

Ozark Marketing Expands Digital Advertising Offerings, Powered by Marketron NXT

Background



[Ozark Marketing](#) offers local and regional advertising opportunities across five radio

stations and its award-winning news website, Ozark Radio News, as well as third-party digital for south-central Missouri and north-central Arkansas. Crystal Cook, Director of Sales, and Drew Joice, Digital Marketing Manager, shared their experience using Marketron NXT to offer digital advertising to advertisers.

The Challenge:

Industry Changes Usher in Desire to Offer More Advertising Beyond Radio and O&O

Ozark had a long history of success with offering radio advertising spots and selling O&O (owned and operated) digital inventory on their website. However, they knew they needed to expand offerings in the third-party digital space. "Our industry is changing, and we wanted to provide an omnichannel strategy for our advertisers beyond radio and O&O," Cook said.

To enable this new inventory for sales, the company initially worked with a media buying software, but it didn't meet their needs. "We needed a platform that gave us more depth into insights of how targeting worked so that we could be in the driver seat," Joice commented.

The digital teams set targeted goals for 2021, but they didn't meet them. "In hindsight, we didn't have the adequate ability to inform and educate our customer base on targeting to compete effectively. The more I learned about targeting, the more I realized we needed a stronger platform to help us meet our goals," Cook noted.



15% digital sales growth
in 2021

9% of top-tier clients
now purchase digital and linear

Top tactics for digital sales growth:

video ads and targeted display

Ozark was already a [Visual Traffic](#) customer with Marketron and reached out to us about the capabilities of Marketron NXT. NXT is a revenue management platform that allows radio stations to seamlessly manage digital and radio ad campaigns in one place.

The Solution:

Marketron NXT Delivers the Functionality to Propel Success with Third-Party Digital

With a more informed perspective on third-party advertising platforms, the Ozark Marketing team immediately saw the potential with [Marketron NXT](#).

MarketronNXT

They implemented the solution in July 2021. Before full-scale deployment, they ran a test campaign. “NXT allows us to dig deep into the audience we are targeting. We get the information firsthand,” Cook added.

Besides the features of the platform and its targeting capabilities, Ozark also wanted to upskill its sales team on digital advertising tactics. With more training, they could better communicate how it works and its value to customers. They were able to achieve this with [NXT Training Academy](#). “The training curriculum is a much stronger resource than the previous platform we used. We have weekly sessions using NXT training. After the training, we take an extra 20 minutes to discuss what we learned and how to apply in the field,” Joice explained.

Regarding features, Cook and Joice noted that geofencing, location and demographic targeting are the most valuable. “It really opened our eyes to the importance of knowing our client’s audience,” Cook relayed.

The Results:

Ozark Adds Revenue and Advertisers, Feels Confident to Hit 2022 Goals

The sales goals Ozark missed in 2021 are now on the table for 2022, with the team feeling much more confident. Cook said, “We are building a bridge to meet those goals in 2022.”

With NXT, the company has increased its advertising revenue and customer base. They reported a 15% increase in digital dollars in 2021. They’ve also added new breadth for current advertisers. “NXT allowed us to create a better partnership with customers. Now we can offer omnichannel solutions — targeted, broadcast, social media, O&O, websites and video. With this, clients are more inclined to look at a cohesive, long-term strategy that grows their business with our help,” Joice stated.

Cook and Joice reported that their biggest success with NXT included digital video ads for top clients and targeted display. In looking ahead, they plan to prioritize converting video clients to OTT campaigns, as this channel is one of the fastest growing in digital.

They are also committed to incorporating digital into every marketing strategy for clients. With integrated campaigns, Ozark has the ability to get the results its customers expect. They'll also continue to look to the sales enablement training provided by Marketron around multichannel campaigns. "NXT training always includes broadcast media as part of the formula and offers statistical proof that campaigns work better together. We also have current industry resources available at our fingertips," Cook shared.

Ozark can now be a local, trusted resource for its clients to help them meet their advertising goals. "NXT brings it all together and allows us to take businesses to the next level," Joice added.

"NXT has expanded our customer base and added depth for our current clients that creates a stronger partnership. Now we can offer an omnichannel solution. NXT brings it all together and allows us to take businesses to the next level."

Drew Joice
Digital Marketing Manager
Ozark Marketing