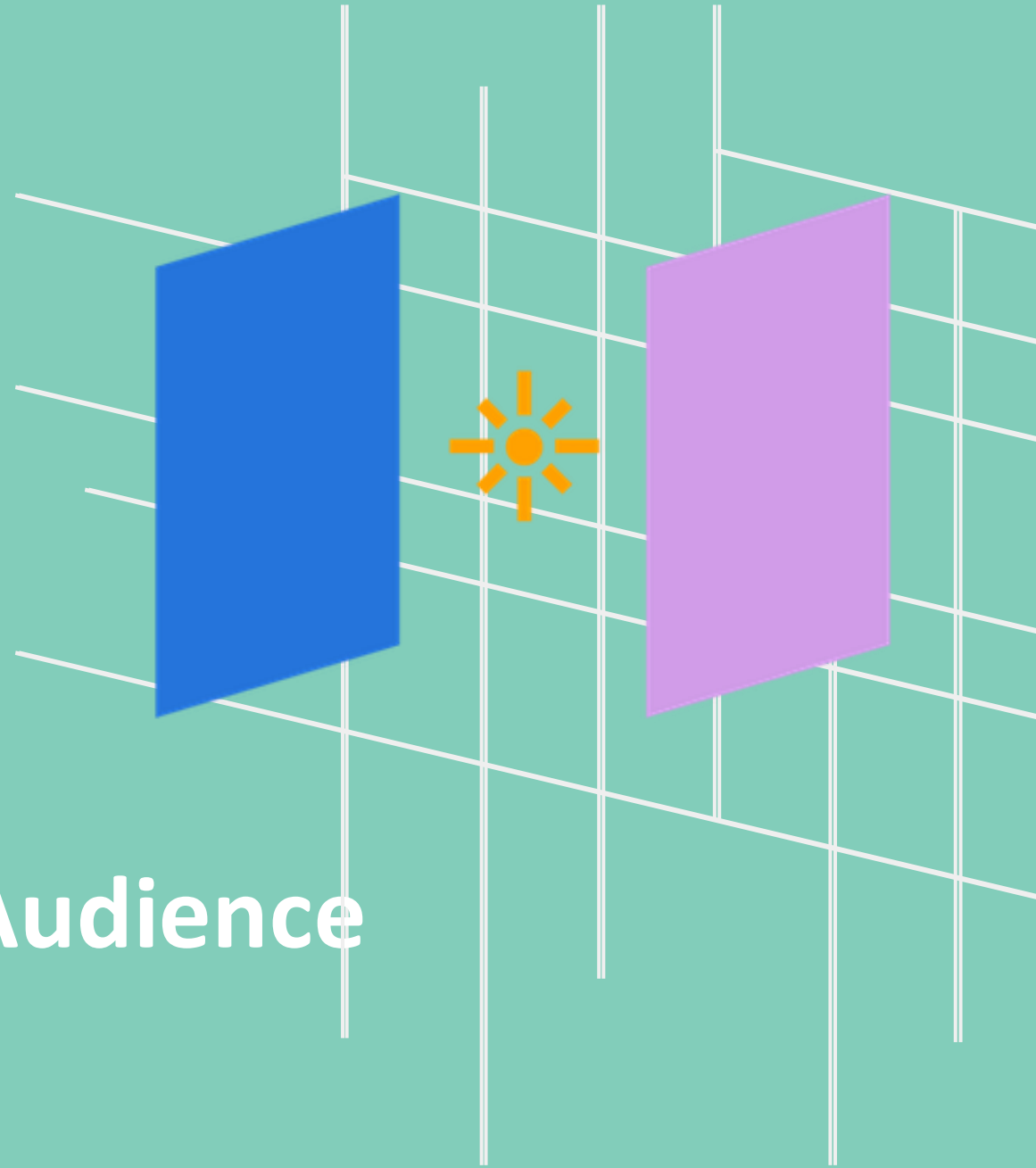




Second Street

**Making your Best Of a
Year-Round Revenue and Audience
Generating Machine**



Hi!



Julie Foley

Senior Customer Success Manager
jfoley@uplandsoftware.com

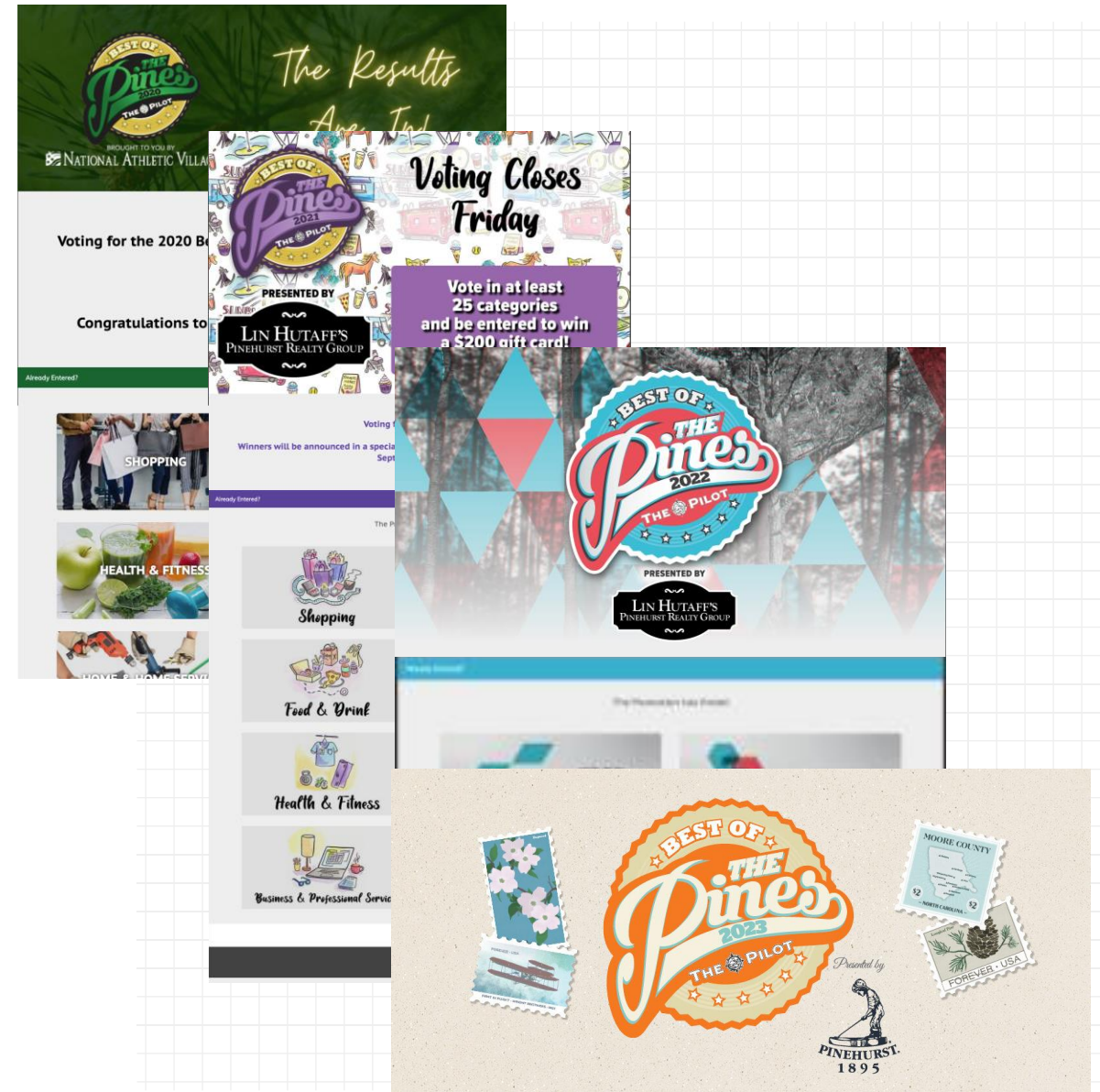


Best Of is the top
REVENUE, AUDIENCE & DATA
initiative of the year!

Case Study

The Pilot | Southern Pines, NC

- **2020**
 - \$144K
 - YOY revenue growth +\$41K
- **2021**
 - \$208K
 - YOY revenue growth +\$64K
- **2022**
 - \$234K
 - YOY revenue growth +\$26K
- **2023**
 - \$250K
 - YOY revenue growth +16K





BUT...users are only engaging
with your Best Of 2 months out
of the year...



For maximum revenue growth, 'Best
of' should be a
Year-Round Celebration



How do you generate Year-round Ballot revenue?

- Digital Winner's Directory
- Ballot Sponsorships
- Continue the Celebration
- Expand the Brand
- Microsite
- Grow B2B email list



Digital Winner's Directory

Winner's Directory

- About 70% of Best of Revenue comes from “Winner’s” round
- It’s time to think beyond your print special section



Winner's Directory

Not just for paper anymore

Publish your winner's digitally

- "Thank You" ads on your digital winner's directory year-round
- Using the winner's directory as a landing page allows you to drive traffic to your program year-round

The screenshot displays the Sumter ITEM website's "Best of Sumter 2023" landing page. The header includes the "the Sumter ITEM" logo, a search bar, and navigation links for NEWSLETTERS, NEWS, SPORTS, SUMTER TODAY, OBITUARIES, LIFESTYLE, CLASSIFIED, MAGAZINES, CONTESTS, and CONTACT US. A "SUBSCRIBE" button is also present.

The main content area features a large banner with the "BEST OF SUMTER 2023" logo. Below the banner, text reads: "Welcome to #BestOfSumter 2023!", "Voting for the Best of Sumter is now closed.", "Winners of BEST OF SUMTER 2023 are posted below.", "There is no purchase necessary to vote or win. View the BEST OF SUMTER 2023 magazine and see photos from the Best of Sumter 2023: Red Carpet Event.", and "Contact promotions@theitem.com with additional questions."

A sidebar on the left lists "All Categories" with "Best of the Best" selected. The main content area displays the "Best Boss" category, featuring a "WINNER" badge and a profile for "KaCy Marro" of "KaCy J. SALON". The profile includes a colorful logo, a description of the salon's services, and contact information: "1165 N Guignard Dr, Sumter, SC 29150, United States", "(803) 774-9996", and "kacysalon.com".

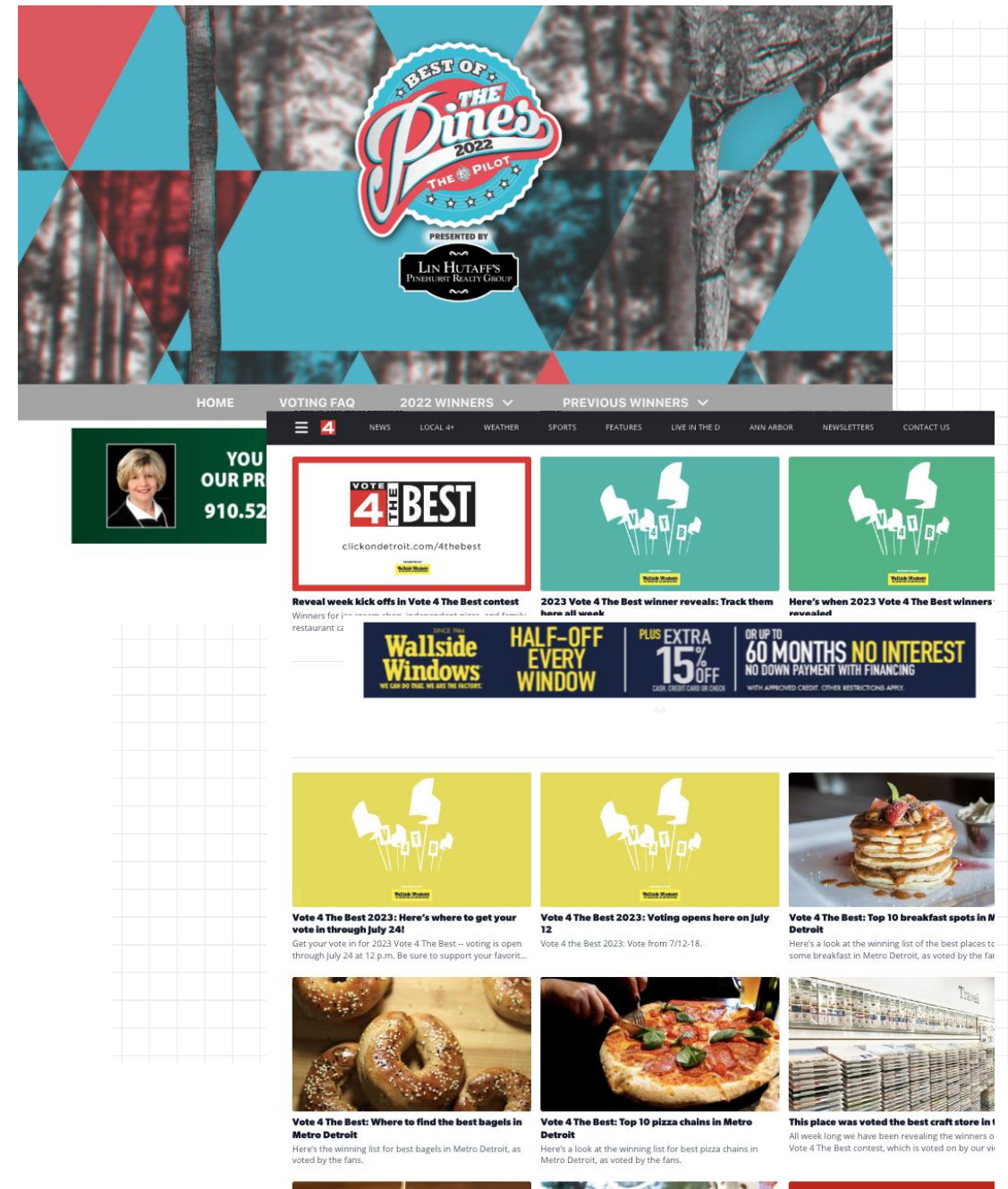
On the right side of the page, there are several promotional banners: "HERE FOR LIFE" by McLeod Health Orthopedics, "Something new even" by YETI, "Thank you for making us Best of Sumter" by Epps Orthodontics, "You Belong Here." by Bethesda, "Voted Best Preschool & Childcare Center" by Arkway Academy, and a "THANK YOU FOR VOTING FOR US AGAIN!" banner for the "BEST OF SUMTER 2023".



Sell Ballot Sponsorships

Sell Ballot Sponsorships

- Annual Sponsor
- Beyond your ballot and event
- Content opportunities
- Larger advertisers



Ballot Sponsorships

Best of The Pines

- Event opportunities
 - Specialty Cocktail
 - Sponsor Lounge
 - Table sales
 - Ticket sales





Continue the Celebration

Continue the Celebration

- In addition to the large Event for all winners, create more ways to celebrate
- Event celebrating The Best of Food & Dining winners



The poster features a vibrant design with a pink background and a large yellow sun-like shape in the upper center. Inside the yellow shape, the text "MADISON MAGAZINE'S" is in small black letters, "BEST OF MADISON" is in large, bold, dark red letters, and "2022" is in smaller dark red letters. Below this, the word "TASTE" is written in large, bold, yellow letters on a green banner. To the left of the text is an illustration of a pink cocktail in a glass with a straw and a green umbrella. To the right is an illustration of a red and white hibiscus flower and a green monstera leaf. Below the yellow shape, the date and time "MONDAY, AUGUST 29 6-9 P.M." are written in white, followed by the location "THE EDGEWATER" in white. Below this is a horizontal strip of four small images: a plate of appetizers, a person pouring a drink, a burger, and a bowl of raspberries. Below the strip, the text "JOIN US AT THE" is in small white letters, followed by "BEST OF MADISON" in large, bold, white letters, and "TASTE PARTY" in large, bold, white letters. At the bottom, the text "Celebrating the winners and readers who make this annual poll possible." is written in red. Below this, "PRODUCED BY" is in small black letters, followed by the "Madison magazine" logo in black.

MADISON MAGAZINE'S
BEST
OF MADISON
2022
TASTE

MONDAY, AUGUST 29
6-9 P.M. | THE EDGEWATER

JOIN US AT THE
BEST OF MADISON
TASTE PARTY

Celebrating the winners and readers
who make this annual poll possible.

PRODUCED BY
Madison
magazine

Hall of Fame

- Special anniversary years (5,10,15)
- Additional \$12,000 revenue for Sumter Item



10+ Year Winners

Ace Parker Tire	NHC HealthCare Sumter
Baskin-Robbins	Petco
Broadstone Manor Antiques	Piggly Wiggly
Charpy's Pools & Spas	Red Lobster
Comfort Suites	Reliable Medical Equipment
Dickie Jones	Sambino's
Dixie Carpets	Sherwin Williams
Dixie Pro	
FTC	
Galloway	
Gary's Flo	
Hill Plum	
Honda of	
Iris Festiv	
James For	
Jones Che	
KFC	
Kyla Ann's	
McLean N	
My Budd	

15+ Year Winners

Ard's Appliance Sales and Service	Miss Libby's School of Dance and Gymnastics
Baker's Sweets	Nicole Norris Design Studio
Belk	Norman Williams
Bradley's	Outback Steakhouse
Chick-fil-A	Pizza Lane
Covenant Place	Reliable Pawn Shop
Edward Jones	Sonic
Guignard Diner	Staples
Leo's	State Farm
Lowe's	USC Sumter
Market Place Spirits	Ward's Bar-B-Q
McDonald's	Yucatan



Best Of The Pines

The Pilot | Southern Pines, NC

Ongoing Winner Ad Program

- Runs after the winner's event and special section is published
- Runs continuously for 6 months leading up to the next year's Best Of
- **\$34K** – Additional Revenue after Best of is over!
- These are simply “pick-up ads” that your team has already created!

BEST OF THE PINES 2022 THE PILOT

Simply the Best!

Exclusive Offer for Our Winner

Because you won **FIRST PLACE**, let's shout it from the mountain with this **Simply The Best** special advertising package that runs in PineStraw & The Pilot at one low monthly rate!

Your ad will run in The Pilot newspaper the first Sunday of every month and every PineStraw magazine November 2022 - July 2023

*February PineStraw, we will print a special section just for 1st place winners with half page ads to tell our readers why you were voted the best!

Highlighting 2022 Best of the Pines First Place Winners

17,600 Voters. Over 272,300 Votes. These are your winners!

HAPPY HOLIDAYS!
A Little of This, That & The Other
Pastimes
Affordable Antiques & More
180 Perry Drive Southern Pines, NC 28387
(910) 673-2060 | www.pastimes.com

Happy Holidays
Keller Williams Pinehurst, the #1 real estate firm in Moore County!
Give us a call today!
KW PINEHURST
132 Westgate Dr.
West End, NC 27376
910-692-5553
www.kw.com/pinehurst

Drum & Quill
Handwritten and Printed
1000 S. Highway 101, Suite 100
Southern Pines, NC 28387
(910) 692-5553
www.drumandquill.com

Save the Date in 2023!
Thursday, May 25th
Fairbairns - 6-10pm
www.southendtopbanquet.org

Thanks For All The Support!
SEVEN LAKES KENNELS
SERVING OUR COUNTRY AND COMMUNITY
BOARDING
TRAINING
GROOMING
910-673-2060
www.sevenlakeskennels.com
347 MACDOUGALL BL.
IN SEVEN LAKES

WE ARE SINCERELY THANKFUL FOR ALL THE SUPPORT!
Best Furniture Store
Best Home Decor & Interior Design Store
CHARLOTTE'S
FURNITURE & FINES
910-692-5553 | 1515 W. Main St., Southern Pines, NC 28387

THANK YOU TO OUR AMAZING CUSTOMERS!
4 Seasons Heating & Air
132 Westgate Dr.
West End, NC 27376
910-235-0606

SUSHI ASIAN CUISINE AND HIBACHI
BEST JAPANESE/HIBACHI RESTAURANT
SUSHI ASIAN CUISINE AND HIBACHI
132 Westgate Dr.
West End, NC 27376
910-235-0606

MASSAGE
Blissful Bodywork and Massage
132 Westgate Dr.
West End, NC 27376
910-235-0606

KIRBY
WE ARE HONORED TO BE VOTED MOORE COUNTY'S BEST HOME BUILDER THREE YEARS IN A ROW!
200 S. Main St., Suite 100, Southern Pines, NC 28387
(910) 692-5553 | www.kirbyhomes.com

bestofthepines.com

DEADLINE TO RESERVE SPACE: MONDAY, OCT. 3

Continue the Celebration

Fun, quirky, editorial take on Best of categories that weren't on the ballot but are engaging for your audience!

- Best place to avoid your spouse
- Best cult following
- Best neighborhood to over-ask



Well, Look What Time It Is.

You've seen the Best of the Pines (**and if you haven't, you can here**). Now, peep our annual picks for six categories that didn't make the cut. As usual, you didn't ask, but we delivered anyway.

6. Best Spot to Test Your Patience



The Traffic Circle. Because that sign is a yield, not a stop. If you're so inclined, you can also get a good finger exercise.

- Honorable mention: The school pickup line.

FORWARD TO SOMEONE WHO LOVES CONTESTS

Sponsored Email

Category Specific Advertiser Emails

- Showcase Winners & Finalist throughout the year
- Highlight Services
- Drive people back to your Best Of



Planning to spruce up your home, yard or office? Good help is easy to find, if you know where to look. Call on one of these Queen's favorite businesses voted by your neighbors in this year's [Best of the Boro](#) contest.

[Best Roofing, Best Masonry,](#)
[Best General Contractor,](#)
[Best Siding Company](#)

Ready to raise the roof? The certified pros at [A Real Advantage](#) have 20 years experience and guarantee their work for at least 10 years.



VISIT A REAL ADVANTAGE



[Best Cleaning Service](#)
No matter the mess, the professionals at [Vue Service](#) have you covered. From the home to the office (and every muddy footprint in between), this family-owned business has decades of experience providing reliable service at affordable prices. Same day service is available upon request for those unexpected messes.

VISIT VUE SERVICE



Take care with your self-care. These winning Queens health and fitness professionals can help you be your best -- inside and out.

[Best Martial Arts](#)

[Ultimate Champions Tae Kwon Do](#) has been teaching respect, discipline, confidence, and self defense to all ages 3 and up since 1983. In addition to traditional and sport Tae Kwon Do, Ultimate Champions offers kickboxing, yoga and an afterschool program.



VISIT ULTIMATE CHAMPIONS TAE KWON DO

[Center For Smiles](#)



[Best Cosmetic Dentistry](#)

Founded by Dr. Nicholas Rallis, DDS, [Center for Smiles](#) is one of the few cosmetic dentists using a collaborative approach to healthier smiles. They perform several procedures in-house -- like teeth whitening, Invisalign, implants and veneers -- and their in-house lab means faster turnaround times.

VISIT CENTER FOR SMILES DR. NICHOLAS RALLIS, DDS

Continue the Celebration

Create Content Year-Round

Articles, video, listicles, event photos

Vote 4 The Best: Top 10 burger spots in Metro Detroit



CONGRATS TO OUR 2022
Winners!

PRESENTED BY:
Wallside Windows
WE CAN DO THAT. WE ARE THE FACTORS.

CUPCAKES

1ST

Just Baked Cupcakes - Multiple Locations

2ND

Red Velvet Cakes and Pastries - Clinton Twp

3RD

M Street Baking Company - Howell

4TH

Pink Elephant Cupcakes - St. Clair Shores

5TH

Hakim's Ice Cream - Harrison Twp



VOTE 4 THE BEST

Just Baked Cupcakes wins Vote 4 The Best

Published: August 8, 2022 at 10:46 AM

Tags: Vote 4 The Best

VOTE 4 THE BEST

Just Baked Cupcakes wins Vote 4 The Best

Published: August 8, 2022 at 10:46 AM

Tags: Vote 4 The Best

Continue the Celebration

- Utilize promotions to further engage your audience
- Best Of The Best Sweepstakes



As a family owned and operated business, we strive to make every customer feel like family. Winning this award has proven that we really do have a TWO MEN AND A TRUCK family we can count on. We value each and every one of you. We truly appreciate your VOTES again this year for 2023 Chattanooga's Best Moving Company. If you are in need of a moving service or junk removal service for your home or business, give us a call at [423.201.4154](tel:423.201.4154). We can help make your moving day a little less stressful. Thank you again!

Sincerely,
TWO MEN AND A TRUCK family

Enter to Win!



TWO MEN AND A TRUCK
"Movers Who Care."



Over 50 Years of Quality Service
North Georgia Heating & Air, Inc. is one of the oldest HVAC contractors



Enter for a chance to win the Trane XL824
Smart Thermostat \$399 Value

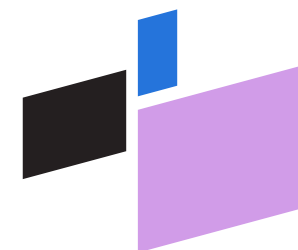
Enter to Win



Continue the Celebration

- Utilize promotions to further engage your audience
- “National days/week/month”
 - Donut Day
 - Pizza Week
 - Healthcare Month





National Days/Weeks/Months

Food

- Burger
- Tacos
- Pizza
- BBQ
- Donut
- Ice Cream

Drinks

- Beer
- Margarita
- Custom Brackets
- Wine

Pets

- Dogs
- Cats
- Fishing
- Wildlife

Health/Healthcare

- Breast Cancer
- Nurses
- Doctors
- Cancer Survivor
- Spa services

National Day 365
<https://nationalday365.com/>



Turnkeys

Use these to showcase popular categories

- Favorite Beer - Poll
- Margarita - Quiz
- Craft Beer - Quiz
- Ice Cream - Quiz
- Burger - Bracket
- Taco - Bracket
- Pizza – Bracket
- Top Doctor – Ballot
- Dental Hygiene Pro – Quiz
- Breast Cancer Awareness - Quiz





Expand the Brand

Branding



Branding

Your Logo is key to establishing your **BRAND** within your market



Branding

Create unique categories that set your program apart from in your market

- Regional Food
- Local Attractions and Events
- Your unique voice: Best Bar Bathroom or Best Place to take your kids when its raining

- > Music + Nightlife
- > Food + Drink
- > Business + Services
- > People + Places
 - Best Bar Bathroom
 - Best Bike Trail
 - Best Birthday Spot for Adults
 - Best Birthday Spot for Kids
 - Best Blog
 - Best Busker
 - Best City Pool
 - Best Dressed
 - Best Event Planner
 - Best Hair
 - Best Hangout for Teens
 - Best Instagram Account

Best Bar Bathroom

Featured Entrants



Coughlin's Law Kitchen and Ale House

Sinks and urinals made from kegs! So cool

10 Virginia Ave, Pittsburgh, PA 15211, USA

NOMINATE

Expand the Brand

Use your best of name and logo when expanding your ballot strategy

- Vote 4 the Best
- Vote 4 the Best: Family Edition
- Vote 4 the Best: Pets Edition





Create a Ballot Microsite

Ballot Microsite

- Use it to promote your Best of year-round!
- Information that empowers sales team and your local business owners



Ballot Microsite

What to include:


- Mission Statement
- FAQs
- Previous Winners
- Category Definitions
- Business Inquiry for Advertising
- Nomination Tool Kit

[HOME](#) [ABOUT](#) [FAQ'S](#) [CATEGORY DEFINITIONS](#) [PREVIOUS WINNERS](#)

SEARCH ...


HOME > About

About




Best of the Pines is an annual people's choice event, presented by The Pilot newspaper, that honors the businesses and organizations that make Moore County a better place to live. Here's how it works:

THANK YOU TO OUR SPONSORS!




Visit Our Showroom!
910-757-0505
Serving Moore County and Surrounding Areas



A-List Marketing Tips

The A-List 2023 voting round is March 13–April 10! Utilize these social media, email, and in-person marketing tips to promote your business.

BY SLM STAFF MARCH 7, 2023 1:29 PM



A-List voting graphics

load our complementary A-List graphics

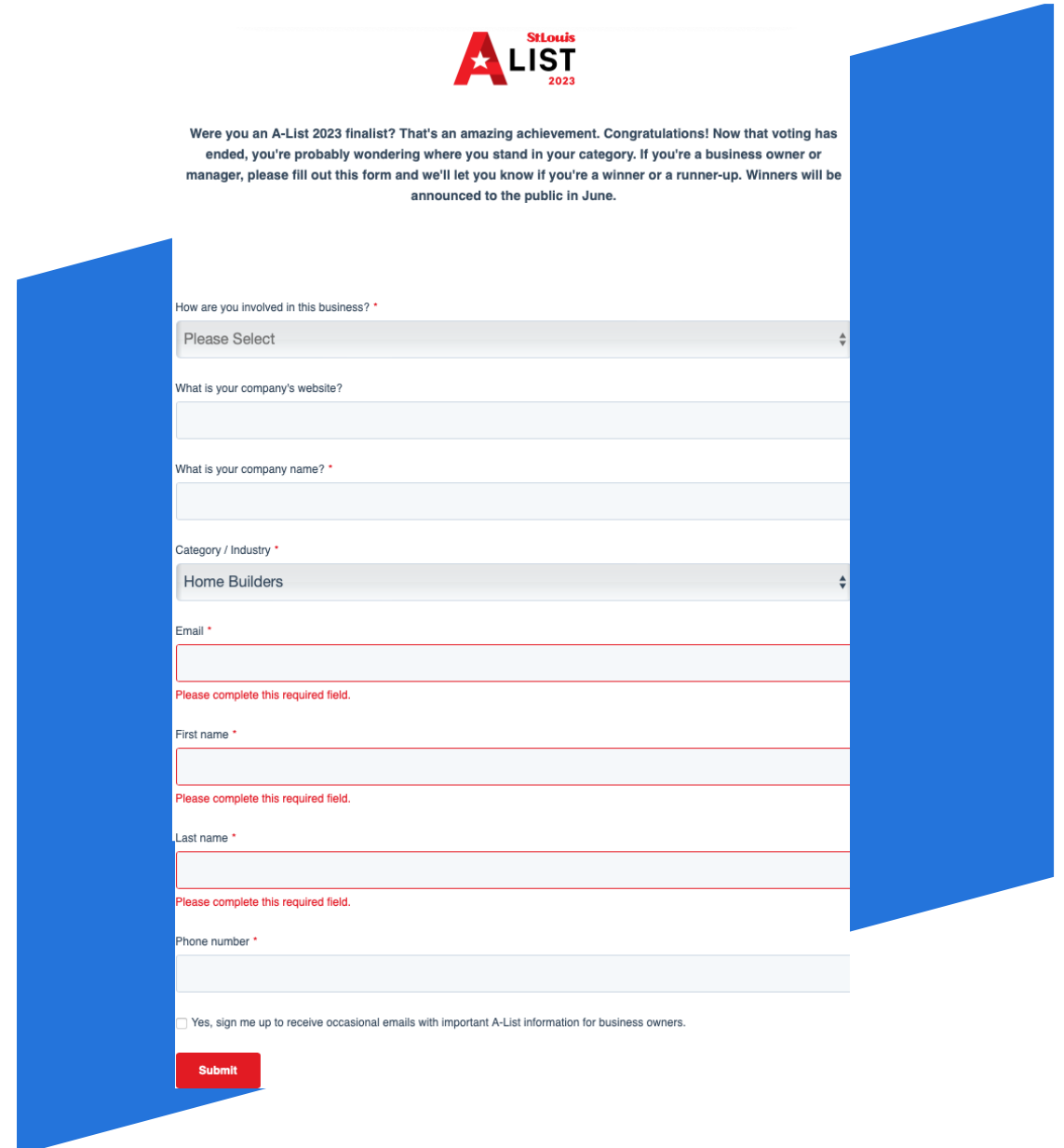


Grow your B2B email list

Email Strategy

How do you curate a list of business owners to send Best Of Information to?

- Remember that social media graphics kit we mentioned? Put it behind a form – collect business leads every year !



The image shows a registration form for the St. Louis A-List 2023. The form is titled "St. Louis A-List 2023" and includes a congratulatory message for finalists. The form fields are as follows:

- How are you involved in this business? ***: A dropdown menu with "Please Select" as the current selection.
- What is your company's website?**: A text input field.
- What is your company name? ***: A text input field.
- Category / Industry ***: A dropdown menu with "Home Builders" as the current selection.
- Email ***: A text input field with a red border and the message "Please complete this required field." below it.
- First name ***: A text input field with a red border and the message "Please complete this required field." below it.
- Last name ***: A text input field with a red border and the message "Please complete this required field." below it.
- Phone number ***: A text input field.
- Yes, sign me up to receive occasional emails with important A-List information for business owners.**: A checkbox.
- Submit**: A red button.

Email Strategy

Pre-sales and pre-nomination email campaign

St.Louis
MAGAZINE



Are you ready to claim your title in *St. Louis Magazine's* 2023 A-List Awards?

Starting January 5, readers will once again nominate their favorite local businesses across nearly 200 categories in *St. Louis Magazine's* annual A-List Reader's Choice Poll.

The [A-List](#) is a tribute to the region's best—from dining to culture, shopping to sports, wellness to real estate, and beyond. To help celebrate the top of the town, we ask our readers, "*Who tops your list?*"

As a local business, you'll want to earn lots of nominations in the A-List nomination round. Only the top five nominees in each category will advance to the voting round, where readers will vote for their favorites. The A-List winners and top two finalists in each category will be revealed in the July issue of *St. Louis Magazine* and online.

DEFEND your title if you were an A-List winner in 2022, or CLAIM your title if you're striving to be honored in 2023!

Click the button below to learn how you can campaign for A-List in 2023.

[View A-List advertising opportunities](#)

[Ready to book? Submit your order now](#)

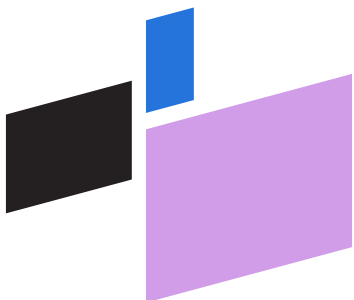


On-Demand Training Webinars!

Seller's Series: Best Of Ballots



Use the QR code to access all
available training webinars



Football Quiz Drives \$9K for Sponsor

A radio station leveraged a football quiz to drive leads and opt-ins for local pest control company



5 Ideas to Increase Your September Revenue

Try these five promotion ideas to maximize your advertiser revenue!



Sign up for our upcoming webinars!

Check out our next two webinars in August! \$5MM in Second Street Success Stories and 2024 National Sweepstakes with Second Street



Sign up for the Lab Newsletter!

