

## FULLY MANAGED PROGRAM CASE STUDY

### SITUATION & CHALLENGE

Bicoastal Media was looking for ways to generate incremental revenue in their various markets throughout Northern California, Oregon, and Washington. In the past, Bicoastal Media had executed a single-market digital version of a “Best Of” campaign that was not scalable. They wanted a more robust, community focused contest with competitive advantages to differentiate them from other similar programs in their various markets.

### SOLUTION

Through a partnership with Elite Insights, Bicoastal Media launched a pilot program in Northern California. The program included a nomination round where anyone in the community could nominate businesses in the area. A voting round was conducted where all nominated businesses were visible on the voting ballot. Finally, there was a winner celebration including a print publication and contest website. All gold and silver winners from each subcategory were displayed.

### BENEFITS & RESULTS

#### SALES PEOPLE SELL

The Bicoastal Media sales team sold while the Elite Insights design and support team handled everything else. Utilizing this strategy allowed the sales team to completely focus on sales and sales strategy as they were not required to be involved in any of the creative process or contest logistics.

#### LEAD GENERATION & TECHNOLOGY EFFICIENCY

The Elite Insights software platform allowed for seamless lead generation with nominations coming from the public to the sales manager to the sales reps— providing immediate trackability and accountability. The contest brought businesses out of the woodwork that were not easily visible and provided a new and exciting way to contact and develop a relationship. This led to the revenue from new clients as well as carry-over revenue into other marketing mediums offered on a continuous and promotional basis.

### CONSOLIDATED 2023 RESULTS INCLUDE



Over \$650k in Promotional Revenue



Over 7k Businesses Participated



750k Community Votes Cast



The team at Elite Insights stepped up and met us where we were. They know their software backwards and forwards, and their team is experienced, knowledgeable, and available throughout the program. The design team ensures the contest websites and branding collateral are streamlined and clean. The sales support team consistently meets the demands of constant questions from station reps who are selling the program, with a friendly, team-oriented demeanor. All teams are willing to dig into any issues with an attitude of partnership and problem-solving. They have never not been available. We have had many strategic sessions on how to accomplish our contest goals. I am very happy with our choice of Elite Insights and what this partnership has meant to our markets and the communities we serve. We are currently partnered with Elite Insights in eight of our ten markets, with plans for the last two.



Leslie Moon, Bicoastal Media  
Director of Digital Services

