

RADIO'S  
NICHE  
MARKETING  
REVOLUTION

*FutureSell*

Godfrey W. and Ashley Page Herweg

*Broadcasting  
& Cable*

A Focal Press Book

# Radios Niche Marketing Revolution Futuresell

**Ed Shane**



## **Radios Niche Marketing Revolution Futuresell:**

**Radios Niche Marketing Revolution FutureSell** Ashley Herweg, 1997-06-30 Radio's niche marketing revolution evolved to address the problems of market fragmentation. These problems are responsible for steep declines in traditional media revenues. Market fragmentation happening in every market across the globe has led marketers and media into the new era of niche marketing. Mass marketing strategies are obsolete. Radio, cable, wired and unwired, and television are being forced to alter the way they present their products, promotions, and marketing strategies. FutureSell provides radio professionals with the advanced skills and systems to turn niche marketing into a profitable approach for their own stations. Your clients don't want to buy advertising period. They do, however, want to sell their products and services. Your advertisers' markets are also fragmenting. Cutting edge companies now seek ways to learn their customers' smallest needs and cater to their customers' perceptions. Yet very few businesses or ad agencies know how to conduct niche or one to one marketing. With the techniques introduced in this book, you can create new revenue streams while upgrading your largest advertisers. The ideas you'll encounter work for multi-national media conglomerates, stations in small markets, and duopolies in any market size. Owners, group heads, managers, salespeople, programmers, copywriters, and office staff will gain valuable insight to make their jobs easier and more productive. Radio people, ad agency executives, and advertisers will discover a money making glimpse into the future.

*Radio's Niche Marketing Revolution* Ashley Page Herweg, Godfrey W. Herweg, 1997. Radio's niche marketing revolution evolved to address the problems of market fragmentation. These problems are responsible for steep declines in traditional media revenues. Market fragmentation happening in every market across the globe has led marketers and media into the new era of niche marketing. Mass marketing strategies are obsolete. Radio, cable, wired and unwired, and television are being forced to alter the way they present their products, promotions, and marketing strategies. FutureSell provides radio professionals with the advanced skills and systems to turn niche marketing into a profitable approach for their own stations. Your clients don't want to buy advertising period. They do, however, want to sell their products and services. Your advertisers' markets are also fragmenting. Cutting edge companies now seek ways to learn their customers' smallest needs and cater to their customers' perceptions. Yet very few businesses or ad agencies know how to conduct niche or one to one marketing. With the techniques introduced in this book, you can create new revenue streams while upgrading your largest advertisers. The ideas you'll encounter work for multi-national media conglomerates, stations in small markets, and duopolies in any market size. Owners, group heads, managers, salespeople, programmers, copywriters, and office staff will gain valuable insight to make their jobs easier and more productive. Radio people, ad agency executives, and advertisers will discover a money making glimpse into the future. Godfrey W. and Ashley Page Herweg are radio management consultants, international seminar leaders, sales trainers, and researchers specializing in niche marketing and focus group studies. They have successful backgrounds in radio, television, and print production and media buying and sales at the international, national, regional, and

local levels The Herwegs have owned operated and managed radio stations in small medium and large markets The Herwegs have also co authored Making More Money Selling Radio Advertising Without Numbers and Recruiting Interviewing Hiring and Developing SUPERIOR SALESPeOPLE Provided by publisher **The Entertainment Marketing Revolution** Al Lieberman,Patricia Esgate,2002 Entertainment is now a 500 billion industry that reaches into every corner of human life The Entertainment Marketing Revolution Bringing the Moguls the Media and the Magic to the World profiles that industry from film to print music to theme parks and shows exactly how to find and reach your market in today s insanely competitive marketplace Discover the driving forces key synergies new opportunities and advanced marketing techniques today s top companies are riding to success and learn how to create tomorrow s blockbuster properties starting today **Career Opportunities in Radio** Shelly Field,2010-04-21 Offers career information in radio Profiles include news sports sales management publicrelations traffic engineering and programming [The Broadcaster's Guide to RBDS](#) Scott Wright,1997-07-29 This handbook is intended to give the broadcast industry an authoritative guide to the Radio Data System RDS also called Radio Broadcast Data System RBDS Since the standard s adoption about 700 stations have begun broadcasting RDS in the United States There is a wide variety of encoding equipment with prices starting as low as 400 and over 30 models of RDS receivers have been introduced for cars home receivers portable and even PC receivers Automobile manufacturer s such as General Motors Ford Audi and Porsch now offer RDS on new vehicles Yet despite all the support equipment in place the FM broadcaster has been reluctant to implement and utilize this service mainly because of a lack of understanding of what RDS can do for the station This book finally provides the information required to understand RDS and its possibilities on a variety of levels so that everyone involved in radio can make the most of it Station owner program director salesperson and talent alike will find the information he or she requires to maximize the possibilities of this new technology Each feature of the system is explained in terms of its practical implementation at the station and interviews with broadcasters currently using the system add a hands on perspective Scott Wright is a recognized pioneer in RDS development As the designer of Delco Electronics first RDS receiver he has been extremely active in the development of the RDS standard in the US and in efforts to educate the broadcast community about its potential He has represented Delco at the European Broadcasting Union s EBU RDS Forum and is currently the Chairman of the National Radio Systems Committee RBDS Subcommittee the US standard setting body He is also a member of the Electronics Industries Association s EIA RDS Forum *Selling Electronic Media* Ed Shane,1999 First Published in 1999 Routledge is an imprint of Taylor Francis an informa company **Your Guide To Entertainment Marketing and Performance (Collection)** Al Lieberman,Patricia Esgate,Paul W. Farris,Neil Bendle,Phillip E. Pfeifer,David Reibstein,2013-08-08 Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and

competitive than ever and it's changing at breakneck speed Now two leading practitioners show how to transform content into profits today and tomorrow in *The Definitive Guide to Entertainment Marketing* Marketing Metrics The Definitive Guide to Measuring Marketing Performance Second Edition is the definitive guide to today's most valuable marketing metrics In this thoroughly updated and significantly expanded book four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing web metrics and brand equity They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight *The Definitive Guide to Entertainment Marketing* Al Lieberman, Patricia Esqate, 2013 Entertainment Marketing NOW Every Platform Technology and Opportunity Covers film cable broadcast music sports publishing social media gaming and more Reflects powerful trends ranging from smartphones to globalization Demonstrates breakthrough strategies integrating advertising promotion PR and online content distribution By industry insiders with decades of experience as leaders and consultants Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and competitive than ever and it's changing at breakneck speed Now two leading practitioners show how to transform content into profits today and tomorrow any content on any platform in any market worldwide You'll master innovative new ways to grab consumers' attention and wallets fast make your experiences wondrous drive more value through social platforms mobile technologies and integrated marketing strategies overcome challenges ranging from bad buzz to piracy fully leverage licensing merchandising and sponsorships and successfully market all forms of entertainment *Sounds of Vacation* Jocelyne Guilbault, Timothy Rommen, 2019-08-30 The contributors to *Sounds of Vacation* examine the commodification of music and sound at popular vacation destinations throughout the Caribbean in order to tease out the relationships between political economy hospitality and the legacies of slavery and colonialism Drawing on case studies from Barbados the Bahamas Guadeloupe Saint Martin and Saint Lucia the contributors point to the myriad ways live performances programmed music and the sonic environment heighten tourists' pleasurable vacation experience They explore among other topics issues of authenticity in Bahamian music efforts to give tourists in Barbados peace and quiet at a former site of colonial violence and how resort soundscapes extend beyond music to encompass the speech accents of local residents Through interviews with resort managers musicians and hospitality workers the contributors also outline the social political and economic pressures and interests that affect musical labor and the social encounters of musical production In so doing they prompt a rethinking of how to account for music and sound's resonances in postcolonial spaces Contributors Jerome Camal Steven Feld Francio Guadeloupe Jocelyne Guilbault Jordi Halfman Susan Harewood Percy C Hintzen Timothy Rommen *Broadcasting & Cable*, 1997 **Who Owns the Media?** Benjamin M. Compaine, Douglas Gomery, 2000-07-13 This long-awaited third edition analyzes corporate ownership of

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