

Krystal Media Finds Third-Party Digital Success with Marketron NXT

Background



[Krystal Media](#) operates three radio stations in Summit County, Colorado. They offer radio, video and digital advertising services for local businesses and remain under the same ownership after 35 years. They have a unique approach to radio programming, which is live for 15 hours each day. Their live-local model has made them a favorite advertising space for area businesses.

The Challenge:

Navigating the Local Advertising Landscape and Creating New Revenue

Krystal Media has been a local advertising partner for over three decades, providing businesses with valuable over-the-air (OTA) spots. With the local advertising landscape evolving, they were ready to add new revenue streams with digital advertising. Even though they cover a smaller market, they have strong relationships with advertisers and a motivated sales team.

The Solution:

Finding Success with Robust Technology and Constant Support

As longtime Marketron traffic product users, they already had confidence in Marketron's technology and heard from other industry peers that it was a good service, according to General Manager Lindsey Cotton. In late 2021, Krystal Media launched Marketron NXT for third-party digital sales.

While implementing the technology was seamless, the media company faced challenges in promoting third-party digital options. "We're learning and giving lots of resources, but it was still new to our customers and us. Everyone on the team believed we needed this. It was still a learning curve," Cotton explained.



2022 digital revenue
(YTD):
\$44,439

Total campaigns
executed:
20

Total impressions served
with campaigns:
3.5 million

MarketronNXT

The Krystal team worked to hone their digital advertising knowledge so they could be confident in presenting these options to longtime radio advertisers. They also worked on attracting new advertisers that were interested in digital campaigns.

Cotton attributes a lot of the team's upskilling and growth to their client development manager (CDM). "He's such an asset and incredibly helpful. Whenever we have a call with him, he's prepared and gets us reporting on time. It keeps the whole team motivated," Cotton said.

In addition to regular meetings with their CDM, the Krystal Media sales team has weekly team meetings and has introduced new prospecting exercises to capture new customers.

In discussing the technology, Cotton called it relatively easy, especially for display and geofencing campaigns. They've sold over-the-top (OTT) through NXT as well and realize that it's a significant revenue opportunity for 2023, as it's the top growing advertising spend channel. Krystal Media has also added search engine marketing (SEM) to NXT to expand their tactics.

One feature that Cotton and the team appreciate is the proposal builder. "The nuts and bolts are pretty cool, like how you can put a ZIP and see the entire area."

The Results:

Happy Advertisers and More Revenue

After the first year, Krystal Media has experienced many positive results. Cotton shared some success stories.

They've launched multiple successful digital campaigns for a local nonprofit, including SEM, geofenced display and OTT in English and Spanish. With the detailed reporting available through NXT, Cotton is confident they'll receive the renewal for these annual campaigns.

Krystal Media has also won unique digital campaigns with a local transit agency focused on recruitment.

In the year ahead, the organization is looking toward gaining more annual campaigns, diversifying its advertisers with new options for cannabis, and incrementally growing revenue. "Even though we're a small market, we have everything an advertiser needs, and we're glad to have NXT and Marketron supporting us," Cotton said.

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General manager
Krystal Media