

Sunrise Media Diversifies Ad Options, Competes on Equal Ground for Advertisers with Marketron Third-Party Digital Technology

Background



[Sunrise Media](#) is a locally owned and operated integrated marketing communications company in New York.

The company includes Sunrise Broadcasting, which operates three radio stations in the Hudson Valley. Sunrise Digital is the other business segment, offering digital advertising tactics for local businesses. The organization uses Marketron's third-party digital ad platform to deliver these. The company's general sales manager, Rob Brown, spoke with us about their successes in digital with the support of Marketron.

The Challenge:

Diversifying Ad Options to Drive New Revenue Streams Became Imperative

Many broadcast organizations have adapted what they sell to better meet the needs and goals of advertisers. Sunrise Media was no different in realizing the need to diversify into digital. "To come close to hitting revenue goals, we had to offer more. The size of the piece for radio ad dollars is shrinking, so it was mathematically impossible for us to stay in business without diversifying," Brown explained.

It was evident that they needed capabilities to sell advertisers radio and digital. Radio is ideal for branded spots and consistent reach and frequency, and digital is perfect for targeting and driving more conversions. Getting some businesses in the door with just radio may have been hard. Now, they have the tools to cover the full advertising funnel in multiple channels.



2021 third-party
digital revenue:

\$193,111

Number of campaigns
executed since 2021:

120

The Solution:

Intuitive Technology Eliminates Learning Curves, Empowers Sellers to Start Winning Deals

The company partnered with Marketron to have a turn-key platform to manage third-party digital advertising sales. The initial challenge after implementation involved learning the platform. “It was overwhelming and intimidating, but once we started training, I found the system to be simple compared to others. Once we started working with Marketron, we went from a proposal taking two days to only 10 minutes,” Brown shared.



Using Marketron’s technology, Sunrise Media has been able to drive significant success in third-party digital ad revenue. In considering how the technology positions them, Brown said, “It’s a great product, and advertisers love the analytics and transparency.”

The platform enables quick, quality proposals and easy order entry, reporting and billing. Brown is highly complementary of the other ways Marketron makes his team better sellers with continuous training, webinars and content. Another crucial part of the success is access to a dedicated client development manager (CDM).

While Brown feels confident with the platform, technical questions often come up. “If there’s a technical question, I send it to my CDM, and she’s very responsive.” Brown noted a recent situation with using enhanced email, which the station wanted to pilot for their internal marketing. “Our CDM worked closely with us and walked me through setting up the campaign. She’s always helpful.”

Their CDM also supports their efforts by helping the organization pitch and explain digital. Brown noted that his CDM has a sales background and is very savvy. “It’s a big asset,” he added.

The team also has regular Friday training sessions with their CDM, and all sellers tune in to learn what’s new and ask questions.

The Results:

Revenue Jumps, Advertisers Find Success

Brown reported that working with Marketron for third-party digital has been significantly impactful in terms of revenue. Digital ad products generated \$193,111 in 2021 for Sunrise Media. In addition, sales professionals have higher proficiency in selling digital products. The best results are those that really benefit their advertisers.

Brown described an example of a local Harley-Davidson dealership purchasing digital display and geofencing. They geofence around other Harley dealerships and competitors in the tri-state area. “A customer was at another dealership waiting to see someone, and they saw an ad on their phone while there. After an unhappy experience, they went to our customer’s business and bought a \$27,000 bike. I mean, talk about conversion!”

In addition to these tactics, Sunrise Media sells SEM (search engine marketing), social, email marketing and OTT/CTV. "I think it's important to have all the tactics. I don't want advertisers going elsewhere, so I can win 100% of their digital budget," Brown explained.

Brown also pointed out the analytics and transparency available with the Marketron solution. "My clients love being able to check on campaigns. It's updated daily, and we can make changes to optimize it in the moment. We don't have to wait three weeks. They are self-explanatory too, so there's no barrier to them understanding the results."

This transparency is a point Brown uses in selling to advertisers. He can assure them that they'll have access to all the performance metrics that matter to them. "The analytics, transparency and creative we offer separate us from others. We are very proud of the product and believe it lets us compete with the big players in the space," Brown said.

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