



2023- 2024 Ideas and Improvements

Presented By: Bill Schultz
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Last Time We Met you Shared...

- Target Customer: EVERYONE LOCALLY
- Always a need more local customers in the buying funnel
- Looking for new ideas to partner with local media
- Ideas involving social media desired
- Looking for best ways to use marketing dollars
- Amanda, Bill and Jodi provide new set of eyes to see new opportunities for Cellcom in 2022-23



Marketing Objective

Staying local with tactics to cut through the cellular clutter and connect with local audiences

Extend “tools” Cumulus possesses that make good sense for Cellcom





What Cellcom is currently doing: WEATHER SPONSORSHIPS

Local weather forecasts are
the #1 reason why people
listen to local radio

CLASSIC HITS
103.9
WVBO



STAR★98

Sports Radio • 107.5 & 1400
THE FAN
WDUZ



6,483+ messages per month
Includes interstitial ads

NEW “STREAMING TOOLS” in the CUMULUS TOOL BOX

ADD STREAMING- Stream all flights schedules!



STATION STREAMING SPONSORSHIP- Over 200,000 starts each month through Alexa, web, mobile apps, streaming apps! Cellcom receives :15 second audio ad before EVERY start!!

NEW “SOCIAL TOOLS” in the CUMULUS TOOL BOX

PHONE and TEXT LINE SPONSOR- The Fan (P&T), WQLH(T),
The Fox (T), WPKR (T)

Minimum of 100 mentions per month per station
Additional mentions for each text or phone call

Live Endorsements- Star 98 (Steve and Susan)*, WVBO (Steve McGrath)*



Tik-Tok- Star 98 (Steve and Susan)*, WVBO (Steve McGrath)*

