterranean Sea
Yangtze River in China
Nile River in Egypt
Danube River in Europe

[f](#) [X](#) [✉](#)



CENTURY CRUISES
A Destination of True Leisure

CRUISING THE YANGTZE IN LUXURY

LEARN MORE

Small icons for awards and accolades at the bottom right.



Why Branded Content + Promotions Works

Consumed
intentionally

Promotes action

Delivers
measurable
results & leads



The Solution

**Include promotions in Branded
Content campaigns**

**Use lead-gen functionality to prove
ROI**

How to Put it All Together



Get Started NOW!

Add eCommerce to your next Best Of

Layer in Text-to-Vote

Add a promotion into your next Branded
Content Campaign

Train reps on outcome-based selling



The Bottom Line

You don't have an
audience problem,
you have a
monetization problem



The Solutions

**Include promotions in
Branded Content campaigns**

Self-serve ad buying

**Use lead-gen functionality to
prove ROI**

Text-to-Vote

Q&A



What's one revenue stream
you're not capturing today?

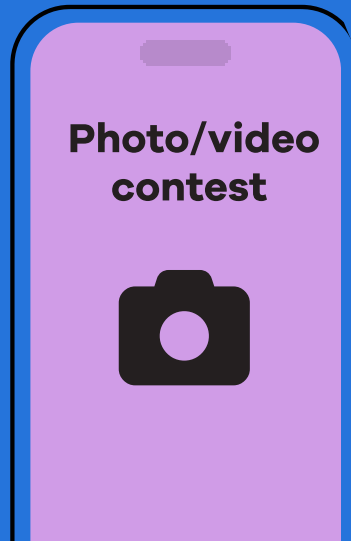
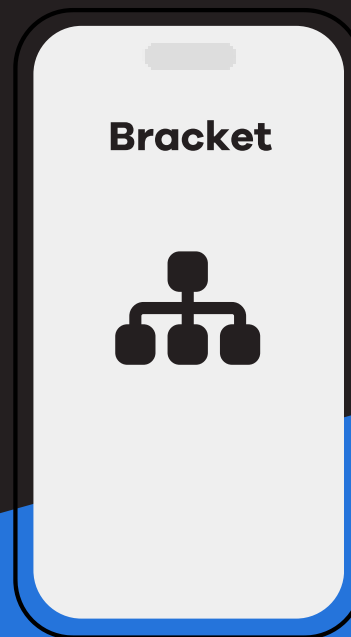
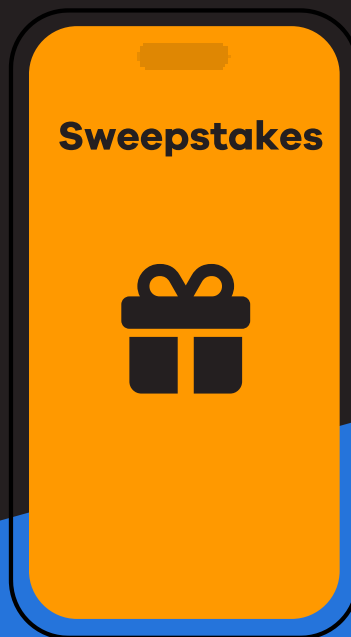
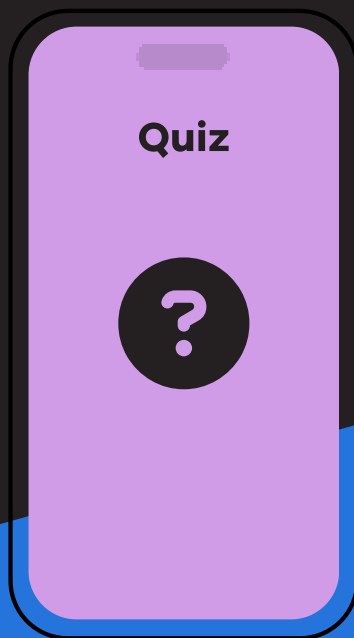


What's holding you back from
capturing more revenue from
your Best Of ballots?

Resources



Enter any
contest
type to win!



scan here

[LEARN MORE](#)



Second Street

WEBINAR

Next-Gen Best Of Ideas

**Scalable Revenue Programs
You Can Implement Now**

APRIL 30 | 12:00PM (CT) | 1:00PM (ET)



Vince Johnson

Osteen Publishing Co.
Group Publisher



Reilly Kneeder

Digital Consultant

Scan now
to register!





Thank You!

Julie Foley

Sr. Customer Success Manager

jfoley@uplandsoftware.com

 **Second Street**

