

A woman with long brown hair, wearing a white top and a necklace with a pearl, is holding a white smartphone with both hands. The background is a soft-focus indoor setting.

5 Radio Stations that Won With Mobile Messaging



Why Mobile Messaging?

For today's radio stations, text messaging provides a powerful opportunity to engage with listeners, provide more value to advertisers and boost the bottom line. It makes sense: most people don't listen to the radio all day, but we have our phones with us virtually every minute. In fact:

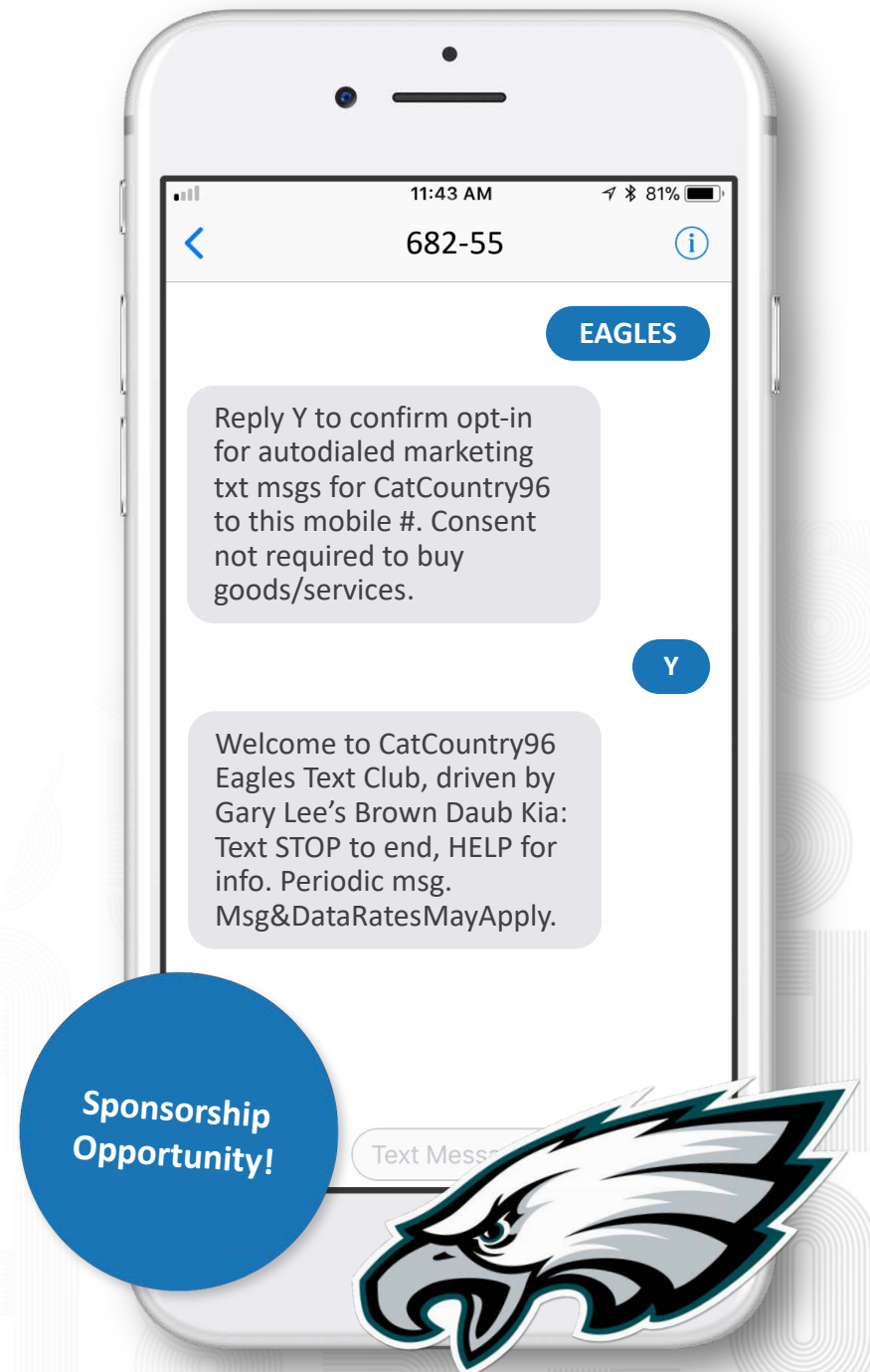
- Mobile messaging has a **98% open rate** – nearly five times that of email
- 90% of text messages are **read within 3 minutes**
- It takes the average person **90 seconds** to respond to a text message
- SMS coupons are redeemed **10 times more often** than traditional coupons
- **75% of people** wouldn't mind receiving an SMS text message from a brand (after they opt-in)

It's clear that text is here to stay as a meaningful way to engage with your audience. But how, exactly, does text marketing for radio stations work? Let's look at five times that real radio stations used text marketing to achieve outstanding results.

1 Cat Country 96

Cat Country 96 generated \$4,000 in revenue with one campaign.

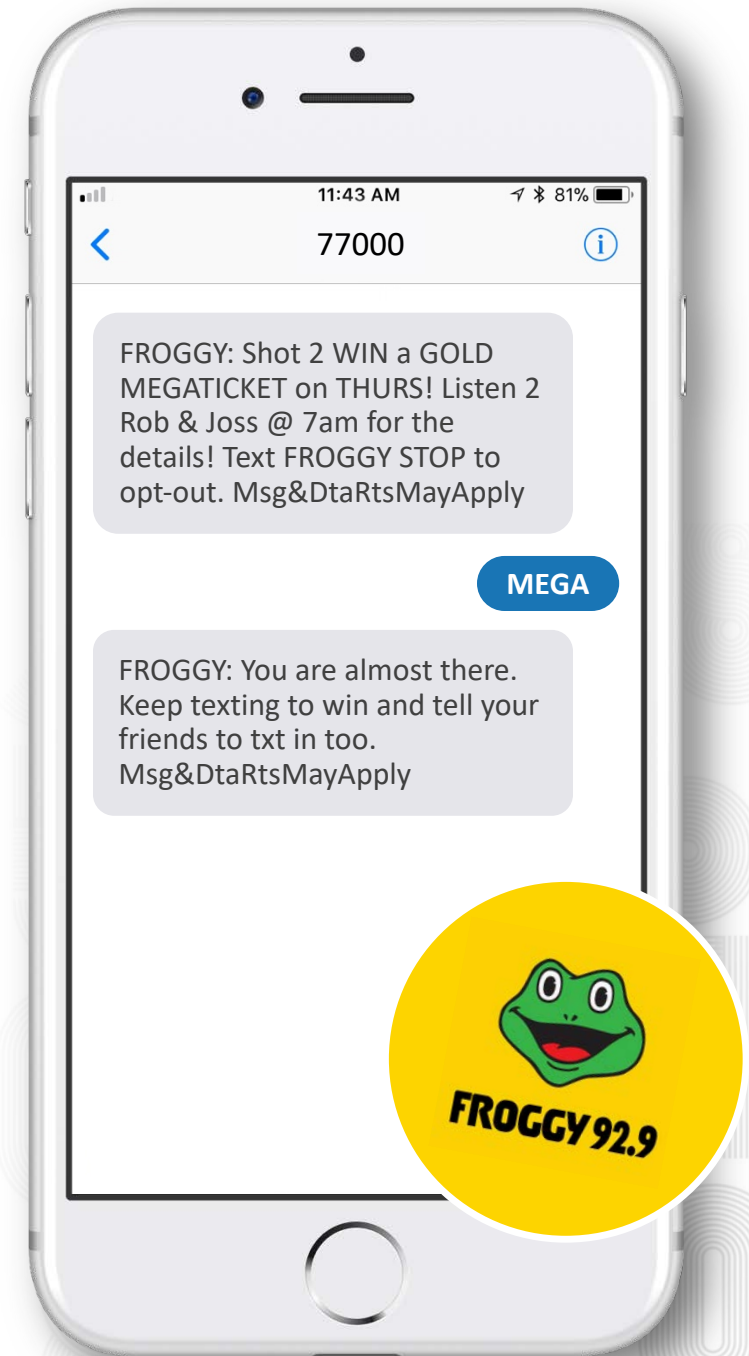
WWYY, a country station in Pennsylvania, created a text campaign for one of their advertisers, a local Kia dealership. The station worked with the dealership to brand them with the Philadelphia Eagles, then set up a text club in which listeners could text “Eagles” to have scores sent to their phone after every quarter of every Eagles game. The confirmation texts emphasized that the program was “driven” by the Kia dealership — and the client was thrilled. Due to the success of the text campaign, the station secured **\$4,000 in additional ad dollars** through traditional spot buys and live remote broadcasts.



2 Froggy 92.9

Froggy 92.9 grew their mobile club by 34% in one day.

Froggy 92.9, a small market country radio station, partnered with a local concert venue to offer a “Country Concert Mega Ticket” – a pair of tickets to every country show at the venue for the entire summer. Their morning show ran a contest in which the 9,290th texter would win the mega ticket. In one day, they received **10,034 responses with 897 unique additions** to their mobile club, growing membership by 34%.



3 Arizona Sports Radio

Arizona Sports radio station increased their newsletter database by 77%.

In Arizona, a sports radio station created a text-to-win contest sponsored by Bud Light and Uber with a grand prize of tickets to the Super Bowl or NFL Pro Bowl. The station aimed to drive tune-in listening during key dayparts, boost newsletter subscriptions to drive traffic to their website and create excitement on the air with a once-in-a-lifetime opportunity. Listeners were invited to text “super” to the station’s short code for a chance to win. They received a confirmation text that led them to an online entry form and instructions on how to win, as well as opting them into the station’s daily e-newsletter. The sponsors were incorporated throughout the campaign with on-air mentions, logo placement on the website and integration into the text responses. The multi-touchpoint campaign worked. More than 18,500 people texted in to the contest and almost half of those texters filled out the form to sign up for the station’s email newsletter. They achieved an almost **50% conversion rate and increased subscribers by 77%.**



4 WRBS

WBRS built its brand and text club membership with positive affirmations.

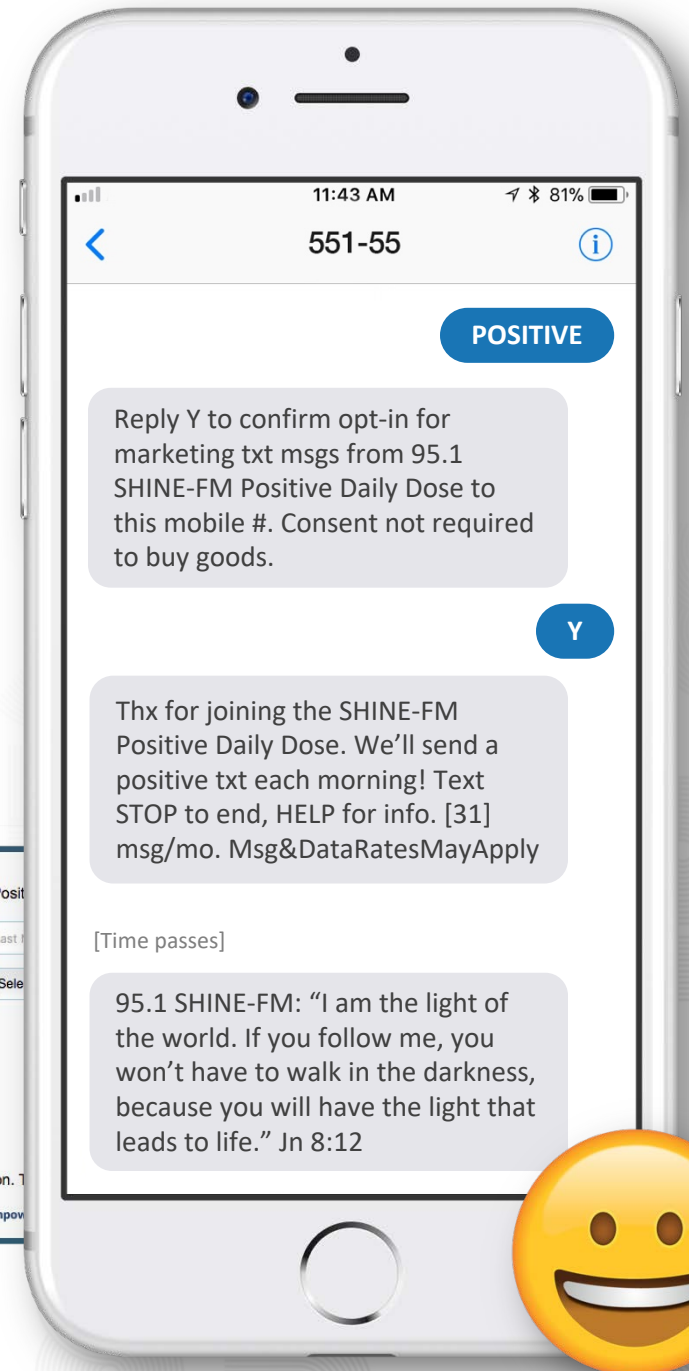
Peter and John Radio Fellowship in Baltimore grew listener engagement and text club membership with a unique program that sent positive and encouraging texts to their audience. Listeners texted the keyword and received an encouraging text, bible verse or link to the station blog. WRBS enhanced its brand and steadily built its text club to more than **5,000 members** — all while brightening its listeners' days.

Enter here to join the 95.1 SHINE-FM Positive Daily Dose

<input type="text"/>	Last Name
First Name	
<input type="text"/>	(Select)
City	
<input type="text"/>	
Mobile# (no dashes)	

Message and Data Rates May Apply.
Text **HELP** to **88474** for more information. Text at any time.

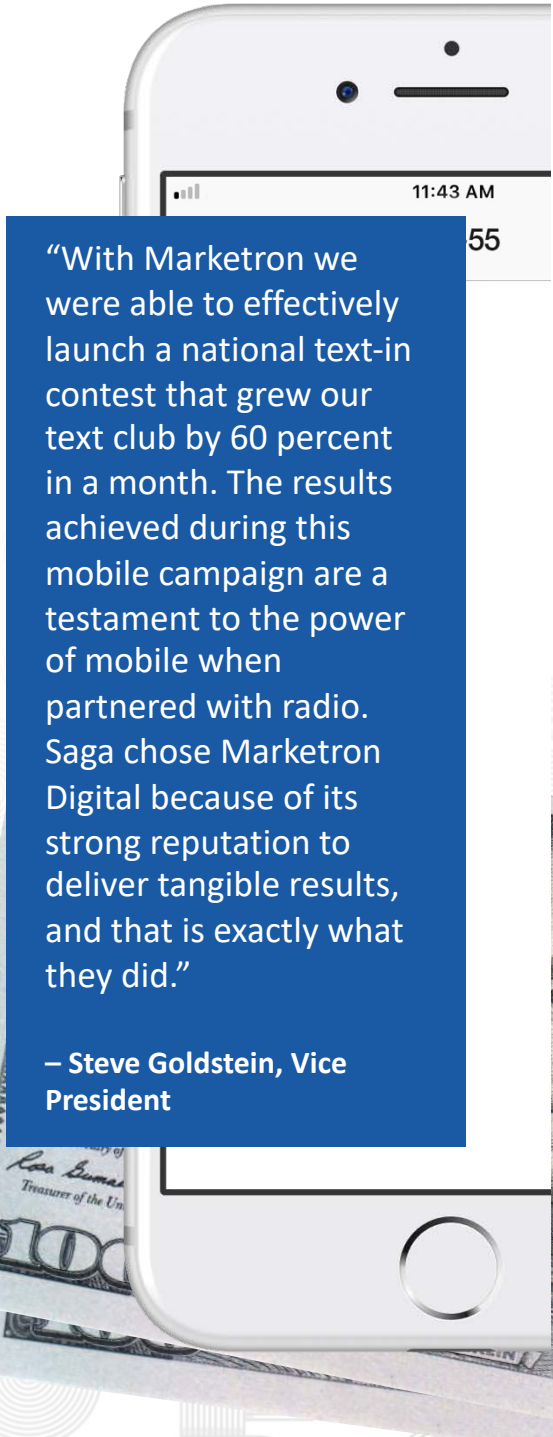
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5 Saga Communications

Saga Communications added 178,000 new listeners to their mobile database.

Saga Communications, which owns and operates nearly 100 stations across 26 U.S. markets, ran a nationwide text-to-win cash contest on 31 of its radio properties. The campaign generated over **3.3 million text entries**, almost 1 million total unique entries and added **178,000 new listeners** to the stations' mobile databases — a 60% increase. By replacing a traditional phone campaign with a text campaign, Saga gained much deeper insight into listener participation levels and accessed additional listener data to be used for future remarketing campaigns.

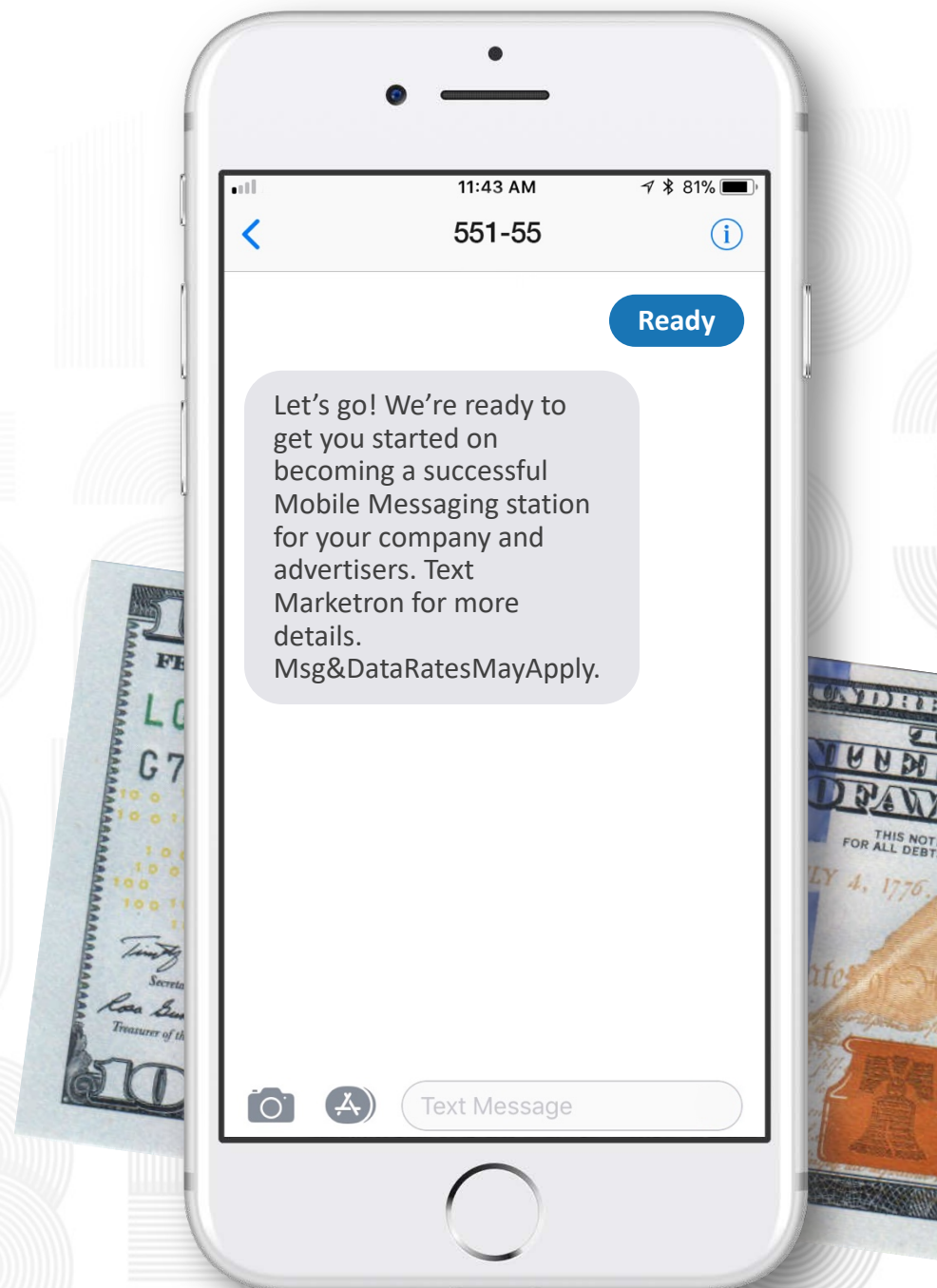


“With Marketron we were able to effectively launch a national text-in contest that grew our text club by 60 percent in a month. The results achieved during this mobile campaign are a testament to the power of mobile when partnered with radio. Saga chose Marketron Digital because of its strong reputation to deliver tangible results, and that is exactly what they did.”

— Steve Goldstein, Vice President

Are you ready?

From small market stations to one of the country's leading broadcasters, radio stations of all sizes have used text marketing successfully to reach a broader, more engaged audience. If these stations did it, yours can too.





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