

MARK ELLIOTT

MEM

RADIO REDEFINED



The 11 Immutable Rules of Promotion

**Beat The Competition
Every Time**

Why apply the 11 Immutable Rules of Promotion?

- The purpose of these 11 rules is to insure you've considered every possibility to maximize the impact of your promotion. Failure to apply them means you'll most likely miss key elements necessary to help you increase revenue and generate higher ratings.



Rule 1: How will the promotion generate revenue?

- Digital Platforms
- Co-sponsorships
- Promos
- Spots
- Mentions (live & recorded)
- Social Media
- Point of Purchase



Rule 2: How will the promotion build Cume?

- Digital (ads, web, app)
- Social Media Presence
- TV
- Billboards/Bus Boards/Bus Stops
- Print
- Appearances/Remotes
- Create A Listener Event
- Stunting



Rule 3: How will the promotion increase TSL?

- Contest type (quiz/sfx/hooks/etc.)
- Morning Show appointment listening?
- Daypart appointment listening?
- Listener participation (on air/web/app)
- Qualifying prizes?
- Digital, Web, Social Media Opportunities?



Rule 4: How will the promotion create TOMA?

- Outside marketing (see rule 1)
- Create a memorable name
- Is there a catch phrase tie in?
- Include a second contestant option?
- Offer unique station merchandise



Rule 5: Does the promotion support your station image?

- Your P1's have an expectation about your station. You want to make sure you are meeting listener expectations with every promotion to reinforce your image. If you step out of bounds too often, you risk losing Cume and TSL.
- The first rule of promotion is to play to who you have and market to who you want.
- It is true 80% of your ratings come from 20% of your audience. Super serve your P1's.
- It's important to be aware of what you're known for in order to meet listener expectations. When is the last time you did a market perceptual study?



Rule 6: How will the promotion differentiate your station?

- It's equally important to be sure your promotion sets your station apart from the competition, in order to get credit for what you do.
- Does your promotion reinforce a positive identity?
- Does your promotion avoid creating confusion with your competition?
- Does your promotion eliminate exposure to Phantom Cume.
- What makes your promotion memorable?



Rule 7: What is the promotions forced listening element?

- A promotion without a forced listening element reduces the impact of your promotion.
- You want to create the perception it's easy to win, but not at the risk of impacting TSL.
- Appointment listening is a proven way to increase TSL.
- Quarter Hour Maintenance by talent and strategic placement of promos and imaging help maintain interest.
- Identify the type of contesting that will achieve the above?



Rule 8: What is the promotions entertainment value?

- Focus more on the listeners who do not participate than the listeners who do.
- 98% of game show watchers have no intention of ever being a contestant. They watch to play along. The same applies to radio.
- Your goal may be to increase your listener database, but you should never sacrifice entertainment value at the expense of growing your database. Identify ways to do both.



Rule 9: What opportunities exist for street presence?

- Create a station event around the promotion.
- Tie-in with established local events.
- Look for opportunities to partner with clients.
- Are there stunting options?



Rule 10: What is the promotions digital/social media strategy?

- Does what you're doing on the air translate to your website, app and voice activation?
- Does it translate to Facebook, Instagram, Twitter, TikTok, Reels, etc.
- Layout a daily execution plan for Social Media so you're not figuring it out as you go.
- Look for ways to include client sponsorships with both digital and social media.



Rule 11: Is there a charitable tie in?

- Charities should fit your target demographic.
- Do you have clients who support the same charity?
- Can you create or tie-in with an established charitable event?
- Opportunity for merchandise co-sponsorships?



INTERNAL ACTIONS

- Create promotions timeline
- Create a one sheet for sales
- Strategy to gain sales support
- Create spec demo for sales
- Promos refreshed how often?
- Should listener drops be included?
- Remember twilight promo
- Tease what's coming up next



PROMOTIONS CHECKLIST

- Name of the promotion
- Prize(s) to be given away
- Sponsorship tag lines
- Who is providing copy points for promos?
- Who will write and produce promos?
- Who will update contest rules (on air/website)
- Promo checklist- sizzle, how to play, sponsor, rules
- One sheet to sales 6 months in advance
- Agree to drop dead dates for sales and programming



PROMOTIONS CHECKLIST (continued)

- Traffic notified with start and end dates
- Create and post graphics for print, website, app, social media
- Post pre-roll promo on the app
- Post pre-roll promo on voice activation (Alexa)
- Any changes to graphics on van, tents, banners? (holiday specific)
- Who is responsible for coordinating street presence opportunities?
- Identify any miscellaneous opportunities
- Schedule for weekly promo update and who's got the ball meetings



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