



SOUNDADVICE

A Proven 4 Part System

I. SoundADvice emails:

A weekly topical marketing tip sent 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 topic.

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 in advance of each issue to discover how to apply each Field Guide to sell more radio.

IV. On-Air Radio Script:

With each weekly Edition, you also receive an On-Air Radio Script for you to produce and air. This 60-second promo is one of the most powerful ways to brand your stations as marketing professionals.

SoundADvice Additional Benefits

Collaborative content. Tell us what your market needs to know, and we'll research and write the appropriate content.

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.

Membership Investment

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

