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

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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
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
Hall of Fame

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

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 A REAL ADVANTAGE

VISIT Vue SERVICE

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 after school program.

VISIT ULTIMATE CHAMPIONS TAE KWON DO

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
Continue the Celebration

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

Health/Healthcare
- Breast Cancer
- Nurses
- Doctors
- Cancer Survivor
- Spa services

Pets
- Dogs
- Cats
- Fishing
- Wildlife

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 it's raining
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

VOTE NOW!
SUPPORT YOUR FAVORITE LOCAL BUSINESSES

VOTE 4 THE BEST
clickondetroit.com/4thebest
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
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!
Email Strategy

Pre-sales and pre-nomination email campaign

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.
On-Demand Training Webinars!

Seller’s Series: Best Of Ballots

SCAN ME

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! $1MM in Second Street Success Stories and 2024 National Sweepstakes with Second Street

Sign up for the Lab Newsletter!