

# INSIDE RADIO

## THE BLUE PAGE

### **Interactive Revenue— It's recession-proof**

It's clear that radio stations must develop a digital strategy to grow revenue. It may be the only category that radio can rely on for growth in the near future. In fact, digital revenue streams MAY be immune to dips in the economy, but don't start panning for gold without a clear strategy.

#### **"Training is the key to success."**

"An investment in interactive builds a path to a new revenue stream." Deborah Esayian, Co-President of Emmis Interactive, Inc., adds "Radio needs to advance to where the new revenue opportunities are. And digital/interactive is where spending is up, even in this economy." But don't approach the client without a clear strategy. "In most cases, you will be educating your client, so you need to know what you are saying."



The key: Train the sales staff on this new inventory. "They won't just 'pick it up', and it doesn't mirror the broad interactive marketplace." The way radio traditionally makes money is very different from how the web makes money, so a clear understanding is vital.

Esayian adds, "We're focused on a commitment to technology and training. We teach your entire staff, not just sales, how to get comfortable with this new inventory. People don't sell things they are not comfortable with."

"Today, the station website must deliver what the listener wants, when and where they want it."

#### **"When you have great interactive capability, radio becomes fun again."**

"Radio is entertainment. And your advertising must be entertaining and personal in order to deliver a return. Our system allows our clients to use technology to shift thinking. Here's an example of how to use technology to get better results for the client: If your station currently offers live remote broadcasts, think about the impact of a Cyber Remote®. Use the power of the internet and

you wouldn't believe how much more successful a remote can be for the client. A Cyber Remote® takes away the time and geographical restraints. It's a real win for the station and client. We've built, tested, and proven the model."

#### **"Standard website display advertising is not enough."**

"Standard size display website ads are not the model for success on a geographically and demographically targeted website like a radio station. But we have turned that into an advantage. Advertisers will actually pay MORE for a targeted ad."

Stations must make tough choices these days on where to invest. To keep pace and take advantage of the marketplace, you must turn to the internet. "Clients are interested in spending in the interactive area, even though they may be cutting back with other spending." Why? "Mainly because it's measurable."

Our clients are building profitable, sustainable businesses, and we'd like to help others do the same.

#### **"Interactive is creative, flexible and limitless."**

Emmis Interactive offers the tools, training and industry insight to help you manage each step of the process to becoming an expert in Interactive. From on-site sales consulting to online video training, we're committed to your success. We truly do enter into a partnership with the stations we work with. Our success as a company is only achieved when our clients succeed."

"If you're ready to build a significant interactive business, contact Emmis Interactive."



Contact: Chris Campbell  
Director of Sales Marketing  
Emmis Interactive, 312-986-7338  
chris@emmisinteractive.com  
[www.emmisinteractive.com](http://www.emmisinteractive.com)