

# Super-Serving Main Street:

Events, Promotions &  
Digital Services

Beth A. Mann  
WKDZ/WHVO



Transforming from a Legendary Media  
Outlet...

**No Longer Optional!**  
**It's the Difference in Failure &  
Success**



Transforming from a Legendary Media  
Outlet...

**It's NOT About Market Size**

# Cadiz, Kentucky

Population: 3,500



# Hopkinsville, Kentucky

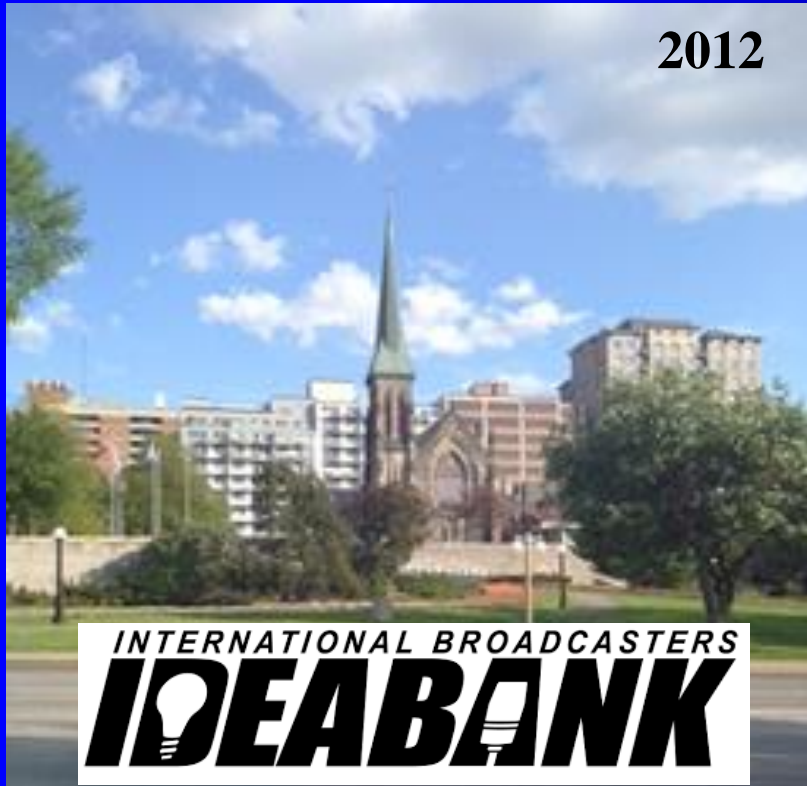
Population: 35,000



# The Story Behind the Story:

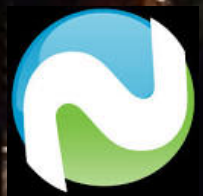
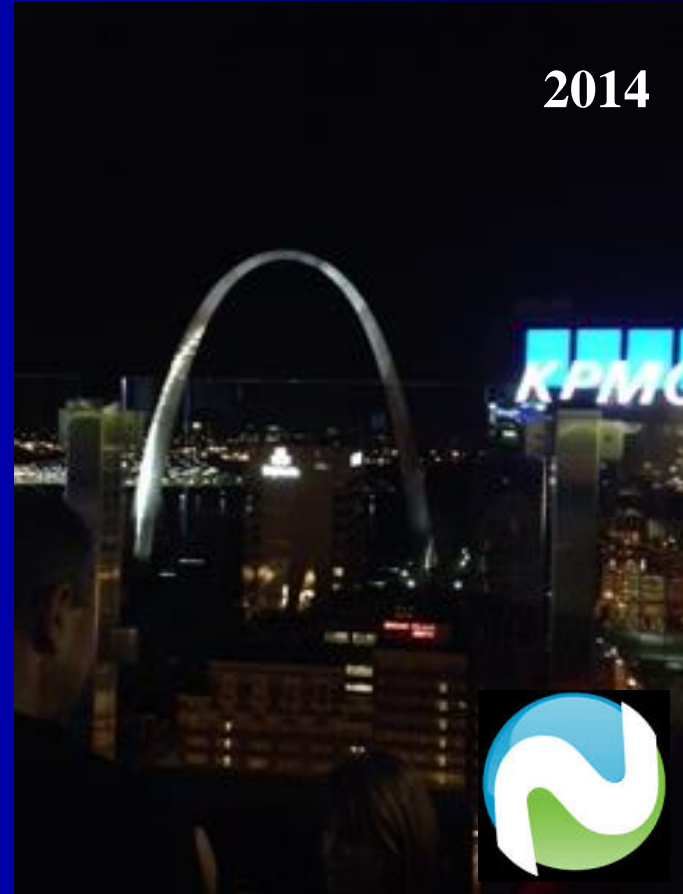
Stepping OUT of Your  
Comfort Zone

2012



INTERNATIONAL BROADCASTERS  
**IDEABANK**

2014



**LocalMedia**  
Not your **2016**  
average association

# Think Tank Tuesday





**Set Goals Big Enough to Matter**  
**Goal #1 = 250K**



# Planning...

## #1 Factor in Success or Failure

- Plan Your Work & Work Your Plan
- Success Does NOT Happen by Accident
- Establish a Written Success Plan
- Put the Right People in the Right Seats on the Bus
- Establish Ongoing Training
- **Plans Change – Accept & Adjust**

# Diversify Your Portfolio...

## #2 Factor in Success or Failure

- Legendary Media
- Digital Products & Services
- Promotions & Contests
- Events

# Why Digital?

- Provides unlimited growth opportunities
- Keeps our team learning, growing, developing and forces us to be more creative
- Allows us to be the answer to our clients' marketing concerns (marketing solutions)
- It's what our clients are buying
- DIGITAL generates significant revenue and is a profit center for WKDZ/WHVO



# 2017 Forecast Highlights

Local Non-Digital Declines

**-6.9%**

*After gaining 1.9% this year*

Local Digital Increases

**+22.4%**

*After gaining 37.1% this year*



# 2017 Forecast By Medium



*Broadcast TV takes the biggest hit . . . but not solely because TV advertisers are shifting dollars to digital video.*

	2016	2017	Change	%
Digital	\$ 65,971.08	\$ 80,722.08	\$ 14,751.00	22.4%
Newspapers	\$ 13,567.81	\$ 12,306.75	\$ (1,262.06)	-9.3%
Broadcast TV	\$ 12,050.00	\$ 10,040.00	\$ (2,010.00)	-16.7%
Cable	\$ 3,819.32	\$ 3,717.50	\$ (101.82)	-2.7%
Radio	\$ 10,036.21	\$ 9,911.00	\$ (125.21)	-1.2%
OOH	\$ 4,738.85	\$ 4,840.86	\$ 102.02	2.2%
Direct Mail	\$ 7,096.66	\$ 6,709.04	\$ (387.62)	-5.5%
Directories	\$ 6,152.51	\$ 5,732.00	\$ (420.51)	-6.8%
Other Print	\$ 7,064.99	\$ 6,470.40	\$ (594.59)	-8.4%



#1

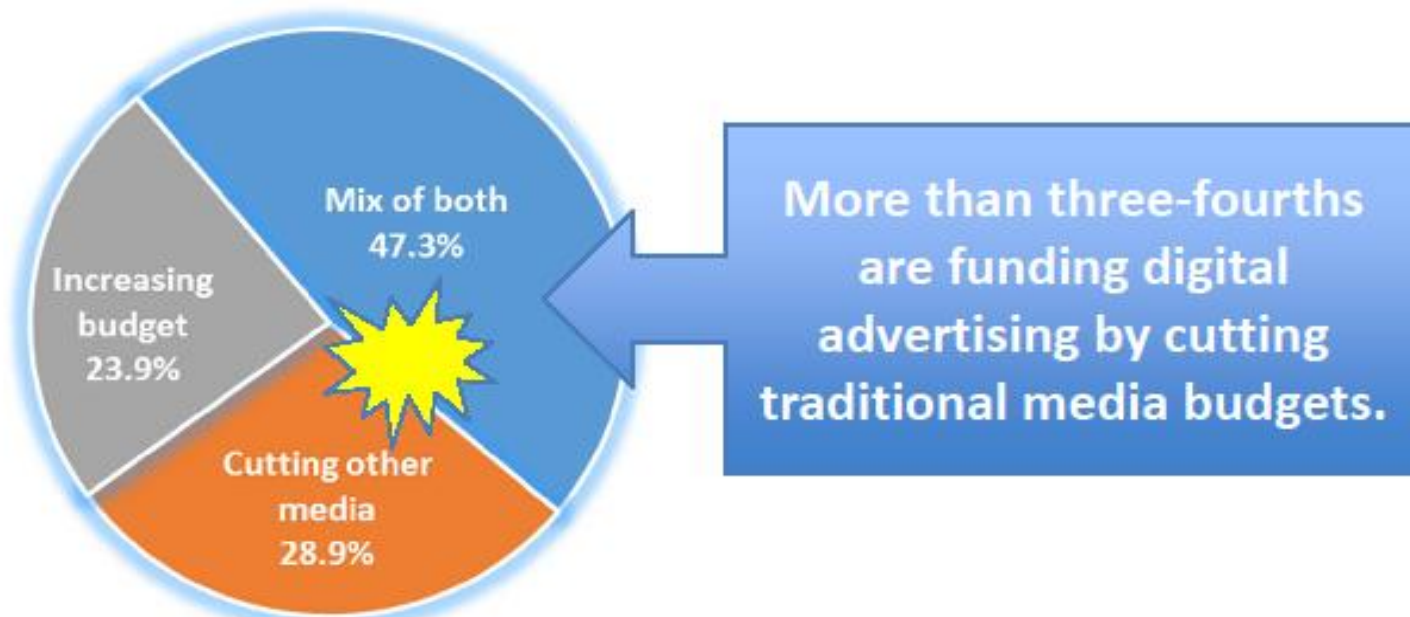
Advertisers will cut  
'weaker' media  
to fund digital.

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# Traditional Media In the Crosshairs

Q: What best describes the source of funds  
for your increased digital spending?\*



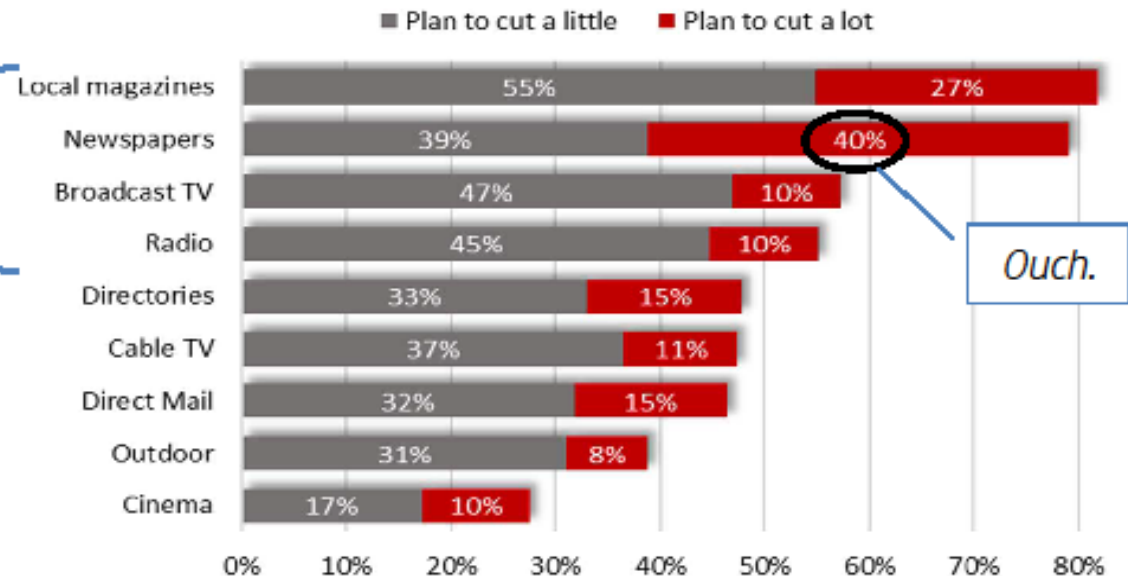
\*Asked of those who said they planned to increase digital media spending over the next 12 months.  
Source: Borrell Local Advertiser Panel; August 2016; N = 260 responses



# Who Could Suffer Most?

Digital is causing the greatest customer erosion in magazines, newspapers, TV, and radio.

Q: You mentioned that you are cutting traditional media to fund increases in digital spending. Which media are you cutting and by how much?



Ouch.

Source: Borrell SMB Panel, August 2016; Results from only those who currently spend in each medium; N = 198

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# Diversify: E-Commerce



**1/2 off**

*Loyal Listener*

**WKDZ**  
106.5 FM

**DEALS**

**WHVO**  
96.5 | 100.9 FM

**SALE**

**New Deals Every Week!**

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**DJ'S FLOORING**

**\$50 Coupon for HALF PRICE!**

ORIG.	DISCOUNT:	PRICE:	<a href="#">View Deal</a>
\$50	50%	\$25	



**CASEY JONES DISTILLERY**

**\$20 Voucher for HALF PRICE!**

ORIG.	DISCOUNT:	PRICE:	<a href="#">View Deal</a>
\$20	50%	\$10	



**YOU DIRTY DOG!**  
Professional pet Grooming

*They Walk in Waggin' & Leave Braggin'*

113 Susan Ave • Hopkinsville, Ky 42240  
270-719-1633

**YOU DIRTY DOG**

**Save on a Bath, Brush, and Nail Trim!**

ORIG.	DISCOUNT:	PRICE:	<a href="#">View Deal</a>
\$20	50%	\$10	



**CUZZIN'S**  
PEST & TERMITE CONTROL

**270-889-8944**

CUZZIN'S PEST AND TERMITE CONTROL



**WHITE OAK RIDGE CABINS**

**Save on Rustic Vacation Lodging!**

WHITE OAK RIDGE CABINS



**Purple Door BOUTIQUE**

THE PURPLE DOOR BOUTIQUE

# Diversify: Email



You  
Own  
It

# Diversify: Promotions & Contests



**TITAN UP**  
PHOTO CONTEST

WHDZ 106.5 FM  
50 Celebrating Years of Excellence 1966-2016

WHVO 96.5 | 100.9 FM

The advertisement features a collage of photos: a man and a young boy in Titans gear, a boy with face paint, and a woman in a Titans headband. A dog is also visible in the bottom left corner.



**ATS** Outfitting The World's Finest Warriors

**How Patriotic Are You Quiz Giveaway!**

WHDZ 106.5 FM  
50 Celebrating Years of Excellence 1966-2016

WHVO 96.5 | 100.9 FM

The advertisement features a large graphic of a sword with the letters 'ATS' on it, set against a background of an American flag.



**The Farmer's Daughter Boutique**  
**Fabulous Fall Fashion Giveaway!**  
You Could Win A \$500 Shopping Spree

WHVO 96.5 | 100.9 FM

*The Farmer's Daughter*  
BOUTIQUE

WHDZ 106.5 FM  
50 Celebrating Years of Excellence 1966-2016

The advertisement features several photos of women modeling various fall fashion items, including dresses and sweaters.

# Diversify: Promotions & Contests



**TITANUP**  
PHOTO CONTEST

50 Celebrating Years of Excellence 1966 - 2016

WKDZ 106.5 FM  
96.5 | 100.9 FM

WHVO 96.5 | 100.9 FM

The advertisement features a collage of photos: a man and a young boy in Titans gear, a boy with blue face paint, and a woman in a Titans headband. A dog is also visible in the bottom left corner.



ATS Outfitting The World's Finest Warriors

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The Farmer's Daughter BOUTIQUE

50 Celebrating Years of Excellence 1966 - 2016

The advertisement features two photos of women modeling fall fashion, one in an orange dress and one in a white and red patterned dress.

# Diversify: Events

## Country Showdown



# Diversify: Events



**Pink Out for  
Breast Cancer  
Awareness**

# Diversify: Events

## Ham Festival





# Measure & Share Successes...

## #3 Factor in Success or Failure

- Report Card
- Track Revenue by Product
- Track Engagement & Results
- Share Company Wide

# Must Do's for Success

- Plan for ALL Digital Products & Events
- Goals for Each Product & Event
- Total Team Buy-In
- Offer Quality Digital Products & Events
- Measure (Digital Report Card)
- Educate Your Team and Your Clients
- Invest

# Today's Optimal Media Plan...

- The Advertising Research Foundation's Optimal Media Mix proposes a media mix of:

- 78% Legendary Media

+

- 22% Digital

=

**Integrated Marketing Success**



## **Transformation:**

Focus LESS on Digital Marketing &  
More on Marketing in the Digital World  
Using Legendary Media as THE Driver

