



Measurable Results

How Promotions Drive Qualified Leads & ROI

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Be the solution advertisers need

Local businesses are navigating a fast-changing digital economy. Marketing budgets are under intense scrutiny, and if you can't prove ROI, you likely won't make the cut. But if you can deliver real, measurable results for advertisers in this environment, you're in a prime position to grow.

Today's advertisers need more than impressions – they need leads. They're looking for a pipeline of qualified prospects they can act on and robust email databases that will drive direct response. And they need to understand their audience in deeper, data-rich ways that fuel smarter decisions and stronger results.

If you want to be ready with revenue-driving strategies that solve real business problems, you're in the right place. Let's dive in.

**Promotions from
Second Street
deliver results your
advertisers need
right now.**

Why promotions?

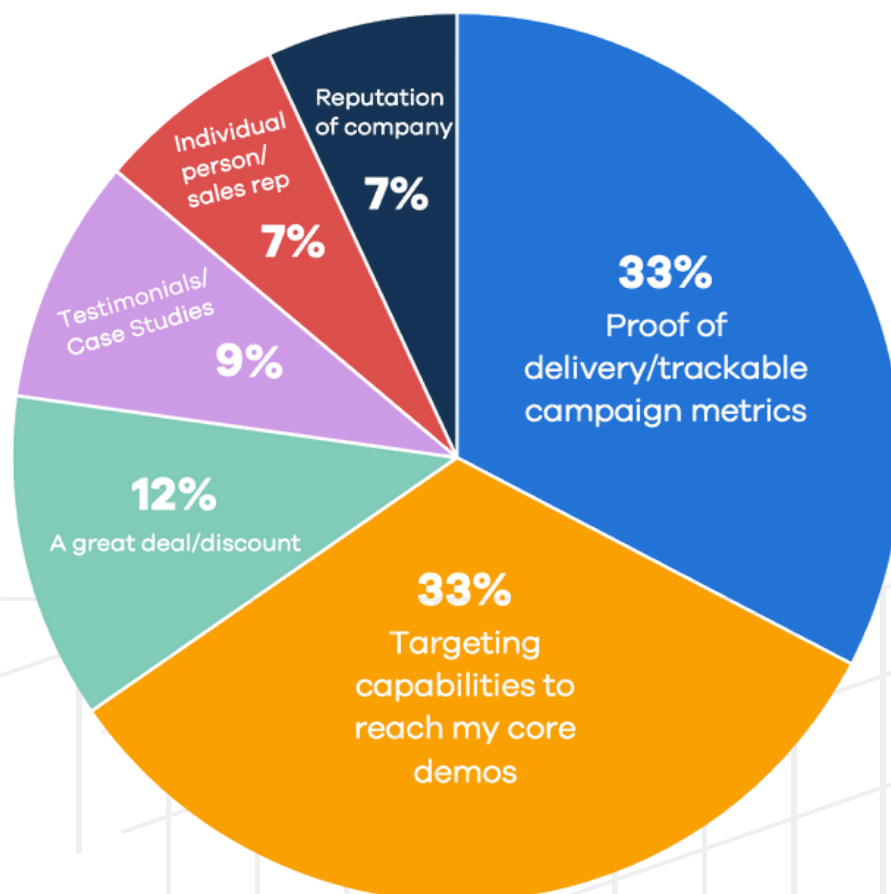
Today's advertisers are more careful about how they spend their advertising dollars. They're looking for ideas, results, and guidance that produce tangible ROI. So when you can come to them presenting a solution to help their business (interactive promotions from Second Street), that's a conversation they'll be open to having.

To get an advertiser to invest, you need to be able to provide concrete, tangible results. Promotions like sweepstakes, photo contests, quizzes, and more are perfect because they produce measurable results and activate customers in a way traditional advertising is limited.

But this doesn't mean you should disregard your core media assets that you and your advertiser value. In fact, it's quite the opposite. Your media company's audience is valuable to advertisers. They're interested in your reach and the valuable audience you can connect them with.

Combining the elements of your traditional advertising with the power of digital promotions, you will produce a lead-driving machine. And a lead-driving machine is exactly what advertisers need!

What persuades advertisers to try something new



66%

of advertisers want advertising that offers trackable metrics and targeting capabilities - all of which promotions offer

What are measurable results?

Generate qualified leads

What are qualified leads?

Not all sales leads are created equal. A qualified lead is a prospect who not only matches your advertiser's ideal customer profile, but also shows potential for becoming a new customer or client.

Why do your advertisers need qualified leads?

When you provide a list of qualified leads, you help eliminate the first step in your advertiser's sales process. They don't need to sift through a large list of potential prospects, many of which may not be interested in their product or service.

How do you deliver qualified leads?


While any campaign could uncover a list of people, you need a campaign to deliver quality of leads over quantity of leads. 50 people ready to make a purchase is far more valuable than a list of hundreds without any interest in your advertiser's products.

It starts with the prize. If you want to find people interested in purchasing a hearing aid, give away a hearing aid. A prize of high-end hearing aids may not attract a huge audience, but it will attract the exact audience you want: people in the market to purchase and research hearing aids.



Hot leads – right now!

Being able to reach out to a prospect right when they say they're interested is powerful. Now, you can give that power to your advertisers. In Second Street's Hot Leads tool, advertisers can securely get their leads as soon as they come in.



CASE STUDY

Generate qualified leads

Toro Sweepstakes
WGN Radio
Chicago, IL

THE ADVERTISER

Toro, battery-powered tools and equipment manufacturer

THE SOLUTION

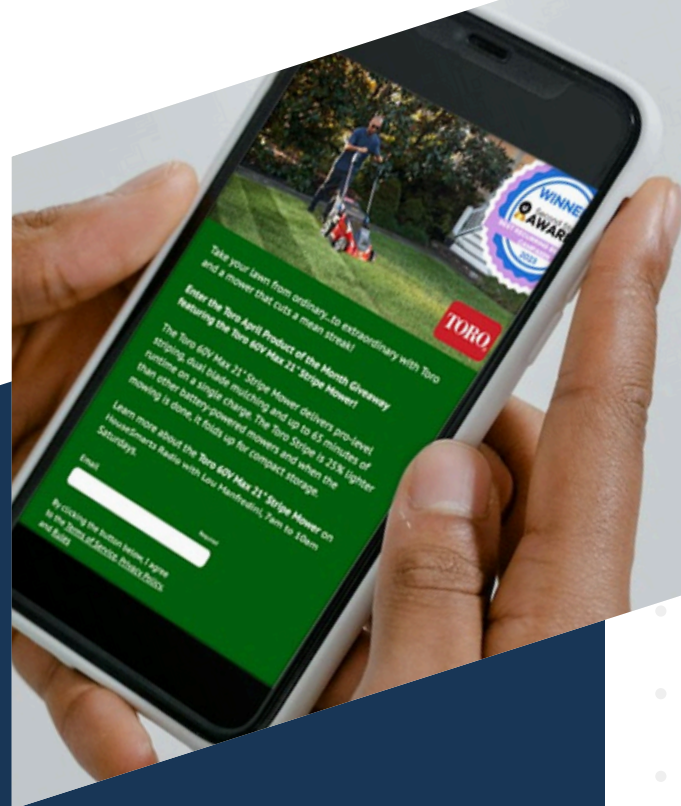
Year-long recurring revenue campaign with monthly sweepstakes and multimedia promotion

THE RESULTS

- | \$131,000 total revenue – 75% increase YOY
- | 9,000+ total entries
- | Nearly 800 sponsor opt-ins

THE DETAILS

WGN Radio built a 12-month recurring lead-gen campaign for Toro featuring monthly sweepstakes, each highlighting a different Toro product as the prize. The campaign package included on-air promotions, emails, social media, and branded graphics. Lead-gen and zero-party data questions were integrated into each sweepstakes.



On-air, the sweepstakes was promoted weekly by HouseSmarts host Lou Manfredini, with 10–12 recorded promos per contest. Email invites were sent twice per sweepstakes, with 2–3 social posts rounding out the media mix. WGN collected nearly 800 opt-ins for Toro and over 400 additional opt-ins for their own newsletters.

The model generated \$131,000 in advertiser revenue, up 75% from the prior year, and is now being replicated in additional markets.

[Full case study](#)

Collect consumer data

What is consumer data?

Not all sales leads are created equal. A qualified lead is a prospect who not only matches your advertiser's ideal customer profile, but also shows potential for becoming a new customer or client.

Why do your advertisers need consumer data?

Delivering meaningful consumer data will make you an invaluable partner to your advertisers. If you can help qualify leads and eliminate a step for their sales team, you'll keep them coming back to work with you.

How do you deliver consumer data?

Start with a customer needs analysis (CNA) conversation with your advertiser. It's critical to know what consumer information would be most beneficial to your advertiser's initiatives and strategies to ensure you deliver meaningful data.

Next, create lead-generating questions to qualify these potential leads. With the right questions, not only can your advertiser segment their future email messaging (ie: Are they interested in minivans or sports cars?) but they can also prioritize which potential leads to reach out to first (ie. Do they own or rent their home?).



CASE STUDY

Collect consumer data

Piggly Wiggly Sweepstakes
AL.com -The Alabama Media Group
Alabama

THE ADVERTISER

PigglyWiggly, regional grocery store chain

THE SOLUTION

Sweepstakes with high-value prize, lead-gen form questions, and multi-channel promotion to drive first-party data, list growth, and app downloads

THE RESULTS

- | \$37,000+ in total revenue
- | 1,900+ sponsor email opt-ins
- | 755 app downloads
- | 2,000+ new Instagram and Facebook followers
- | 4,000+ total entries

THE DETAILS

To help Piggly Wiggly better understand their customers and grow their digital footprint, AL.com launched a sweepstakes featuring a \$2,000 cash prize.



The registration form included required questions about shopping habits and preferences to gather critical first-party data for future marketing efforts.

Participants were offered extra entries for downloading the Piggly Wiggly app, following on social media, and subscribing to the e-newsletter. AL.com also supported the promotion with direct mail postcards featuring custom QR codes, driving even more participation.

The campaign delivered over 4,000 entries, 1,900+ new opt-ins, 755 app downloads, and 2,000+ combined Facebook/Instagram follows. Revenue totaled \$37,525—\$5K from digital campaign elements and \$32,525 from postcard distribution. The sweepstakes ranked as Alabama Media Group's top-performing local contest and led to multiple follow-up campaigns with the advertiser.

[Full case study](#)

Build an email database

What is an email database?

An email database is much more than just a list of email addresses. Collecting data on your audience, your database will become a robust and valuable collection of consumer profile information.

Why do your advertisers need an email database?

Email is powerful. It's the number one way for your advertisers to activate their audience and drive conversions. While other marketing tactics are available, email is the best way to guarantee you're getting your message to the right audience at the right time.

How do you deliver an email database?

Start with a clear, well-crafted email opt-in for your advertiser. An email opt-in is when a person is given the option to accept email messages. Without an opt-in, your advertiser won't be able to utilize any of the valuable consumer data you've collected.

An email database provides value long after the initial opt-in. Once your advertiser has an opted-in email address, they can continue to have meaningful conversations with their customers and deliver targeted messages based on the information you've collected. For instance, a gym can send out emails for membership specials to those looking to join a gym. You can even incentivize users to opt-in by offering them extra chances.

CASE STUDY

Build an email database

Best of the Illinois Valley Ballot
Shaw Media
Illinois Valley Region

THE ADVERTISER

Shaw Media, local news and radio group

THE SOLUTION

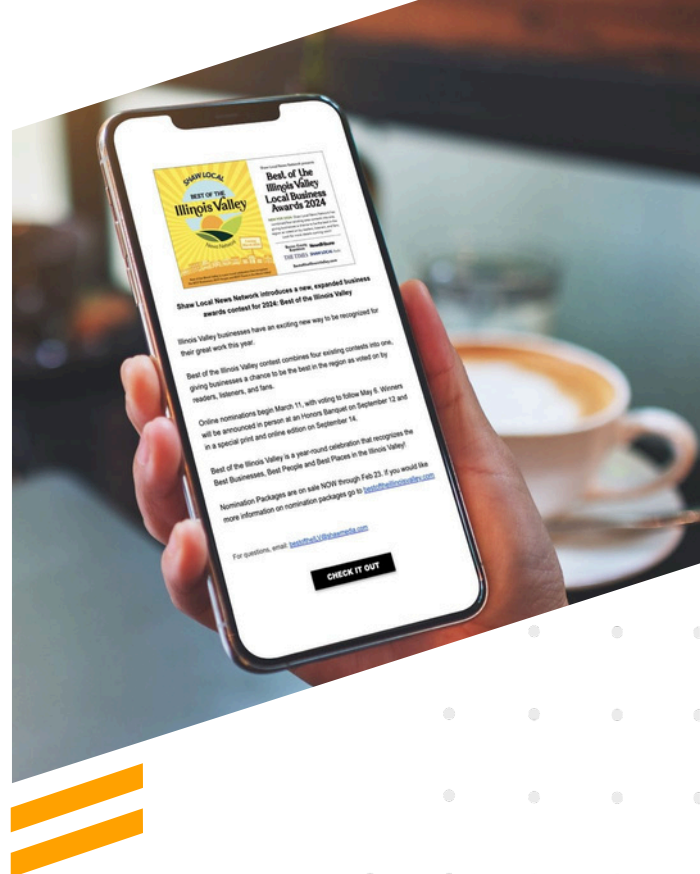
Three-phase, all-digital “Best Of” ballot with integrated marketing packages and a year-round strategy

THE RESULTS

- | \$166,300+ in total revenue – nearly 3x YOY
- | 25,000 nominations and 108,000+ votes
- | 2,000+ newsletter opt-ins

THE DETAILS

Shaw Media transformed its traditional Readers/Listeners Choice campaigns into a fully digital, three-phase “Best Of the Illinois Valley” experience. With support from Second Street, they replaced \$60K in print and \$4.1K in radio revenue from the prior year with a dynamic ballot program that exceeded their \$90K revenue goal.



The campaign included nomination, voting, and winner phases supported by a robust online landing page offering media kits, advertising options, and lead-gen forms. Print, digital, and radio teams collaborated using inbound leads from the ballot page to co-sell integrated marketing packages across all phases.

In total, the campaign generated \$166,300+ in revenue, over 2,000 newsletter opt-ins, and a content engine — including blogs and a dedicated newsletter — designed to keep “Best Of” branding alive throughout the year.

[Full case study](#)

Drive foot traffic

What is foot traffic?

Foot traffic used to mean tracking the number of people walking into a physical business. But with many businesses moving to ecommerce, the definition now can also include tracking digital visitors to your website as well.

Why do your advertisers need foot traffic?

It's simple. The more people you drive into an advertiser's store or to the advertiser's website, the more people will know about their products and services. And more awareness and exposure leads to more sales.

How do you deliver foot traffic?

Promotions are a fantastic opportunity to drive measurable foot traffic – both physically and digitally. Offer a coupon for all participants on the promotion's results and thank-you page and include it in your thank-you email. If you include a special coupon code, your advertiser can easily attribute sales directly to your contest.

Enable extra chances for visiting your advertiser's website, watching their video, subscribing to their newsletter, sharing the contest on social media, and much more. This helps your advertiser establish a better relationship with their consumers.

CASE STUDY

Drive foot traffic

Rawlings Experience Sweepstakes
KTVI-TV
St. Louis, MO

THE ADVERTISER

Rawlings Experience, retail store for baseball gear and fan merchandise

THE SOLUTION

Two seasonal sweepstakes tied to major baseball events and designed to drive store traffic and collect first-party data

THE RESULTS

- | \$30,000+ in total revenue
- | 6,000+ total entries
- | 2,000+ advertiser email opt-ins

THE DETAILS

To promote the grand opening of the Rawlings Experience retail store, KTVI-TV launched a two-part sweepstakes campaign tied to the MLB playoffs and holiday season. Each contest offered a \$250 Rawlings Experience gift card to attract die-hard baseball fans and drive foot traffic.



The sweepstakes registration forms were optimized with opt-in checkboxes and data collection questions to help build a highly qualified email database for Rawlings' holiday and long-term marketing efforts. A 20% off coupon was also delivered via the Thank You email to incentivize immediate in-store or online visits.

Each sweepstakes brought in over 3,000 entries, with the first driving 1,400+ opt-ins and the second adding another 600+, totaling 2,000+ high-value email contacts. KTVI secured \$30,000+ in revenue and helped the advertiser build a strong foundation for future campaign targeting.

[Full case study](#)

How to get started



1

STEP 1: Train your sales team

Your advertisers are looking for new and different ways to drive leads, grow their database, and so much more. If you're not prepared to change the way you're selling to advertisers, you'll end up leaving money on the table. Take the time to get your entire team excited about selling advertiser solutions and then take the time to teach them how.



2

STEP 2: Always start with a customer needs analysis

You can't create a solution if you don't know the problem. The most important – yet often most overlooked – step of your sales process should be the Customer Needs Analysis (CNA) meeting. In your CNA, ask questions to understand your advertiser's goals and what they need to know about a prospect to qualify them as a lead. This information will help you craft the right campaign and promote it to the appropriate channels to reach the desired audience.



3

STEP 3: Pitch the right campaign

Pick the campaign that excels in achieving your advertiser's goals. A sweepstakes giving away a new pool won't be the way to identify local pool owners. However a quiz like "Is Your Pool Ready for Summer?" or a "Save My Pool" photo contest will drive homeowners with a pool that can turn into qualified leads.

Just remember, every promotion should be optimized with an email opt-in and lead-generating questions for your advertiser. This is the best way to deliver the measurable results they're after.

**4**

STEP 4: Build and price your package correctly

Your sales team can keep selling traditional advertising, but they need to be thinking of the promotion as the main event, not the sideshow. Incorporating additional elements like email, core media, and social will help increase the effectiveness of your promotions campaign. Then when it comes to pricing, don't undervalue your product! When you create a campaign to deliver measurable results and ROI, price it to show its value.

**5**

STEP 5: Create your follow-up plan

The follow-up is one of the most critical steps of the campaign process. You need to make sure your advertiser has an effective plan for targeting this rich list of leads. And if they don't – offer to do it for them (for a price)! A follow-up meeting should be included in your sales package. Check in on your advertiser's goals to pitch additional campaigns. It's important to build on your success and grow this partnership.



What's next?

Contact us for more information on how you can succeed with promotions.

[Learn more](#)