

Why Radio?



Research shows successful ad campaigns share 8 characteristics. **Radio** is the only local media option that delivers **all** eight of them. That's why radio consistently gives you the **highest return on investment** of any local media and that's why it should always be your **base buy**.

Research also confirms that marketing campaigns generate **even higher returns** when they're on more than one platform. That's why we offer a variety of effective digital solutions to **enhance your base radio buy**. We are your one stop shop to deliver a **coordinated radio and digital** campaign that will get you results.



Radio: Your Base Buy & Why

Eight Characteristics of the Best Performing Local Advertising

	Outdoor	Broadcast TV	Cable TV	Newspaper	Digital	Direct Mail	Radio
1. Reach Your Potential Customers	●	●	●	●	●	●	✓
2. Influence Close to Point Of Purchase	●				●	●	✓
3. Provide Local Consumer Interactions		●	●				✓
4. Create Emotional Connections		●	●	●			✓
5. Build Trust & Credibility		●	●	●		●	✓
6. Provide Un-Skippable Engagement	●			●			✓
7. Be Cost Effective	●				●		✓
8. Deliver Affordable Ads Quickly				●	●		✓

Only **RADIO** meets all the requirements for delivering the **BEST** results for **LOCAL ADVERTISERS.**



Outdoor
\$2.8:1



Television
\$2.4:1

Broadcast & Cable



Newspaper
\$2.4:1



Digital
\$3.4:1



Direct Mail
\$1.2:1



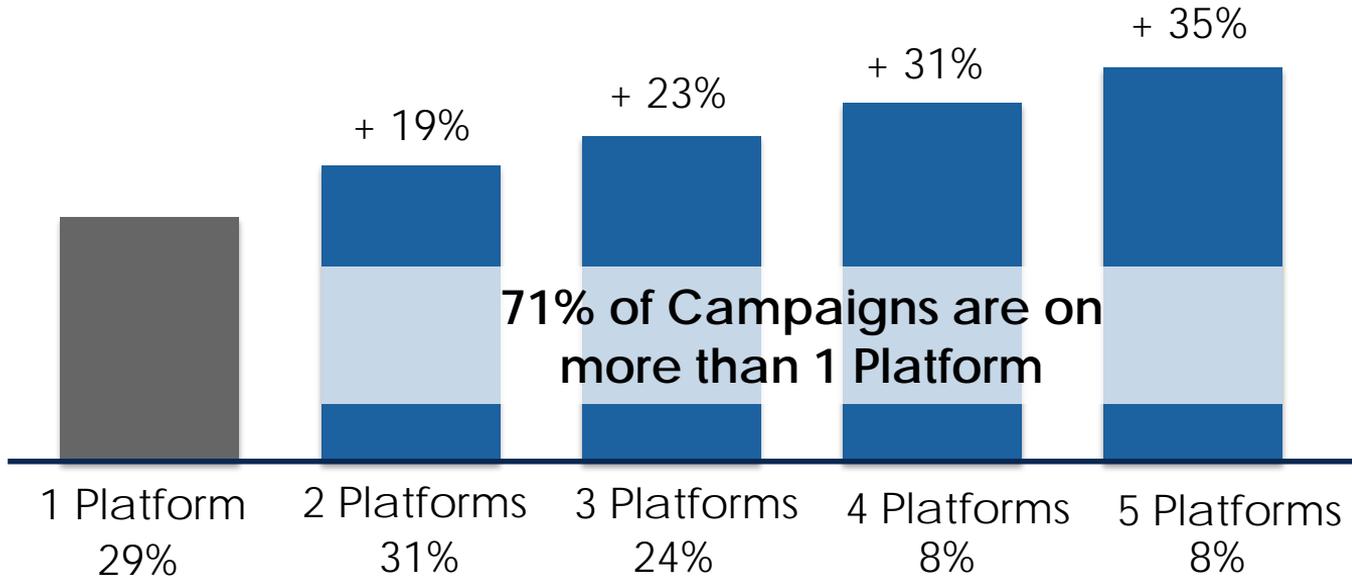
Radio
\$10:1

RADIO
delivers the
highest ROI

Source: Radio: Nielsen 2014-2016 ROI studies; Direct Mail: Data & Marketing Association, 2015 (via marketingcharts.com); TV/Print/Outdoor/Digital: BrandScience, "Out Of Home Advertising Today", OAAA, 2016

Advertising Across Multiple Platforms Increases ROI

Incremental ROI by Adding Platforms





Cumulus Digital Solutions

Cumulus' digital product and services suite that can maximize the value of your radio campaign.



C-Mail:
Tailored
Email
Campaigns



C-Target:
Customized
Audience Ad
Campaigns



C-Services:
Digital, Mobile
& Social
Enhancements

Why Radio Should be Your Base Buy

Radio Delivers All 8 Common Characteristics That Drive Best Results

- ✓ Reach Your Potential Customers
- ✓ Influence Close to Point of Purchase
- ✓ Provide Local Consumer Interactions
- ✓ Create Emotional Connections
- ✓ Build Trust & Credibility
- ✓ Provide Un-Skippable Engagement
- ✓ Be Cost Effective
- ✓ Deliver Affordable Ads Quickly

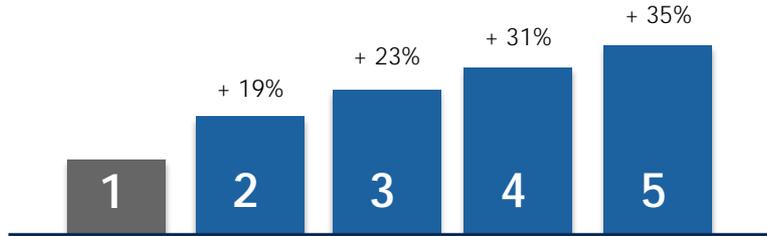
Radio Delivers Highest ROI Across Local Media Options



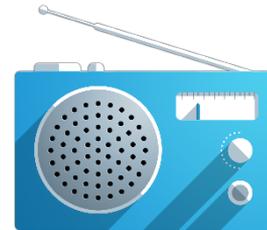
Higher than any other media including Cable/Network TV, Direct Mail, Outdoor, Digital and Newspaper

\$10:1
RADIO

Multiple Media Platforms Perform Best



One Stop Shop for Radio & Digital Solutions





CUMULUS DIGITAL APPENDIX

C-SUITE OVERVIEW



C-Suite is half of the Cumulus Digital offerings, created to be sold in addition to our Station Digital Assets.

Station Digital Assets

- Streaming ads
- Station website display ads
- Podcast ads/sponsorships
- Station in-app ads/sponsorships
- Station email sponsorships
- Station and personality social media endorsements
- And more!



C-Suite

- Targeted email
- Hyper-local mobile/geo-targeting
- C-Endorsement videos
- Site retargeting
- Social media management
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Website development
- Reputation monitoring and management
- Online directory management
- And more to come!



 CUMULUS
Digital

The slides that follow explain the C-Suite offerings.

C-Mail: TARGETED EMAILS

What is it?

Sending emails on behalf of your client tailored to reach customers who match their ideal profile including age, gender, where they work/live, hobbies/habits and more.

When to Use it?

CUMULUS EXAMPLE 1

For back to school season, a children's boutique was holding a 40% off sale and wanted to advertise their discount. The solution: we sent emails specifically to women who have children below the age of ten to drive consumers into the store during their weekend sale.

CUMULUS EXAMPLE 2

The Comedy Get-Down Tour was coming to Minneapolis. The comedy lineup was filled with famous actors and the venue wanted to get the word out to adults in the Twin Cities interested in comedy shows, specifically seeking those who weren't already in their internal database. They ran an email campaign targeting those specific new consumers to encourage them to purchase tickets to the event.

TEASE IT:

Have you sent direct mail in the past and wished you could have only sent it directly to your ideal customer? Do you have a small internal email list and wish you had access to more potential customers? C-Mail can help!

C-Target: HYPER-LOCAL MOBILE ADS/GEO-TARGETING

What is it?

Delivering client ads specifically targeted to people on their smartphones when at or near a specific location such as their business or a competitor's business.

When to Use it?

CUMULUS EXAMPLE 1

A Haunted House wanted to attract more customers. We suggested geo-targeting so we could draw a circle 1 mile around a competing Haunted House and delivered mobile ads for our client's house to people within that target. We were able to reach people we knew were interested in Halloween activities at a time when they were likely staring at their phones while they waited in long lines and any time after that.

CUMULUS EXAMPLE 2

A physical therapy center recently opened in the area. To bring in more people seeking physical therapy, we used geo-targeting to send mobile ads to people who have recently been to the local hospitals as they're most likely to know someone in need of physical therapy.

TEASE IT:

Did you know that with today's mobile technology, you can specifically advertise to people that have been to or are currently near your business, or even your direct competitor's? It's a great way to take people from your competitor and get them to your door.

C-Target: C-ENDORSEMENT VIDEOS

What is it?

C-Endorsements are custom made video ads that feature our credible and trusted DJs endorsing your client's product or service.

When to Use it?

CUMULUS EXAMPLE 1

Our talent was promoting T-Mobile/Netflix bundles via on-air endorsements. The client wanted to target millennial males in a particular set of zip codes, so we pitched C-Endorsement videos. We had the same on-air talent create a video to appear online thus reaching the client's desired customer while extending the messaging they heard on air.

CUMULUS EXAMPLE 2

We had a host who was endorsing a local gym on air. The client was happy with the results so we pitched extending the campaign into the digital world so we could target the messaging even further. We targeted consumers within 10 miles of the gym, between the ages of 35-54 (to match the DJ), who were interested in health and fitness.

TEASE IT:

Isn't the recommendation of a friend the best way to learn about a new store, product or service? Our DJs are our listeners' friends which is why on-air endorsements work. What if we could extend these endorsements on a digital format and target them to specific people?

C-Target: SITE RETARGETING

What is it?

Ads placed on popular sites targeting consumers who have previously visited your client's website.

When to Use it?

CUMULUS EXAMPLE 1

An owner of local Ford dealerships in Montgomery, AL wanted to increase in-store traffic to sell more cars each week. Using an email campaign targeting known consumers in the market for cars, he was able to target people who live in the area and have recently searched for new cars. On top of C-Mail, he purchased site retargeting so that people who have previously visited his website could be reminded of his dealership increasing the likelihood they'd return to complete a purchase.

CUMULUS EXAMPLE 2

The owner of a B2B alarm system company wanted to target owners of commercial properties. With a smaller target audience, he focused on a keyword search campaign in order to find commercial property owners actively searching for the products & services he offers. In addition, he ran a site retargeting campaign to keep his products top of mind for interested buyers who visited his site.

TEASE IT:

Did you ever go to a website to look for shoes and then leave the site before you bought anything? Then it appears that those shoes follow you in ads wherever you go on the web?

We can do that for you so the people who browse your site become converted buyers.

C-Services: SOCIAL MEDIA

What is it?

Helping your client create, manage, or update their social media presence, including posting on their behalf, updating their information, and buying ads on social media sites.

When to Use it?

CUMULUS EXAMPLE 1

Fat Face, a clothing store from the UK, just opened a new location in a local mall. They wanted to inform people about their new location so that they could bring in more foot traffic. We pitched social media as a solution. By using our digital expertise, Fat Face built a locally relevant online presence for the new store on Facebook and thus increased their reach during the grand opening.

CUMULUS EXAMPLE 2

The owner of a Ford Lincoln dealership was running his own social media accounts but was not confident in how to use the platform to market his business. He wanted an extra bit of assistance to make sure he was capturing the attention of potential customers. With our digital expertise, we continuously updated the dealership's social media pages with current information to increase relevancy and reach as well as assisted with buying ads on Facebook to reach potential customers.

TEASE IT:

With all the attention that social media has today, do you find it overwhelming to try to tap into that social media conversation? Are your posts good enough?

We can manage your social media accounts to make sure you're posting at the right times and with the posts that will get you the best results.

C-Services: SEARCH ENGINE OPTIMIZATIONS (SEO)

What is it?

Making sure your client's website comes up higher on search results by proper use of website coding.

When to Use it?

CUMULUS EXAMPLE 1

With a lot of local competition, especially from chain retailers, Kitchen Countertop Center of New England (KCCNE) wanted to stand out among the clutter online. Their ideal consumer is interested in the home improvement category. By deploying SEO services where we added specific keywords to the code underlying their site, KCCNE now appears higher in search results, making people more likely to click on their website and invest in their services.

CUMULUS EXAMPLE 2

A Cash In A Flash loan service wanted to improve their website's search results as they were expanding in the US. To get a better idea of what their clients were searching for, we pulled together a list of keywords that their top competitors were using on their websites. We improved their website's search results by putting those keywords into the code of their website and now, consumers will see their website at the top of the list when they search for loan providers on search engines.

TEASE IT:

Did you know that just having a website does not mean you will be found by the search engines?

Did you know that you have to continuously update the code in your website with relevant keywords to be found when people search for you online?

We can help you do that so your company appears near the top of the search list.

C-Services: SEARCH ENGINE MARKETING (SEM)

What is it?

Making sure your client's website comes up higher on search results by purchasing the right search terms.

When to Use it?

CUMULUS EXAMPLE 1

Saint Peter's University wanted to appeal to prospective students as enrollment deadlines approached. Before students apply to a college, they are searching online to find the school that best suits their needs using specific keywords like affordable, private, community, or by major. We helped the client select and buy these search terms to help bring attention to their school's website against all of the local competition.

CUMULUS EXAMPLE 2

The Tennessee Smokies, a minor league baseball team, wanted to extend their audience and streamline ticket sales. We pitched SEM as a solution and recommended buying keywords like "things to do in Tennessee," categories like "sports in Tennessee," and "family-friendly events in Tennessee" in order to bring more people to the games.

TEASE IT:

Have you ever noticed that when you search "best plumber in town" online, the same people always show up near the top?

We can help you with the smart purchasing of terms and tricks to move your business near the top.

C-Services: WEBSITE DEVELOPMENT

What is it?

Helping your client create and/or manage their website so it is current, modern, and works well on smartphones.

When to Use it?

CUMULUS EXAMPLE 1

Pathway Academy, a tuition-free charter school, needed an easier way to edit their website giving each teacher the ability to edit his/her own staff page. Using our website development services, they are now able to quickly and efficiently keep students and families informed and up to date regarding school news, as well as quickly and easily add new teachers to their growing programs.

CUMULUS EXAMPLE 2

Roofing company, Whitey Exteriors, was frustrated with their previous website provider. Responses from the provider were slim to none, and it was difficult to make any sort of edits to their website. Our website development services gave them an opportunity to design a new site allowing the owner to add his own personal touches and make edits at any time so they can promote specials and new products.

TEASE IT:

Do you want your
website to look better
than your competitor's?
Does your website work
well on your phone?

We can make sure your
website looks great,
matches your branding,
and welcomes
consumers no matter
where they are.

C-Services: REPUTATION MONITORING and MANAGEMENT

What is it?

Making sure your client's online reputation is positive and any issues are easily identified and addressed.

When to Use it?

CUMULUS EXAMPLE 1

A home remodeling company thought their previous provider was keeping them updated on all reviews that came in. While searching different reputation sites, they came across a negative review that had been on the site for over a month. We pitched reputation monitoring and after switching, they now receive same day notifications with any new review, no matter the rating.

CUMULUS EXAMPLE 2

A social club wanted to know about any reviews they received in order to maintain the club's reputation as a friendly and inviting atmosphere. Using reputation monitoring from C-Suite, they are notified any time a review is posted, and choose to immediately respond to comments received by their patrons and guests.

TEASE IT:

When you research a company online, don't you gravitate to the companies with lots of positive comments? Aren't you impressed when a company responds to their complaints?

We can manage how people talk about you online which will lead to better results.

C-Services: ONLINE DIRECTORY MANAGEMENT

What is it?

Ensuring consumers have the right information when found in popular digital directories that often appear as top search results.

When to Use it?

CUMULUS EXAMPLE 1

A local store for party supplies and decorations recently moved locations. All their online directories still had their previous address listed. They received a few complaints that customers were sent to the old location. With online directory assistance, their listings have now all been updated so customers can find them.

CUMULUS EXAMPLE 2

The owner of a local pub had opened up a second location. Not wanting customers to be confused as to which location they were looking for, he set up two different directory listings for each location. With C-Suite's online directory assistance, we made sure that the listings were populated in all the local directories. Customers can now search for either location to find correct directions, the associated phone numbers, and the pub's hours.

TEASE IT:

Have you ever gone online to get contact information for a company only to find out the wrong address was listed? Or tried to call a company but the number was wrong so you went to the next company on the list?

We can help you make sure your information is correct across the internet so you don't lose customers to wrong information.