

# SOUNDADVICE

The Radio E-marketing System That Brands and Trains  
Your Account Executives as Radio Marketing Professionals



## A Proven 3 Part System

### I. SoundADvice emails:

- A weekly topical marketing tip send to your prospects and clients keeping your logos and account executive photos front and center with every issue

### II. Field Guides:

- Each tip has a link for prospects to request an appointment with your account executives to deliver and discuss more information about each week's topics.
- Your account executives are armed with SoundADvice Field Guides to deliver in the field and establish them as helpful marketing resources. This opens more dialogue on each prospect's advertising needs.

### III. Application Guides:

- Your account executives receive their SoundADvice Application Guides two weeks in advance of each issue to discover how to apply each Field Guide to sell more radio.

## SoundADvice Additional Benefits

- Collaborative content. Tell us what your market needs to know, and we'll research and write the appropriate content.
- Tip appears as though it is sent from you, but is actually sent via our proprietary custom software system that ensures your message will get past SPAM filters with content that is welcomed by more than 10,000 business owners every week.



- FREE monthly 15 minute training videos covering everything from cold-calling to selling radio in the new media landscape.
- 24/7 mentoring and consulting via email or telephone on all matters relating to marketing, advertising and sales.

- Measurable open and click through rates.
- Totally turnkey. We do all of the work, you get all of the credit!
- SoundADvice members are entitled to a 20% discount on all other ENS media revenue-generating and training programs.



## **Our Guarantee**

Our ten-to-one guarantee: If after one full year membership you have not generated a minimum 10 to one return on your membership, we refund that membership in full.

## **Membership Investment**

Your SoundADvice membership is market exclusive and costs less than your account executives spend on their morning cup of coffee every day!

## **Check Out SoundADvice**

Visit <http://www.wensmedia.com/media-companies/soundadvice> to see samples, station testimonials and client testimonials from satisfied customers.

## **ENS MEDIA INC.**

Marketing and Motivational Consultants



For a no obligation demonstration of SoundADvice  
**contact [Angela@wensmedia.com](mailto:Angela@wensmedia.com)**