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"OUR WHOLE STATION WAS SO IMPRESSED WITH JEREMY THAT WE INVITED HIM BACK TO DO THE MORNING SHOW. THE RESPONSE FROM LISTENERS HAS BEEN BIG! A GREAT SONG, FROM A GREAT ARTIST. THIS MAKES MY JOB EASY. THE BULL LOVES THIS BAR!"

-BILLY GREENWOOD, KSD "THE BULL"/ST. LOUIS

"I HAVE BEEN WAITING ON THIS SONG TO HIT THE AIR... AND THE CALLS WERE 90% POSITIVE ON THE 1ST SPIN!"

-BUD FORD, WKDF/NASHVILLE

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Capturing your share of the \$8 billion local online ad market requires an understanding of what works in the interactive marketing space

10 Tips To Successful Local Internet Marketing



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'A local radio station's Web site offers an audience that you just can't reach using the local newspaper's site.'

—Conrad Jungmann

Like any form of marketing, the key is doing it correctly. Just as a misplaced TV or radio spot will not reach its target audience, neither will a misplaced Internet ad. Just as a single radio spot on a single radio station will not move the needle of client success, neither will a single banner on a single Web site. ■ So what's the secret sauce in a successful online advertising program? Understanding the client's objectives and the Web site's capabilities are just the beginning of the process. Here are 10 ingredients that I've identified from running hundreds, if not thousands, of Internet advertising campaigns through the years:

1. Local media Web sites have unique audiences. You might be surprised to hear that local media Web sites have unique audiences. I know I was. Local media Web sites are either doing an excellent job of providing their audiences with everything they need, or people must be very loyal to their news brand.

Overlap numbers are generally less than 15% on most ad campaigns. We track this on every one of our clients' campaigns and see the same thing over and over in markets across the country. So what does this mean? An online media plan consisting of multiple local media Web sites will get excellent reach in the market. And remember that audience is predominantly local. It also means that a local radio station's Web site offers an audience that you just can't reach using the local newspaper's site.

2. Banner ads work. Usually when I hear someone say that banner ads don't work, a little probing will reveal the campaign planning was at fault rather than the actual medium or ad format. When we put campaigns together, we use the following criteria to ensure campaign success.

Audience: Does the content and/or site attract a high percentage of the target audience demo?

Placements: Are the ad placements premium and above the fold?

Cost: Reasonable valuation of inventory? (CPMs)

Geography: Does the site/content attract the target local audience?

Share of voice: Is there adequate representation for reach and/or frequency objectives?

Message: Did the message leverage the "interactive" nature of the online medium?

3. People do click on banner ads. While we never overlook the obvious benefits of online branding, at the end of the day, people do click on banner ads. Well-placed campaigns on the right local sites at the right time with the right creative can see rates two to five times higher than average. The good news is that people typically don't click on a banner ad unless they are truly interested in learning more about the message. This is all the more reason to have a compelling page on the other side of the click.

4. Keep it simple. Display advertising, over the page rich media, streaming video and audio, mobile, search—with so many online advertising options and formats available, it's easy to try to do too much with an online campaign. We recommend focusing on one or two elements and running those to perfection.

5. Go deep. As marketers begin to embrace local media Web sites as great solutions for reaching local markets, the tendency is to go with the big guys. Often the local newspaper or local TV site has the largest traffic numbers (and rates). Our research has shown that you can often reach more local consumers at a lower cost by using a com-

bination of smaller newspaper sites and local radio station sites. You may find that by using five smaller newspaper sites and five local radio station sites you can deliver the same number of people as the larger newspaper's site, and at half the price.

6. Online campaigns run across multiple sites, multiplies results. Because local media Web sites have unique audiences, we build our media plans with similar reach and frequency tactics as broadcast buyers. To achieve high reach numbers in a market, we typically will include as many local Web sites as possible. Including 30 or more local sites on a market campaign can be a lot of work, but the payoff can be huge. Ironically, it's usually the small sites on the plan that generally perform the best.

7. Online ads affect branding in a big way. People remember banner messages and they do respond to them in more ways than just clicking. Many recent studies have shown that online advertising is a key catalyst for brand recall. Because of this, we often include phone numbers or other direct-response information on the banner ads themselves.

8. Start with the endgame in mind. One of the biggest disappointments is a poor conversion rate after a "clicker" arrives on the linked Web site. Usually, that is due to the site itself, not the quality or quantity of audience sent to it. Fortunately, this can usually be easily remedied by matching a landing page to the marketing message, which in turn, creates a good customer experience. We rarely link a banner campaign to the front page of a client's site, but rather produce a specific page that ties directly to the message or offer that propelled the consumer to click in the first place.

9. Doing it yourself can be a burden. Anyone who has tried to place online media in local markets knows that it can be very confusing and time-consuming. While it is getting more standardized, each Web site is still very different from its peers. In most major markets in the country there can be dozens of local media sites to choose from. Each one of those has different capabilities, rates, reporting, traffic, audience, paperwork and protocols. Hiring a professional to help you weave through that maze can be the difference between subpar results and Internet marketing nirvana.

10. Don't forget optimization. Unlike other forms of traditional advertising, with online campaigns you can make changes in mid-campaign based on the results you are seeing. Often your third-party ad-serving company's statistics will let you know that one publisher or one particular banner is not working well. This knowledge allows you to make changes in the campaign while the campaign is in motion. Sometimes you might need to change the banner size or creative, or change the publisher, or simply change the offer on the banner. This ability can lead to much stronger campaigns and much better end results. *R&R*

Conrad Jungmann has been an Internet marketer and journalist since 1995, working in leadership roles at Belo Interactive and MSNBC.com, before co-founding LION New Media in 2006.