

# RADIO case study

## Better Banks



### Background

- Better Banks is a locally owned community bank, with 8 locations serving the Peoria, Dunlap, Morton, Chillicothe, Bartonville, Wyoming, and Astoria areas in Central Illinois.
- With a 60+ year history of being a strong, locally owned community bank, Better Banks provides a broad range of consumer and corporate banking services to customers throughout the region.
- Alpha Media approached Better Banks and presented ways their Central Illinois radio stations can help grow their business.

### Objectives

- Grow the Better Banks email database.
- Drive new checking account customers and mortgage referrals.



### Solution

#### We'll Pay Your Mortgage

- Alpha Media partnered with Better Banks to activate a "We'll Pay Your Mortgage for a Year!" sweepstakes that leveraged the incredibly loyal fans that four Alpha Media radio stations engage on a daily basis.
  - The Bank gave away \$1,000 cash per month for a year to the winner.
- The sweepstakes was promoted on-air, online, and through email marketing over a four-week period.
  - Live promos from on-air personalities highlighted the details of the giveaway and directed listeners to station websites for a chance to enter.
  - Online sweepstakes software Aptivada was leveraged as the entry platform.
  - High impact graphics ran on the homepage of the radio stations' websites along with a targeted display campaign.
- Listeners who actively engaged in Better Bank activity received additional (bonus) entries. Activity included:
  - Opening a checking account
  - Visiting the bank website
  - Uploading a selfie taken at the bank to social media.

### Results

- Alpha Media radio stations added 5,610 email addresses to the Better Banks email database.
- At least 8 new checking accounts were opened as a direct result of the campaign.
- Over 1,500 surveys were completed providing the bank answers to specific questions they had about their business.
- More than 10,000 contest shares on Facebook.
- 44.7% email blast open rate.