



BIKE NITE & FULL THROTTLE FRIDAY

Integrated Sales Campaign

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OBJECTIVES

Client Objectives:

- A FUN giveaway that would positively affect their business
- Increase clientele inside the store
- Increase social media presence
- Increase website traffic

Our Objectives:

- Increase website/social media traffic
- Increase revenue
- Increase awareness for local bars and restaurants

SALES CAMPAIGN ELEMENTS

- Live calendar reveal at the local Harley Davison Store
- Posters/cards/website/social media posts listing of event days and locations
- Live 2 hour event every Thursday and Friday at local establishments for 22 weeks
- Giveaways during the event: tshirts, giftcards, tickets etc
- Weekly Social Media posts
- Picture album posting on website and social media
- On-Air promotional schedule with live chatter
- Partnership with local beer distributor, insurance agent and Harley Davison Dealer

CAMPAIGN PRICING / RESULTS

Pricing:

- Harley Davidson - \$10,000
- Insurance Agent - \$6,000
- Beer Distributor - \$4,000
- Local Bars and Establishments - \$600 per Event (\$13,200)

Results:

- Foot traffic, revenue, and top of mind awareness
- A fun summer event that gives away \$10,000+ in prizes