

Radios Niche Marketing Revolution FutureSell (Paperback)

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Reviews

This ebook is wonderful. Of course, it really is perform, nevertheless an interesting and amazing literature. Its been printed in an extremely straightforward way and it is simply after i finished reading this ebook where in fact changed me, modify the way i believe. (Prof. Maxwell Stracke)

RADIOS NICHE MARKETING REVOLUTION FUTURESELL (PAPERBACK)



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Taylor Francis Ltd, United Kingdom, 1997. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Radio s niche marketing revolution evolved to address the problems of market fragmentation. These problems are responsible for steep declines in traditional media revenues. Market fragmentation, happening in every market across the globe, has led marketers and media into the new era of niche marketing. Mass-marketing strategies are obsolete. Radio, cable (wired and unwired), and television are being forced to alter the way they present their products, promotions, and marketing strategies. FutureSell provides radio professionals with the advanced skills and systems to turn niche marketing into a profitable approach for their own stations. Your clients don t want to buy advertising|period. They do, however, want to sell their products and services. Your advertisers markets are also fragmenting. Cutting-edge companies now seek ways to learn their customers smallest needs and cater to their customers perceptions. Yet, very few businesses or ad agencies know how to conduct niche or one-to-one marketing. With the techniques introduced in this book, you can create new revenue streams while upgrading your largest advertisers. The ideas you ll encounter work for multi-national media conglomerates, stations in small markets, and duopolies in any market size. Owners, group heads, managers, salespeople, programmers, copywriters, and office staff will gain valuable insight to make their jobs easier and more productive. Radio people, ad agency executives, and advertisers will discover a money-making glimpse into the future. Godfrey W. and Ashley Page Herweg are radio management consultants, international seminar leaders, sales trainers, and researchers specializing in niche marketing and focus group studies. They have successful backgrounds in, radio, television, and print production, and media buying and sales at the international, national, regional, and local levels. The Herwegs have owned, o

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