

INSIDE RADIO

THE BLUE PAGE

DEVELOPING A PROFITABLE DIGITAL STRATEGY

Over the past decade, most radio stations have established a website, but very few have made any money with them. Emmis Interactive, Inc. helps radio develop a digital strategy and build a profitable, sustainable business that will make money for you and your clients.

“Are radio stations making money off the internet?”

“YES - but not just *off the internet*”, says Rey Mena, Co-President of Emmis Interactive, Inc., who reminds us that 5% of Emmis’ domestic radio revenue came from their digital programs last year. “We were asked by other broadcasters to share our success with the entire industry, and Emmis Interactive, Inc. was born. The company has partnered with over 120 radio stations in the U.S. and Canada to help them find solutions for advertisers who want to go beyond spot radio, but don’t know how.” Mena adds, “We help managers and sales people



think differently about their radio properties. With all the digital channels available to them today, it’s imperative that they go beyond the one-dimensional experience of broadcast radio. We help them understand how to operate and sell in the interactive space.”

“The key to making your digital strategy work is ‘engagement’.”

“Today, just having a website that displays your basic station information, such as music news, concert info and jock pages is not enough. The market has matured and your listeners expect much more. That is why we developed BaseStation™, our proprietary Content Management System. It helps our clients develop websites that ENGAGE their audience.” Rey adds, “It’s all about building a relationship with listeners. It’s about having a conversation *with* them rather than just talking *to* them. It’s also about helping stations develop a 360-degree brand experience that engages the listener on *how* they want to and *where* they want to.”

“We empower you to create unique ideas for your clients that in turn, create new revenue for you.”

“We have plenty of success stories we share with our clients. For example, our work for Ryland Homes in Phoenix. The company wanted standard radio stuff, spots and a Saturday remote. But we knew a digital approach would be more effective. So we suggested taking a different approach and created an online Cyber Remote. It made it convenient for the listener and more effective for the advertiser and less expensive for the station. Anyone interested had the opportunity to do a walkthrough of the properties from the comfort of their home, see if they were interested and sign-up to get more information.”

The Bottom-line is...”they received 185 qualified leads and sold 6 homes which resulted in a huge profit for the client and a very satisfied client for the station.”

“Our strategy works in any size market, from New York to Terre Haute, IN.”

Emmis Interactive builds interactive strategies that will attract new listeners, new clients and more money, no matter what size market you operate in. Mena states, “We believe radio is perfectly positioned to take advantage of the interactive space, and we provide the training and leadership to get you started.”

“We offer the tools, training and industry insight to help you manage each step of the process. 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.”



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