

New Shortcuts & Real Ratings

(How to Keep Your Job & Position Yourself for a Raise in 2011)

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This year, anyone responsible for revenue increases will be under more intense pressure than they were in 2010. That means anyone responsible for *ratings* increases will be under more intense pressure than they were in 2010.

The bottom line for program directors and marketing directors: *You must have a **ground game** in your market for growing your own **Arbitron pool**.* The old days of putting the best available programming on the air, doing as much as you can for “free” and being hopeful that you get more traction than your competition are over. At least it is over for the real winners.

And it is really over for the losers.

The people Americalist comes in contact with want to know about the **shortcuts** to higher ratings. They want to know what direct mail, telemarketing and Facebook will do for them. They want to know about our exclusive **Neighbor Selects™** program that identifies “like listeners” and moves the ratings needle.

That’s when we become different than other direct marketing companies they have worked with. Yes, we have been helping radio stations boost ratings since 1987, but we do more than the old-school direct marketing companies of the past. We help stations build their brand – and control their own destiny -- by creating an internal program that fills their Arbitron pool throughout the year and works with what we do for the at Americalist. Program directors, market managers and marketing directors always talk to us about their dead weight e-mail or loyal listener club. That’s where our work often begins, because we want to help our clients have a real and defined program to boost their own participator pool. Most radio stations and broadcast companies don’t really take their websites or loyal listener e-mail clubs seriously anymore.

At Americalist, we show clients how to look for specific listeners and how to use them to build a super-database to increase their real opportunity for ratings success. It works with PPM and diary. It’s not magic, but it is work. And we give them the tools to grow their Arbitron participation pool 365 days a year, both during and in between direct marketing campaigns.

If you don’t have an internal program to grow your own Arbitron pool, you are subject to more instability every month Arbitron rates your market. I work with Americalist clients to identify the right type of participator and grow the clients’ Arbitron pool month after month inside direct marketing campaigns *or even when they are not doing marketing.*

If you are in PPM markets, top of mind is not dead. In fact, top of mind is still critical for your success today. If you are responsible for ratings, you should be working on ways to increase your top of mind because this is the only serious way to change the moment of decision listeners still have at work, in the

car and each time they flip on the radio. *This has not changed.* They have to choose you. Listeners spending time with your competition are not guaranteed to give you opportunity. Stations that don't use marketing are making themselves more and more vulnerable to weakness. That means "revenue slippage." You don't want that in 2011 because that means lost jobs. Are you fading away today?

How Long Has It Been?

How long has it been since you did any real marketing? How long has it been since you talked to someone about real direct marketing that can be powerful and influential in your ratings and make you look like a hero in 2011? How much does it cost? How will it work? *Find out.* Call me for a free and confidential consultation about your radio station and your market. Your situation isn't like the situation you've heard about five hundred miles away. Find out how to *move the needle.* Contact me at 877-475-6864 or Americalist1@aol.com. You owe it to yourself *and your job.*

You know if you have a need. Maybe you don't know what is involved. Maybe you think you can't do anything about your need? Maybe you haven't kicked the tires in a while, *but you know.* Call me.

Americalist is market-exclusive and ready to help you in 2011.

Thank you.

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Loyd Ford has been the direct marketing, ratings and social media strategist for Americalist Media Marketing for seven years. Before that, Loyd successfully programmed radio stations in a variety of formats across America in all different size markets and for a variety of broadcast companies. Americalist has been boosting ratings for radio stations in all size markets since 1987 and is home of the new Magnet Program™ for PPM and seasonal FastCUME Tactic™ for Holiday Music Stations. Americalist also has the exclusive Neighbor Selects™ program that helps stations identify and market to listeners most like their P1s. Americalist is market-exclusive and provides live telemarketing, recorded telemarketing Quick Calls™, strategic direct mail, AWEPOP™ area-wide e-mail pops, Facebook ad management and social media strategies, as well as database management and more. Call for a free and confidential consultation about your market, your brand and your success in Spring 2011.