

# 5 Ideas to Drive Revenue & Audience Experience



2016-07-06

# Agenda

- **Insights & Strategy**
- **Building your Revenue Toolkit**
- **The Ideas - 5 Integrated Campaigns**
- **Be Ready to Sell**

# Insights & Strategy

# Insights

- Radio is in a **unique** position to offer multi-channel engagement & advertising opportunities
  - On-Air
  - Web
  - Mobile
  - Social
- Leverage **local** personalities and community connection
- Make digital feel **familiar** by playing to your strengths

# Don't Give Away the Goods

Advertisers are no longer spending in online vs offline silos. Radio must stop thinking about digital vs traditional advertising but rather treat them as an integrated unit.

*Presentation for CMO Spend Survey 2015: Eye on the Buyer, Gartner, October 2014*

# Making the Journey

Build your  
Revenue  
Toolkit

Create  
Engaging  
Promotions

Ready to  
Sell

# Build your Revenue Toolkit

# Digital Revenue Trends

- **Think outside of the “Box Ad”**
- **Push to high yield units instead of traditional banners**
  - Video
  - Mobile
  - Premium Ad Units
- **Digital spending by local businesses is expected to grow 42% this year<sup>1</sup>**
- **Native Advertising growth will continue unabated**
  - Studies indicate native ads deliver 6x more conversion than banner ads<sup>2</sup>

1. Source: Borrell Associates, 2015 2. <http://navigatingnative.com/2014/12/native-advertising-trends-insight-2015/>



# Building your toolkit

- ***Page takeovers*** - premium position, high impact
- ***Local logos*** - with option for feature position, make money year-round, simple to execute
- ***Profiles of key businesses*** - done by station personalities
- ***Promoted content*** - advice from local advertisers
- ***Video Pre-roll*** - premium ad unit with high response rates
- ***Contests*** - regular sponsored contests that integrate with your brand and offer email list acquisition for your clients
- ***Email*** – high CPMs for banners, drive additional web traffic

# 5 Engaging Integrated Campaigns

# Things to Consider

- **When reviewing the ideas presented, SoCast recommends considering these factors:**
  - Simple
  - Repeatable
  - Fits your target customer
  - Offers new value to advertisers
  - Runs year-round or extended time
  - Makes it easy for your Sales team to discuss digital
  - Make it easy to pair with a terrestrial media buy (e.g. position packages as “add-ons”)

# Idea 1: Holiday Rush

# The Concept – Holiday Rush

Monetization Tools Engaging Promotions Ready to Sell

***We help you do your holiday shopping! Participate in our weekly draws and have the chance to win amazing prizes. One lucky family will win a dream holiday package!***

# The Details – Holiday Rush

- **Multiple advertisers would participate with a different featured business each week**
  - Each contributes a prize to draw
- **Focus advertiser would receive promotional write-up (with potential for interview with on-air personality)**
- **Site takeovers done in consistent creative to streamline execution**
- **Contest is promoted across all of the market's properties**
- **Consider including charity element to compliment holiday theme**

# The Rationale – Holiday Rush

- **Sweepstakes remain a reliable traffic driver that generates repeat site traffic, database growth and ad impressions**
- **Could become franchise promotion that is repeated each year**
- **Easy for advertisers and audience to understand**
- **Measureable – click through and coupon redemptions**

# The Inventory – Holiday Rush

- **Local Logos on contest page**
- **Site takeover**
- **Video pre-roll promoting contest – focus on major sponsor(s)**
- **Profiles of key businesses**
- **Air time (optional)**
- **Coupon / vouchers**





**SHOPPERS**  
DRUG MART 

The holiday season is coming up quick, and [Shoppers Drug Mart](#) knows Country 105 listeners love deals! From November 22 – 28 they're offering great deals on electronics, fragrances and much more...just in time for you to get your shopping done early!

Starting November 22, Shoppers Drug Mart has a special two-day sale with even **BIGGER** savings on big-ticket items including TVs and tablets...the things on everyone's list!

# Idea 2: Shop #Local

# The Concept – Shop #Local

Monetization  
Tools

Engaging  
Promotions

Ready to Sell

***As a members of your community, proudly support the people and businesses who drive our local economy***

# The Details – Shop #Local

- **Native Advertising with a local twist**
  - Solution Listicles - Backyard BBQ Tips, Back to school, Fall - yard care, retail, etc.
  - Local business profiles
- **New articles from advertiser on a weekly basis**
  - Ghost-written by team
  - Ideally includes short video which can also be used from pre-roll
- **Articles are previewed on the homepage as well as in new navigation items (eg. “Special Offers” page & microsites)**
- **Syndicated across all sites for wider impact & more impressions**

# The Rationale – Shop Local

- **“Shop Local” is a growing movement that resonates with many Americans**
  - 45 per cent of consumers had made an effort to buy local in the past year, 87 per cent believed it was more environmentally responsible
- **This movement also aligns well with your brands, which are hyperlocal and carry the voice of the community**
- **Combat “Showroom Shopping” trend**

# The Inventory - Shop #Local

Monetization Tools Engaging Promotions Ready to Sell

- **Native advertising**
- **Page take over**
- **Video pre-roll**
- **Site navigation**
- **Potential for events**
- **On-air mentions & testimonials**
- **Profiles of businesses by on-air talent**
- **Social Media posts**



## Showcase Photo & Video

As Atlanta's Premier Authorized dealer for Nikon, Canon, Sony, Panasonic, Fuji, Blackmagic Design, Olympus and more, Showcase Inc. Photo & Video has been serving the Southeast's professional and enthusiast photographers and videographers for nearly 40 years. Our team of photo and video experts along with our comprehensive selection of products guarantees the latest in digital photography gear as well as state-of-the-art video production equipment and services.

In addition to the Showcase Inc. Photo & Video retail showroom and rental department, The Showcase School remains a pioneer in the field of Adult Photography Education by offering classes such as Digital 101, Adobe Photoshop Elements, Video for DSLR, Portrait Photography and more to meet any amateur or aspiring photographer's educational needs!

The logo for News Radio 106.7 is in a red box with white text.

**NEWS  
RADIO  
106.7**

Business Journal 106.7  
Newsradio 106.7 Business Profile: Showca... SOUND CLOUD

Share

A black audio waveform visualization is at the bottom of the player.

## Sweet Deals

Get LIMITED-TIME deals on dining, local attractions and entertainment.



### FREE APPS



A weather widget for Atlanta, GA showing a temperature of 63 degrees, 8:07 am EDT, and rain. It includes a cloud and rain icon and a download icon in the bottom right.

### MLB Highlights



# Idea 3: User Generated Content Contest



# The Concept – User Generated Content

Monetization  
Tools

Engaging  
Promotions

Ready to Sell

***Execute a local talent search contest where your audience participates in an “American Idol” style competition to win a great prizes.***

# The Details – User Generated Content

- **Think Talent Contest on Steroids**
  - Music talent search – have your listeners become contestants
  - Ending in live event hosted at participating sponsor venue
- **Multi-week integrated campaign**
  - Sponsors benefit from exclusive content gated to your digital properties
  - Numerous on-air, online, social and interactive opportunities for sponsors
  - Repurpose video/audio of each stage of the competition in web and social
  - Invite contestants in studio for live performance and leverage video/audio
- **Syndicated across web and social**

# The Rationale – User Generated Content

Monetization  
Tools

Engaging  
Promotions

Ready to Sell

- **Content Galore**
  - Easy content generation – let your audience create engaging content for you
  - Video and audio content for on-air, online and social engagement
- **Encourage membership growth with voting for contestants**
- **Engage listeners with multiple contest stages – build a serial effect**
- **Potential to generate viral content**
- **Benefit from the “Influencer Effect”**
- **Create community good will for your brands and ad partners**

# The Inventory – User Generated Content

Monetization  
Tools

Engaging  
Promotions

Ready to Sell

- **Site navigation**
- **Presenting sponsorship**
- **Event sponsorship & activation opportunities**
- **On-air mentions**
- **Social media mentions**
- **On-air spots**
- **Local logos**

FOR SALE  
Playroom for  
Afternoon tea

ROYAL LEPAGE  
REALTOR

Prince George



Dnce

Cake by the Ocean (Edited)

ON AIR NOW

39+

**Treasure Cove Casino**

LIKE ENTERTAINMENT?  
LIKE US ON FACEBOOK!

PROMOS | EVENTS | BINGOS | & MORE

## Last Played



Justin Bieber  
**Sorry**

3 Minutes Ago



Bruno Mars  
**Locked Out of Heaven**

11 Minutes Ago



Trevor Guthrie  
**Summertime**

14 Minutes Ago



Lukas Graham  
**7 Years**

18 Minutes Ago



Avril Lavigne  
**Keep Holding On**

26 Minutes Ago

More



# THE RIVER'S VOICE



Trend Setters  
HAIR STUDIO & DAY SPA

**ONLINE VOTING:** The first round of online voting will open on March 23rd and run through March 26th. Voters may vote once per day.

**LIVE ON AIR:** The top eight as determined by the online voting and judges decision, will be announced March 27th. Those eight will be invited to perform live on 101.3 The River weekdays 8am -9am, March 30th - April 9th. Every artist who performs receives a \$100 GC from one of our participating sponsors. The top eight may perform with an instrument, but not with recorded music or full band accompaniment.

**ONLINE VOTING:** The second round of online voting will begin March 30th, and run through April 12th. Voters may vote once per day. The top three (as determined by votes and the judges' decision) will be announced Monday, April 13th and will perform live Friday, April 17th at the Treasure Cove Casino Show Lounge.

**LIVE PERFORMANCE:** Friday, April 17th the top three finalists will perform at the Treasure Cove Show Lounge. Each finalist will be encouraged to bring their family and friends, and we welcome our listeners to come out for a night of entertainment. Once the three perform, live voting and judge's decision at the event will take place to determine our winner. Lee-Wai, The River's Voice 2014 Winner, and Bright City Heights will be the house band for the evening. Doors open at 6pm, show starts at 7pm. The top three may perform with an instrument, but not with recorded music or full band accompaniment.

**TICKETS \*\*SOLD OUT\*\*:** Available April 13th @ 2nd Floor - 1810 3rd Avenue (River Station Building). \$10 each, must be 19+ to attend. Proceeds to the PG & District Music Festival. Maximum eight tickets per person.

**GRAND PRIZE:** The winner will be determined at the venue through audience secret ballot voting and our panel of judges. One performer will win the grand prize package which includes \$1,600 in gift certificates to our sponsor's establishments and a recording session with Cheslatta Studios for perfecting one song which will be played on 101.3 The River and included in our New Music Monday's.

\*Entrants must be 19+ and allowed to enter the Treasure Cove Casino & Show Lounge.

BROUGHT TO YOU BY:

101.3 The River

March 6, 2014 · Prince George, BC · 🌐

Lee Wai Yu, the 4th contestant on The River's Voice.

Starting March 14 101.3 The River will have a Facebook Poll allowing everyone to vote for their favourite contestant. The three top contestants will be announced Monday, March 17th with Mike & Ashley during the River Wake Up. Those top 3 will perform live at the Treasure Cove Show Lounge featuring Highball Riot. Tickets on sale now at our front desk for just \$5



👍 Like    💬 Comment    ➦ Share

👍 186

43 shares

View previous comments

2 of 55

Congratulations Lee Wai Yu and thank you to our sponsors Treasure Cove Casino, Shhhh, Trend Setters Hair Studio and Day Spa, and Cheslatta Records



👍 Like    💬 Comment    ➦ Share

👍 21

1 share

# Idea 4: Loyalty Clubs

# The Concept – Loyalty Club

Monetization Tools Engaging Promotions Ready to Sell

***Celebration of moms with great deals, contests and content.  
Advertisers can sponsor promotions, provide mom-friendly content  
or support great events.***

# The Details – Loyalty Club

- **Develop loyalty offering that compliments a specific target audience**
- **Generate themed online sections that offer advertiser-generated content**
  - Sections with content on: 1) Easy Lunches (from local grocery store) 2) Back to School Must-Haves (local retailer) 3) Work / life balance (health care service)
  - Compliment with on-air content featuring segments with local ad partners
- **Blogs & articles are previewed on the homepage as well as in new navigation sections**
- **Drive member data acquisition to validate with current ad partners and to share with future ad partners**



# The Rationale – Loyalty Club


- **Ad buyers are looking to own more of their data**
- **Gather buying intelligence on a specific listener segment**
- **Aggregate email addresses**
- **Develop specific on-air and online destination for targeted audience & demographic – generates brand loyalty**
- **Premium dollars with more targeted groups**

# The Inventory – Loyalty Club

Monetization Tools Engaging Promotions Ready to Sell

- **Native advertising**
- **Video pre-roll**
- **Site navigation**
- **Microsites**
- **Membership data – double opt-ins**
- **Sell targeted sponsorships**
- **eNewsletter program**

## Now Playing

 LISTEN LIVE ▶



Hedley  
Pocket Full of Dreams

ON AIR NOW



Whale  
WATCHING

starting at  
**\$255\***  
SEE MORE

NOVA SCOTIA  
*take yourself there*

## Last Played



Jocelyn Alice  
Jackpot  
4 Minutes Ago



Fabulous feat Nate Dogg  
Can't Deny It  
13 Minutes Ago



Meghan Trainor  
Lips Are Movin  
16 Minutes Ago

# The Mommylicious Club

with V your  
Delicious  
Mommylicious



GINAS  
SPA · HAIR STUDIO · MEDI SPA



## Moms Corner



# Idea 5: Station Participation Challenge

# The Concept – Station Challenge

Monetization  
Tools

Engaging  
Promotions

Ready to Sell

***Host a fitness challenge pitting different stations/personalities against each other in an extended competition and invite audience to follow along to see which station can live healthier and achieve transformation.***

# The Details – Station Challenge

- **Announcers compete in multi-week challenge and are scored based on weight loss and health transformation**
  - Scored posted regularly based on weekly check ins
- **Listeners submit pictures of inspiration to win prizes throughout**
  - Winner(s) win a free 13-week challenge from sponsor
- **Syndicated across all participating sites & stations**
- **Complimentary on-air and online content around theme**
  - Weekly nutritional segments and blogs
  - On-air fitness advice and interviews with sponsor and participants
- **Participant blogs, social posts and updates**

# The Rationale - – Station Challenge

- Targeted ad campaign for specific partner with strong product tie-in (eg. Gyms, Nutritional services, personal trainers)
- Creates weekly appointment listening opportunities – CTA around weekly on-air weigh ins and updates
- It's got legs – multi-stage over extended time frame
- Creates large volume of user & participant generated content
- Huge social media content opportunities
- Creates strong affinity and passion between listener & your talent

# The Inventory – Station Challenge

Monetization Tools    Tentpole Promotion    Ready to Sell

- **Native advertising**
- **Presenting sponsorship**
- **Site navigation**
- **Social media mentions**
- **Contesting element**
- **On-air mentions & testimonials**
- **Local business logos**



Kristina Maria  
Move Like A Soldier  
ON AIR NOW

know your energy score.ca

Receive a **\$100 bill credit** when you purchase & install a qualifying smart thermostat & apply before Dec. 31, 2016.

LEARN MORE

ENBRIDGE  
Life Takes Energy

Last Played

Young MC  
Bust a Move  
8 Minutes Ago

Walk Off The Earth

# MEDPOINT HEALTH & FITNESS CHALLENGE

## THE NEW YEAR BRINGS A NEW CHALLENGE!

Announcers from FM96, 1031 Fresh Radio, Country 104 & AM980 are competing in the Medpoint 13-Week Health & Fitness Challenge. Follow along as they battle it out to see what station can live healthier and have the best transformation!

The New Year brings a NEW challenge!

Some of our announcers from all of our radio stations (FM96, 1031 Fresh Radio, Country 104 & AM980) are competing in the [Medpoint 13-week Health & Fitness Challenge](#). The more weight each one of them lose, inches they trim, muscle they build...the more points they get for their team as they battle it out to see what station can live healthier and have the best transformation!

Get in on the fun! Upload a picture of who inspires you to transform your life. Do you want more energy to play with your kids? Are you looking to WOW your spouse? Do you just want to feel better about what you see when you look in the mirror? Upload the picture below and you could [WIN a 13-week program for](#)

Lukas Graham  
7 Years  
16 Minutes Ago

Barenaked Ladies  
The Old Apartment  
19 Minutes Ago

Pink  
Just Like Fire  
23 Minutes Ago

More

**FreshRADIO**

The Medpoint 13-Week Program includes:

- hour comprehensive medical
- custom made nutrition plan plus before photos
- follow up testing
- 12 weeks of personal training
- bod pod analysis
- doctor supervised medical integration

FM96 Points Total:	Country104 Points Total:	AM980 Points Total:	Fresh Radio Points Total:
<b>193</b>	<b>93</b>	<b>205</b>	<b>159</b>

Click here for full Points and Progress info!

MEDPOINT HEALTH CARE CENTRE

**FreshRADIO**

# Be Ready to Sell

- **Update your media kit**
  - Update testimonials and/or feature existing ones more prominently
  - Include success stories and data
- **Develop collateral specific to promotion offerings including:**
  - Inventory and pricing
  - Potential audience and business impact for advertisers
  - Key program details (Dates, Creative Specifications, Run time etc.)

# Planning and Training

- **Set out revenue targets for the promotion and monitor internal progress**
- **Undergo internal training on promotion and new inventory**
- **Add advertising information to all of your sites**
- **Ensure production of any required creative is as simple as possible for advertisers**

# Launch Recommendations

- **Conduct an “open house” event for key advertisers**
- **Present them with digital capabilities as well as tentpole promotion**
- **Enlist personalities into sales process**
- **Offer incentives for early adopters (e.g. first three advertisers receive X bonus, exclusivity)**

# Before you go.....

1. Learn more about SoCast at – [www.socastdigital.com](http://www.socastdigital.com)
2. Email [eric@socastdigital.com](mailto:eric@socastdigital.com) if you'd like a copy of this presentation
3. Win a complimentary *Building Revenue with Digital* training session with SoCast's Client Success Team (valued at \$2,500)

A close-up photograph of a person's hands holding a black smartphone. The phone is held in a way that the screen is facing the viewer. In the background, a laptop keyboard is visible, slightly out of focus. A semi-transparent dark grey rectangular overlay is positioned in the center of the image, containing text and social media icons.

# Thank You!



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