

# AGENT511 | RADIOtext

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## **Increase advertising revenue. Size up the audience. Win over the community with “511.”**

The RADIOtext suite of products empowers radio stations to directly engage the audience. In doing so, the station enhances its own brand while increasing its number of advertising opportunities. Stations can measure audience participation (both size and area code) on a per campaign basis. When prompted (or even without prompt), the audience text messages a unique station keyword, such as the call name, to our branded text code 511-511. Station personnel are able to evaluate each response and the cell phone user receives a sponsored response. In addition, the station can create opt in TextBLAST alerts and interactive, local information directories.

For advertisers, text messaging metrics can be a goldmine. Firms can measure the response to campaigns not only by time and programming, but also user area codes (and phone number), number of occurrences, and soon, even location.

In many communities radio (and the ever shrinking newspaper) are the primary sources for local news and information. Agent511, unlike other “one-off” radio only text messaging vendors, offers a broad suite of marketing solutions. These tools, when coupled with radio advertising, propel a broadcaster to being the indispensable source of real-time local information. Agent511 suite includes text directories, blast campaigns, and scheduled “hot deals” that extend radio’s brand to the mobile phone and consequently, the number of advertising and sponsorship opportunities. In Agent511 communities, the “511” brand is synonymous with local deals and sponsored information.

Mobile advertising is anticipated to grow to over \$1.4 billion over the next couple of years. More than 42% of the US population regularly text messages and the number of messages grows 20-25% quarterly. In the 18-24 age group, over 80% frequently text message, and unlike smart phones, text messaging is widely used. Text messages remain on the phone, and with a conversion rate on targeted mobile advertising of nearly 12%; station advertisers are likely to see a substantial ROI.

## **Examples**

### Voting

Get the audience’s opinion on the latest news while throwing them a sponsored response. Should the I-169 referendum pass? Text **B93 YES** to 511-511. Are the Olympics good for Chicago? Text **DRIVE91 YES** to 511-511. Each respondent receives a sponsored confirmation message and is queried to join the TextBLAST. Station personnel can tally the responses on a private web page.

### Product information

Mobile couponing campaign is the latest buzz and for good reason—targeted mobile coupons are highly effective. Stations upsell its advertisers a text messaging campaign complementary to its broadcast. When a listener text messages the advertiser’s unique keyword—FREDS PIZZA to 511-511—he/she immediately receives a text back with a Fred’s Pizza coupon and contact information. The transaction is reported on the station’s private web page. In addition, text messages can include a picture (such as an industry standard bar code) or brief video that describe the product or event. A theater or club can offer consumers a preview of an upcoming performance or band.

# AGENT511



**Example informational message with a picture (coupon)**

## TextBLASTs

A TextBLAST instantly informs recipients of upcoming events or coupons in real-time on their cell phones. Because text messaging is less prone to SPAM, consumers are certain to receive and act upon the call to action. Pictures and brief video clips can be attached to the text messages thereby allowing advertisers to more effectively communicate their messages. An example is a Thursday afternoon blast that informs the audience of the weekend's sponsored events and bands.

Agent511 helps stations manage the process from sign-up, opt-in, and the scheduled blast to ensure the integrity of your campaigns.



**Concert series TextBLAST**

## Audience shout-outs, requests, and reports

Your audience wants to express its opinion or share the latest breaking news such as "happy birthday to a friend," a request for a song, or "traffic accident blocking the outbound Kennedy Expressway at Foster Avenue." Your keyword such as call name is followed by the text message to 511511. Each message along with the phone number and date/time is displayed on a private refreshing webpage. Each respondent receives a promotional response message with instructions for subscribing to the TextBLAST.

# AGENT511



Example shout out and scrolling display

## N<sup>th</sup> texter

Give away tickets to a concert or upcoming event to the Nth texter. This application leverages audience shout-outs by tabulating responses until the Nth texter is determined. Each respondent receives a promotional response message with instructions for subscribing to the TextBLAST. The Nth texter can be texted to contact the station for prize information.

## Name that song

Users can text the keywords **Z91 SONG** to 511511 for the current song on the radio.

## 511 directories and deals

Create interactive text messaging directories for restaurants, bars, and events in your area. Stations can promote themselves as the authority on local information and use directories to generate sponsorships and mobile couponing. Agent511 is pleased to provide stations the support and tools needed to deploy a comprehensive, local marketing service that leverages the station's standing in the community.

A station can offer its own daily deals—**Z91 dining deals**; the community either text messages for the deals or subscribes to a daily blast. The Hot Deals functionality provides the text fields and scheduling necessary to create branded daily advertising specials that drives consumers to the station's advertising clients.

## Creating campaigns

### Votes and keywords

Voting campaigns and keywords are created on a private web portal that includes secure access to reports documenting audience inquiries.

## Blasts

Blasts can be created and scheduled on the web portal. Agent511 provides broadcasters with the tools required to collect text messaging numbers on its website and store them in Agent511's secure database for ease-of-use in creating a new blast campaign.

# AGENT511

## Audience inputs

Each station is assigned a keyword such as the call name. Text messages to the call name will be posted on a refreshing webpage. The system tabulates the texter number to determine the N<sup>th</sup> caller.

## Directories

Local listings and events are uploaded and periodically synchronized to Agent511's database.

## **Performance**

The system is capable of receiving and sending thousands of messages at a time; multimedia capacity depends on the file size. Unlike e-mail, TextBLASTs are generally sent during the day.

## **Overall benefits**

- Detailed multimedia information
- Advertisers can track phone numbers to evaluate campaign metrics
- "Sticky" product promotion
- High conversion rate
- Timely
- Mitigates problem of e-mail SPAM filters