

Vallie Richards Donovan

VALLIE, RICHARDS, DONOVAN CONSULTING

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Promo  e-Fax
March 28, 2008

Below are some promotion ideas that may be perfect for your station, others you might not consider. Please use these thought starters and turn them into GREAT promotions for your station.

No Mystique About It

Dianne Shannon and mstiquemarketing.com had some interesting ideas recently about marketing and making a connection with target females. Here are two examples:

How can you create that buzz by making someone happy? Instead of giving away large amounts of money through the day, create a concept of making people's day. For example, send your morning show out on the town with a credit card and a business card that say's "We at WXXX Just Wanted To Make Your Day." Have the team pay for people's gas, their lunch, or their groceries. Do it randomly and get a buzz going about when and where they might be that day. Diane says "if your morning show steps up and pays for my \$65.00 tank of gas, I am going to tell everyone I know."

Get involved with your community. Don't just talk about a charity event, get your hands dirty. Over half of all women volunteer for some charitable cause every year and 70% donate money. Most women have a favorite charity and it is their favorite because of an emotional tie such as breast cancer or an animal cause. Connect with those women by helping them support their cause. Instead of giving away \$1,000 for example, give her \$500 and another \$500 in her name to her favorite charity.

Dianne's contact info: diane@mstiquemarketing.com 888-707-4441.

April Fools Quickies

April Fools Day is fast approaching. Here are some quick ideas: the morning show mentions a new state law that would outrage people (can't drink beverages while driving). Breakfast with a star, a famous name...with a local normal person with the same name. Different cell phone rings go off every 10 minutes all through the morning show or day and are not called attention to. April Fuels Day, sell gas for the dollar amount per gallon of your frequency.

The Adventures of Dr. McDreamy and MerDer

Fans of the popular night time drama Grey's Anatomy have been patiently waiting through the writers strike. The first of five new episodes airs Thursday April 24 at 9PM Eastern on ABC. Take the idea of a Grey's Anatomy watching party to an area bar or club and invite the shows' fans to see if Derek and Meredith get back together or is something all a tizzy with George and Izzie.

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