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March, 2015

The Broadcaster

A Newsletter From CMS Station Brokerage

CMS Station Brokerage offers media brokerage services. We help radio and television station owners sell their stations to qualified buyers. We also help buyers find radio stations which make sense to meet their objectives.

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SALES IDEAS



Talking with station people everyday, I sometimes have the good fortune to hear some great sales strategies.

Ones which are successful because they make money for the advertiser/client. And because they

do well for the advertiser they keep on coming back which is good for the salesperson and the station management.

[Here's a video](#) of Wisconsin Broadcasters Hall of Fame member, Roger Utnehmer suggesting how it makes sense to go after the big order. 'It sure is a lot more fun!'

Jim Seemiller wrote a column (see below) which your salespeople can use as a refreshing way to approach advertising prospects.

Give me a call and tell me some of your successful sales ideas!

===

I will be attending the NAB convention in Las Vegas. If you would like to meet, please let me know.

Best wishes,

Roger

[Roger Rafson](#)
[CMS Station Brokerage](#)
(412) 421-2600

Stations For Sale

Our current list of stations for sale is [at our website](#).

Contact Roger Rafson for information about any of these opportunities. (412) 421-2600 or roger@rafson.com
Feel free to share this list with fellow broadcasters who would want to know!

Station Appraisals



Think of CMS Station Brokerage when you need a station appraisal. Lenders, station owners, broadcast attorneys and government officials have come to CMS Station Brokerage to appraise the value of station properties. If you know of someone who needs a station valuation please refer them to us.

More information is available [at our website](#) or by contacting [Roger Rafson](#).

NAB Crystal Radio Awards



In each of our newsletters we bring you actual applications from recent Crystal Award winning stations for their commitment to community service. We hope you'll be inspired to do the same!

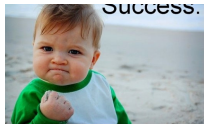
WLEN-FM Adrian, Michigan owned by Lenawee Broadcasting Co.

While the economic recovery was occurring in many parts of the country, it was coming much more slowly to our Michigan community. In 2013, we continued to suffer high unemployment and record home foreclosures. Our significant population decline diminished the pool of those able to give. Priority needs were homelessness, hunger and unemployment. We broadened our reach as a community resource, promoted a strong education foundation and helped to build county-wide collaboration. The year saw us touching more than \$2 million in community giving. A 3kw single FM in a community of 20,000, we touched more than 100 organizations. We sponsored Hometown Hope, and each month designed and donated a \$3,500 marketing grant to a different local nonprofit organization. We organized fundraising events and assisted others with their events. Our staff of 17 donated more than 1,000 volunteer hours. We broadcast 54,734 public service announcements and generated more than 400 hours of community affairs programming. We kept our community safe during storms and power outages, and educated and informed our audience with local news, political coverage, weather and information. In 2014, we will continue to strengthen our local community and help people and organizations help themselves and help each other.

Expert Guest

How Much Is A New Customer Worth?





Having conducted hundreds of advertising seminars for companies ranging from 1-2 man shops to large corporations, one thing that I have noticed, most companies do not know the value of a new customer, what they represent in terms of income, sales etc. And also, as a result do not know what the cost is to lose a customer versus keeping a customer.

As a business owner, you must have a real good understanding of this to be able to measure what your marketing must achieve, and how many new customers do you need to overcome the natural loss of customers (we refer to this as natural attrition through no fault of your own, moving, health issues, etc). Let's take a look at how we do this.

Let's say you are a restaurant owner and the average per plate with beverage is around \$25 for dinner. A visitor to your place will in all likelihood bring a guest, therefore a single monthly visit is worth \$50. If you find that most folks come twice a month then your PCV (per customer value) is \$100 a month, and if you normally keep customers for 3 years, then your PCV is \$7200. That's right, each customer is a \$7200 dollar bill walking into your business. You can do the simple math for your business and be ready to compare to your marketing costs.

If you invest \$1000 a month on a small radio campaign and you legitimately know you got 2 new bona fide customers, then your investment is more than enough to continue your current advertising. Your job is to quantify each month as to the amount of new traffic. Now in today's world, we know a lot of (most) people will Google your establishment before even deciding on a visit to your location. So, you will want to measure the amount of new unique visitors you get to the site and in turn determine if your conversion ratio, new visitors versus new customers is working. If it is not, your problem is not in your advertising but in your website. Make sure you do not blame the media when in fact it is your storefront (website) that is the problem.

When looking for the best way to actually get new customers, we do not recommend the use of coupons, be they direct mail or the big companies out there pushing the cheap easy way to get people to try your store. The couponers are exactly that, they are not looking for any loyalty, they want 50% off and then next time they buy that product they will look for another 50% off. These couponers are fools gold, they do not represent a new customer, they represent a price shopper only and unless you are willing to give 50% of your revenue away, this is not a medium for you.

I always recommend traditional media where you can build a brand awareness and when potential customers Google, they might just Google your business name and you will win. If they Google a category, and your name appears, and they have been

exposed to your marketing, the likelihood of them going to your site first increases.

So, recapping, attrition will occur and you need to find ways to replace and bring in new customers, and you need to know the PCV so to measure your marketing. Beware of the couponers!

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Jim Seemiller, has been a 30 year veteran of radio management. Jim's broad experience has ranged from General Manager in major markets like Phoenix, San Diego, Pittsburgh, Chicago to ownership of individual stations and a radio station group. He has been President of major radio chain, as well as COO of broadcast companies with emphasis on the revenue generating side. He has also been owner of other businesses that allowed his marketing skills to grow those companies to their ultimate success. Jim has been nominated for Marconi award on multiple occasions and is a Marconi Award winner as well. As Jim likes to say, his biggest accomplishment in radio is the revenue successes he has had with innovative ideas. Contact Jim to sign up for his monthly Marketing Insight mailer jimseemiller@aol.com

Dear Roger,

Congratulations to our Top 5 winners in the CMS Pro Football Pick 'em Contest:

#5 **Wayne Johnson** of Media Logic (who tied for 3rd last year)

#4 **Tim Sawyer** of Mullaney Engineering

#3 a tie between **Carolyn Becker** of Riverfront Broadcasting (who placed 3rd last year as well) and **me!**

#2 **Todd Cinnamon** formerly of WMOV AM/FM Ravenswood WV and (drumroll please)...

#1 **Mike Hulvey** of Neuhoff Media (Mike placed 3rd last year)

They each won prizes. We'll be sponsoring next year's contest again in the Fall. Stay tuned!

Roger

Closing Quote



"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."

Henry Ford

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CMS STATION BROKERAGE | 1439 Denniston St. | Pittsburgh | PA | 15217