

Meridian Media Lands \$100K Advertiser with Marketron NXT

Background



[Meridian Media](#) is a Kansas company that operates four radio stations. In addition to these, the organization has a news website. They offer local advertising options for radio spots, O&O (owned and operated) and third-party digital. For digital tactic sales, the organization uses Marketron NXT. Salina market manager Bob Protzman shared the company's journey with NXT and how it has contributed to station revenue.

The Challenge:

Digital Advertising Efforts Lag After Starts and Stops

The station's initial digital advertising sales started in the late 1990s with the online news site. They had success with what was a fairly new model. Ownership changes in the following decades caused many starts and stops in evolving to deliver third-party digital tactics to advertisers. The third-party digital platform they had first implemented was sufficient for the times.

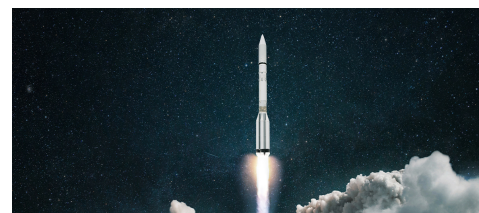
Finally, after Meridian Media's most recent ownership change in 2020, the new owner realized the revenue potential for digital advertising and how their local experts could find an edge. The problem, according to Protzman, was that many salespeople had no digital experience. They were also facing significant competition with both local and national agencies.

Meridian Media's need became two-fold. First, they needed a robust platform that was easy to use and provided differentiation. Second, they needed more than technology and sought a partner to upskill their sellers and transform them into digital experts.

The Solution:

A Robust Platform, a Great Partner and Strategic Selling

Meridian Media implemented Marketron NXT in 2021. While some on the sales team had digital experience or were savvy enough to



Year-over-year revenue increase:

32%

Number of campaigns executed:

73

MarketronNXT

catch on, Protzman noted, “You’re trying to teach one kind of media salesperson who’s used to selling one way to now have to think about digital, and it’s different strategies.”

In addition, they had customers with varied experiences of buying digital, from those doing it consistently to others just considering it. Each required a unique approach. For those all-in on digital, the conversation was about besting the competition. Those with less experience needed to learn the basics and the value.

With the technology in place that provided numerous tactics and the training and support of their client development manager (CDM), they began to make headway. One thing they focused on was their long-standing relationships. “Our pitch was that they trusted us with radio; they could trust us to do digital, too,” Protzman explained.

This strategy has worked well for them, and when they need guidance, their CDM is there to answer questions and help them position offerings or expand capabilities. Any time they’ve provided feedback on the platform, Protzman knows Marketron listens and delivers practical advice. “Marketron listens to their customers about what they need. They’ll give us a strategy for the right ad mix and percentage of dollars to spend. And there’s how they help us explain how tactics work and what differences are in a way that’s easy to understand.”

Protzman also noted that reporting through NXT is an advantage. “You can see the results and identify how the campaign performed.”

Meridian Media has seen outstanding results from using the platform, having consistent support from their CDM and focusing on relationships.

The Results:

New Advertisers and Growing Revenue Streams

In 2021, they began to generate revenue, focusing mainly on digital display and geofencing. They’ve also been able to sell some OTT spots and work with a local video production company to develop content for advertisers.

The difference maker in 2022 was recruitment advertising. “We’ve got more jobs here than people. With digital, we can expand outside the market to support recruiting for health care and industrial,” Protzman noted.

They launched successful campaigns for recruitment with a company that wasn’t a traditional radio advertiser. Protzman relayed that the campaigns performed well but that the company paused them, thinking they weren’t necessary. “Their candidate pool dried up when they stopped spending, so they came back.”

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Bob Protzman
Salina market manager
Meridian Media

Other big wins for 2022 included a \$100,000 client they acquired that will be back to spend in 2023. These achievements give them momentum for the year ahead, with a goal for digital revenue to be around 20%-25% of their total budget.

