

BAS Captures New Advertisers and Drives Revenue with Third-Party Digital Ad Sales Powered by Marketron NXT

Background



[BAS Broadcasting & Digital](#), a family-owned media company, operates eight terrestrial radio stations and eight internet stations with 24-hour streaming across all stations. Covering three Ohio markets — Sandusky, Fremont and Mt. Vernon — their reach includes 17 counties and more than 1.5 million residents.

They offer radio and digital advertising solutions to local businesses. In 2019, the company made a concerted effort to expand beyond selling radio airtime spots, realizing the potential of digital. Understanding that the two complement each other well, they wanted to add options to their toolbox to secure more of a company's advertising budget and attract new advertisers.

BAS's sales director, Doug Pearson, shared his story of adopting third-party digital advertising platforms and their success with this new revenue stream.

The Challenge:

How Would They Streamline and Integrate Digital Advertising into the Mix?

Selling third-party digital was a strategic decision for the company. Pearson said, "By adding digital products, we could offer more and grow our business." However, executing isn't a small task.

In considering their options for a process to sell and execute digital orders, they knew they needed support from technology. With lots of options for this, they began to research. They could either use a separate system just for digital or find one that included both broadcast and digital ads on one platform.



22 campaigns
run in first six months

**10 new
advertisers**
gained

NXT digital accounts for
an average of
**\$10,000 in
sales**
per month,
an increase of 2.36% on
total revenue.

They determined the latter was the right path for their needs. As an existing Marketron Visual Traffic system user, they had confidence in the brand as reliable and robust. They did preview another linear-digital platform but determined it didn't fit their needs. Pearson then evaluated Marketron NXT and ultimately chose it. "We like that it works hand-in-hand with a system we're already familiar with."

The Solution:

NXT Delivers New Revenue and Opportunities

The BAS team chose the NXT platform and soon realized all its features. The comprehensive proposal builder was a key function, allowing for both airtime and digital advertising in one proposal. Executing and billing airtime from one system also improved workflows.

The performance reporting available in the platform was also valuable, as it provided them an easy way to share results with advertisers. They can manage everything from proposal to billing under one login.

Having the technology in place was only part of what Marketron delivered. Pearson noted that the sales team's digital advertising literacy was "low." He continued, "They knew about banner ads and click-throughs from our website but not much else."

To bridge that gap, Pearson's sales professionals took advantage of the digital training offered to all users, specifically the NXT Training Academy. "The NXT training opened their eyes to many options. When you go through training, you learn when and how to use targeted display and geofencing ads to serve clients best. Plus, when we bring on new salespeople or if somebody needs a refresher, it's always available."

MarketronNXT



NXT Training Academy Empowers Broadcast Sellers to Become Digital Experts

The [NXT Training Academy](#) is a sales enablement series that's free to all NXT users. It includes multiple video courses where salespeople can quickly ramp up their digital advertising knowledge. Quizzes are available at the end of each course to reinforce learnings. There are NXT learning lessons, too.

Additionally, it includes the *Rehearse!* course, which is a step-by-step guide for users to create broadcast and digital proposals using their own market and clients.

After completion of all courses, users take a final exam. Upon passing, they receive a certificate of completion.

The Results:

Leveraging NXT Increases Ad Revenue

In the time that they've been using NXT, the company has experienced increased ad revenue in two ways — expanding options for existing advertisers and attracting new ones.

"Many clients have set budgets for their marketing mix. By offering NXT digital products, our salespeople can pitch for more of those dollars. We didn't have that opportunity before," Pearson added.

It's also allowed them to expand their customer base. One specific area where they experienced an uptick was recruiting, which was an ad type they rarely saw for airtime because radio only hits a certain geographical area. Recruiting, especially in areas like trucking where advertisers want a larger reach, was the ideal fit for digital ads. With digital, they had new inventory to meet the needs of customers less likely to buy radio spots.

Pearson explained, "Digital allowed us to go into areas like recruiting, where we usually don't see many radio dollars. The growth with recruiting is a direct result of us having a digital advertising solution for them."

In looking to the future of their ad selling, BAS expects that its salespeople will be equally comfortable selling digital as they are radio. "Ultimately, we want to be considered a digital company as much as a broadcast company," Pearson remarked.

They also plan to ramp up efforts around video advertising via OTT for several reasons. It can help them expand into other verticals that are product-centric and would benefit from video ads. They're also keenly aware of the dramatic rise in streaming and how it can be a great way for their clients to target specific households.

He had some parting advice for media companies considering digital ad selling or needing support to deploy it. "Why not offer clients new products that, in turn, allow your company to secure budgets that you've not had the opportunity to acquire in the past?"

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Doug Pearson
Sales Director
BAS Broadcasting & Digital