

Broadcast Media Case Study

**WMBF-TV
grows promotions
revenue YoY 14%
with Best Of Ballots
program.**



INDUSTRY
Broadcast Media

COMPANY
WMBF-TV
Myrtle Beach, South Carolina
wmbfnews.com

WMBF-TV is a leading broadcast television station serving the Grand Strand region. The station engages local viewers and advertisers through news, lifestyle programming, and high-impact promotional campaigns.



WMBF-TV runs an annual “Best of the Grand Strand” program, generating **\$282,000 in revenue**, **14% YOY growth**. Their multi-phase ballot, tiered advertiser packages, and multimedia promotions keep audiences engaged and advertisers returning year after year.



How do you turn a traditional Best Of Contest into a year-round revenue engine?

Building a high-impact program that keeps audiences engaged.

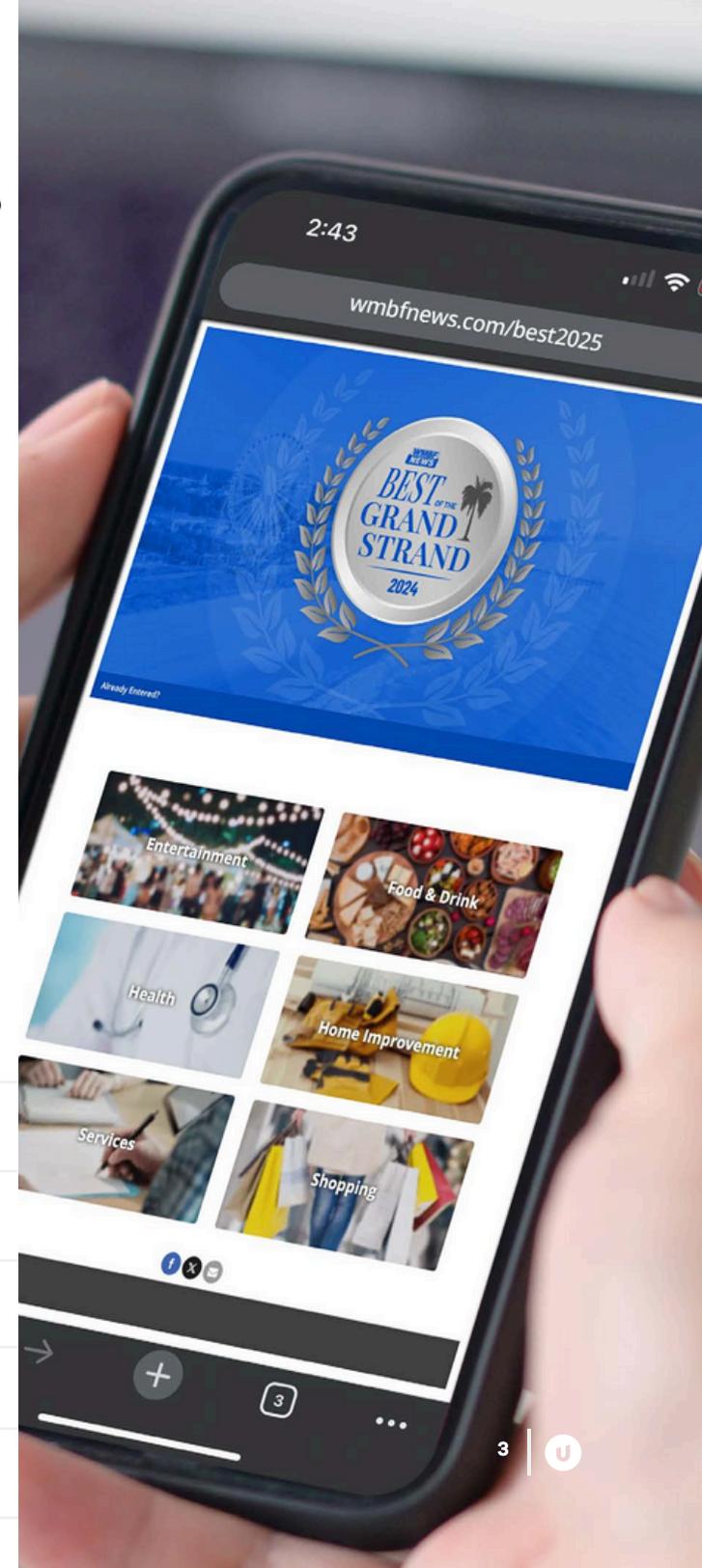
WMBF-TV goal was to grow revenue, expand audience reach, and create a promotional experience that local businesses would actively compete to be part of.

Second Street powers a multi-phase ballot that drives results.

Using Second Street, WMBF-TV runs a three-phase ballot with;

- Nominations
- Voting
- Winners

Supported by tiered advertiser packages and multimedia exposure. The platform enables clean registration, newsletter opt-ins, and seamless ballot management, helping the station deliver a polished, high-value experience for participants and advertisers.



WMBF-TV's Best Of Ballots drives revenue growth and audience expansion.



Execute a multi-phase ballot with strong advertiser value.

Their tiered advertiser packages include ballot visibility and multimedia advertising, giving local businesses exposure across broadcast, digital, and promotional channels. Advertisers who purchase packages are **60% more likely to win**, a compelling data point that strengthens their sales pitch.

Drive measurable revenue, opt-ins, and advertiser retention.

The station generated **\$282,000 in revenue**, achieving **14% YOY growth** and proving the long-term value of a well-executed Best Of program. Their clean registration flow and opt-in strategy added **3,500 new newsletter subscribers** and **3,300 new promotions audience members**, making the contest one of their strongest annual list-growth drivers.

Expand the Best Of brand with year-round visibility.

WMBF-TV extends the impact of the contest by offering winners packages that include lifestyle segments on their show *Grand Strand Today*. This additional exposure boosts brand awareness for winners and keeps the "Best of the Grand Strand" brand active throughout the year. The team plans to continue refining packages and expanding multimedia opportunities to deliver even more value.

Results for WMBF-TV

14%

YOY revenue growth

Revenue increased to **\$282,000**, driven by strong advertiser participation.

3,500

new newsletter opt-ins

The Best Of program became one of the station's largest annual list-growth drivers.

3,300

new promotions audience members

Clean registration and opt-in prompts expanded their promotional reach.

Second Street provides a powerful suite of tools for running ballots, contests, and promotions that drive measurable revenue and audience growth. Broadcasters rely on Second Street to deliver high-impact campaigns that keep viewers engaged and advertisers coming back.

upland

Second Street

Learn more: secondstreet.com