

Hub City Radio Wins Six-Figure Digital Account Using Marketron NXT

Background



[Hub City Radio](#) operates eight stations and 14 signals in Aberdeen, South Dakota, with one digital station. The stations have been on the air for over 80 years. Currently, the company is locally owned and operated, with one of the owners acting as general manager. They offer radio and third-party digital solutions for businesses.

The Challenge:

A Smaller Market Sought New Revenue Streams

Selling over-the-air radio spots was a substantial revenue generator for Hub City Radio. However, with changing advertiser demands and new competition for their budget dollars, the organization was ready to expand its offerings. As a Marketron customer for traffic products, the company felt confident in adopting Marketron NXT for third-party digital. They hired Abby Vogel as their digital specialist to launch the initiative.

Vogel said, "The transition was very smooth, and overall, using NXT has been very easy." There were learning curves for some of the stations' sellers. The other concern the stations and Vogel had was that they were in a smaller market. However, the smaller market was positive in some ways; the community was already aware of their brand, and they had significant credibility.

As a result, Vogel shared, "We did have to educate some advertisers, but we approached it by reminding them they've worked with us on radio for years, and now they can add digital with one provider."



Year-over-year
revenue increase:

5,094%

(2021 vs. 2022)

Number of campaigns
executed:

20

Total impressions
served:

**More than
4.5 million**

The Solution:

A Commitment to Digital and Technology Tools That Make Third-Party Digital Selling Easy

After implementing NXT, training salespeople and educating customers, Hub City Radio began to gain traction in digital sales. They were able to expand their revenue streams by offering advertisers an array of tactics. To make it easier for companies to purchase digital advertising from them, they also partnered with a design firm to facilitate the creative.

MarketronNXT

NXT streamlined the process on the back end. "I can create a proposal and bring it to clients. If they want to make changes, I just pull it up on my laptop, and it's good to go," Vogel explained.

In addition to the proposal features, Vogel also appreciates the robust reporting of NXT. "I can show customers how it works and the results of the campaigns very clearly."

Hub City Radio put in the time and effort to commit to digital as a line of business. They've been able to deliver campaigns that include display, geofencing and search engine marketing.

The Results:

Gaining Advertisers and Winning a Big Account

Selling third-party digital has made an impact on the company's revenue. Vogel stated that they have acquired new customers and have been able to upsell their radio advertisers. The biggest win for them thus far was earning the local airport account, which could bring in six figures for Hub City Radio. "There was a grant for the project, and we competed against other agencies and won."

Vogel correlates a lot of the success to working with Marketron. "Our client development manager is great. He's very hands-on and gets back to me fast when I have questions or set up a video call to get anything sorted out."

"Using NXT has been super easy, and I love the proposal and reports features."

Abby Vogel
Digital specialist
Hub City Radio