

SYNERGIZE IT PRODUCTS FOR RADIO STATIONS

Mobile marketing through radio is unique because of the 'live' nature of radio. Instant communication can take place between listeners and radio stations in real-time, providing you with a captive audience that is already engaged and interested. A DJ asks for a song request, a listener texts one in, the DJ plays the song. The channel of communication is so instant and so direct, making mobile marketing a must for any radio station that wants to keep up with, or stay ahead of, their competitors.

Synergize IT'S Mobile Converse, Mobile Email and Mobile Vote products open up 2-way channels where listeners and stations can engage and communicate easily with each other. If you are a listener, trying to get through to a radio station by phone or email is a time-consuming business. If you are a radio station, controlling the call centre is chaotic and expensive. Our systems will allay all these problems, resulting in a dynamic, simple and targeted communication system.

An array of mobile opportunities open up once our system is in place. Listeners can text in comments, vote in polls, enter competitions, ask questions of guests, text in song requests and messages to be read out to friends or family. Radio Stations can send texts for competitions, polls, future events, road-shows and revenue generating advertisements. Stations can also use their mobile marketing strategy as part of a package to present to potential advertisers, promising them access to your database to advertise their brands and products.

SCENARIO 1:

Sponsorship revenue is being lost and a new revenue stream needs to be established at the station.

SOLUTION 1:

Use Mobile Vote with premium rate services and offer text-in competitions to listeners. Introduce daily and/or weekly competitions with topical themes and relevant prizes in order to maximize audience participation.



SCENARIO 2:

Your radio road show is proving a slow-seller and the station bosses want it sold out as soon as possible so they can start approaching advertisers.

SOLUTION 2:

Use Mobile Converse and Mobile Campaign to send a text to all your listeners saying that the first 200 to respond with your keyword will get free entry to the road show and a t-shirt signed by all the station's DJs.

OTHER FEATURES/USES:

- Increase two-way communication and interactive engagement between your station and the listeners allowing them to enter competitions, send in song requests, contest answers, feedback, and more!
- Send messages inviting your listeners to special events and appearances, showing their Mobile Voucher to gain free entry
- Create multiple subscription lists to categorize your listeners by demographics, favorite music genres, and more!
- Send traffic updates to specific subscribers with a targeted sponsor tag at the end of each message
- Run a competition where listeners can text in a keyword for the chance to win special prizes or trips abroad
- You have a celebrity guest. Get your listeners to send in a question and the best ones will get aired and listeners
- Keep everyone on your list up to date with future events, shows, guests and competitions