



## RADIO MALL'S NEXT GENERATION THINKING

There are many challenges facing businesses today. For some, it's how to get their message across using traditional methods; radio, print & social media. For others, it's combining those traditional methods with next generation thinking.

Offering your radio clients their own Digital Channel inside your Radio Mall is a great way to achieve that.

**#1 – Listener's love it:** because they get to further explore your client's business in a new and fun way.

**#2 – Client's love it:** because they get an additional marketing funnel that they can benefit from.

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**A.** For instance, your listener's can watch an (easy to create) "Videomercial" talking about your client's specials, or do a stunning "Picture-N-Picture Video" with (built-in recorder & player)

**B.** You can host your clients radio ad, or do a client podcast. (built-in podcasting). Why not take your mobile phone to your client's business and do a quick "Mini-Cast" and post it? Client's will dig it and listener's will benefit from the messaging.

**#3 – Station's love it:** because they can sell Radio Mall as an add on to their current radio campaign, or they can build Radio Mall into a new Next Generation campaign designed to give a client more than what the competition is offering down the road.

**#4 – Options:** Easy to manage Listings, Discount Deals, Auctions, Galleries, Photo Galleries & see more @ <http://RadioCityMall.com>.

Go ahead and ask your client, "Would you like a channel inside the WKRP Radio Mall?"

Maybe it's time to start a **NEXT GENERATION** conversation with your client!