# Key Priorities:

**Objective 1:** Regain lapsed listeners

**Objective 2:** Convert core listeners to members

**Objective 3:** Launch new brand diversifying the base

# The Approach

- **Deep dive into target demographic** to craft clear understanding of the core target audience.

- **Identify the factors contributing to listener loss.**

- **Redirect core users to become members** by maximizing community partnerships, developing targeted campaigns, customizing incentives and offering content and programs that align with the core demographic's values delivered through the marketing channels they use.

- **Create an integrated marketing plan** for the launch focused on diversifying and expanding the audience base primarily through targeted digital strategies coupled with compelling curated content and supported with PR, events and creative partnerships. This plan allows for the integration of other relevant causes that can help appeal to a diversified and younger audience such as the recent "Sun & Sea" sold out opera performance on climate change and/or working with local schools in our communities on music education and arts in the schools.

**Target Demographic Deep Dive**

**Identify Listener Loss Factors**

**Redirect Core Users to Become Members**

**Integrated Marketing Plan**

# Assumptions

- We don't have in-depth, current data on the core broadcast demographic.

- **The core demographic is a "Boomer."**

- As a non-profit, we can look to **leverage community partnerships** and further grow the relationships.

- We are open to exploring and **collaborating** with other causes and sharing donations.

- The budget does not include new hire salaries.

- There is **no USC Radio Group logo** to use that incorporates all 10 stations.

- We are looking to **recapture** and grow the lost **250,000** "Boomer" listeners, while growing and diversifying the target base with the new launch.

- Some requested "Boomer" data may be already available internally.

- Recommend a competitive and **SWOT analysis** be completed for the re-brand positioning launch if not already completed.

# Objective 1: Regain Core Listeners

## Develop Profile Analysis of the Core "Boomer" listener

- Conduct demographic and physiographic surveys - online and/or focus groups.

- Study consumer behavioral changes.

- Determine what motivates the core to tune in.

- Uncover when and why they tune in? Listen while working, driving, eating. .

- Inquire how listening habits might have changed pre and post Covid.

- Research interest in attending live classical events and how are they learning about them, etc.

## Solution

**Since the "Boomer" group of consumers use the computer more than other generations,** reach them with **targeted incentives** and content **using their preferred marketing channels** of communication and giving them a reason to tune in:

- Facebook

- E-Mail Marketing Campaign

- Search Engines

- Online Videos

- Podcasts

- Events

# Objective 2: Convert Core Demographic and heavy listeners to Members

- **Armed with customer segmentation data, create incentives** that motivate them to donate and become a member.

- **Communicate to this core demographic** using their preferred communication tools .

- **Create innovative partnerships** to convert listeners to members.

## Solution

**Convert core listeners to members, in scale, by working with community partners** from the LA Phil to the SF Opera House, by aligning with the ticket sales process creating donations and matching grant opportunities with corporations and causes.

- **Ticket sales:** Create the partnership program and invite Visa/MC/American Express to join, match etc.

- **Causes:** Identify causes that appeal to this group and join forces looking to develop revenue share ideas.

- **Merchandise :** Create co-branded Glittery masks, and other merchandise, for formal/Covid events.

- **Events:** Collaborate on special events.

# Objective 3: Develop Integrated Marketing Plan

**Below is an outline for an Integrated, primarily digital, marketing campaign** centered around creating brand awareness by driving traffic to the newly re-branded KUSU Radio Group's website. Grow listeners on broadcast and all formats, converting them to members. The website is the hub for all activities.

- **PR:** Trade and Consumer, Event Tie-ins

- **Social Media:** Mobile/App, Podcasts, Facebook, YouTube, Twitter, Instagram and TikTok

- **Advertising:** SEO, SEM

- **Podcasts**

- **Events**

- **Website:** Redesign

- **Donor/Membership Incentives:** Rethink and develop based on target audience data

- **Metrics**

- **Other:** Licensing, Partnerships, Expand Distribution

- **Budget:** Digital (40%), PR (30%) Events (15%), Unexpected opportunities (15%)
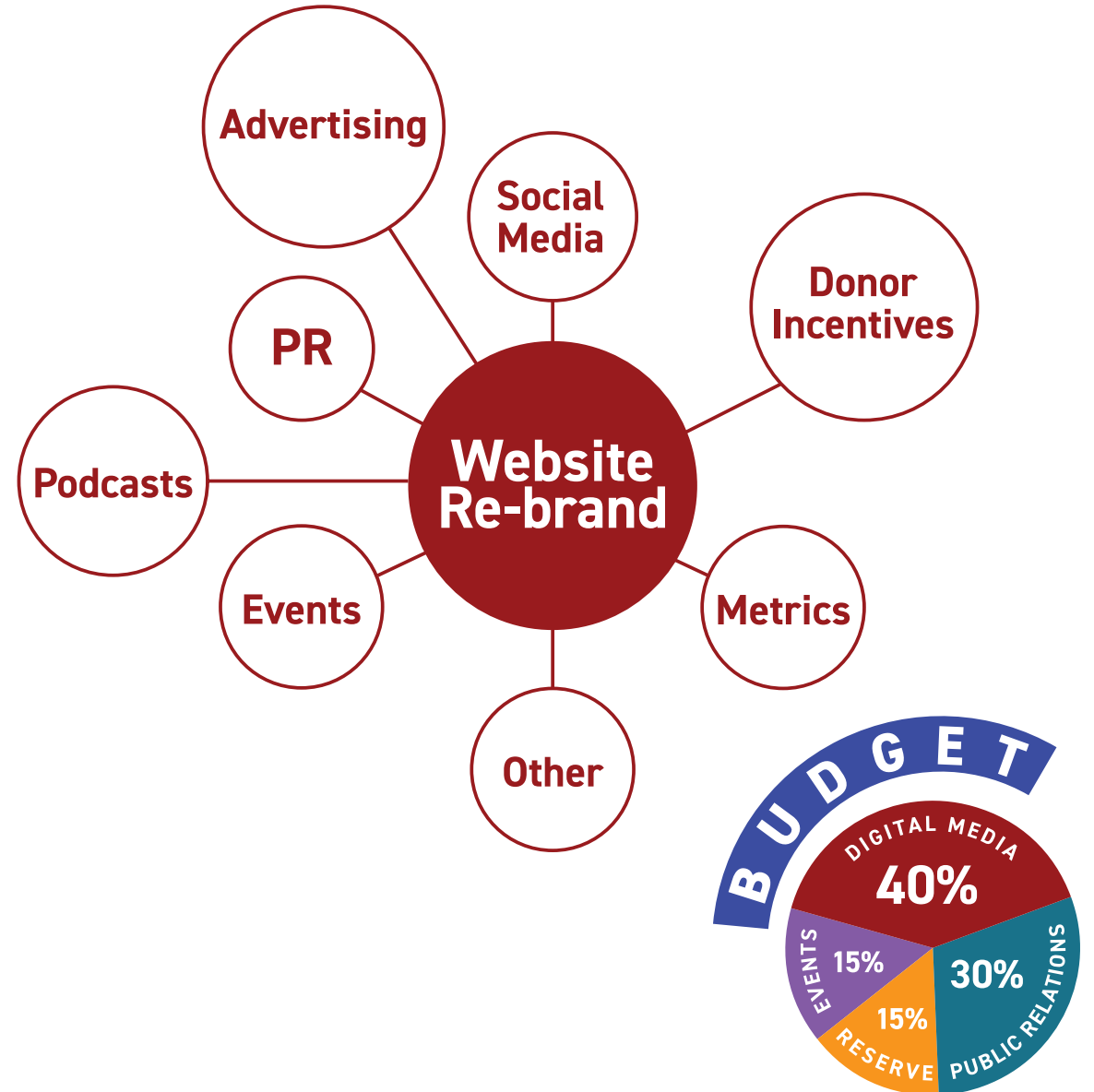
# Target Demographics

## Primary

- **Boomers:** 55 to 64, 65+

## Secondary*

- **Gen X:** 35-44, 45-54

- **Millenial:** 25-34

- **Parents and their Children**

*Notes: The primary goal is to diversify and expand our core "Boomer" audience, targeting various age and economic groups, while conducting segmentation analysis.

# Metrics

- Set objectives and KPIs for the launch.

- Establish quantifiable goals once plan is approved.

- Track Digital Media Spends – SEO, SEM, Facebook, etc.

- Track media impressions.

- Track new twitter followers, tweets, Facebook fans, etc.

- Gather and test social media messages for analysis.

- ROI Analysis

**Set Objectives & KPIs**

**Establish Quantifiable Goals**

**Track Digital Media Spends**

**Track Media Impressions**

**Track new followers, tweets, fans, etc.**

**Gather and test and analyze social media messages**

**ROI Analysis**
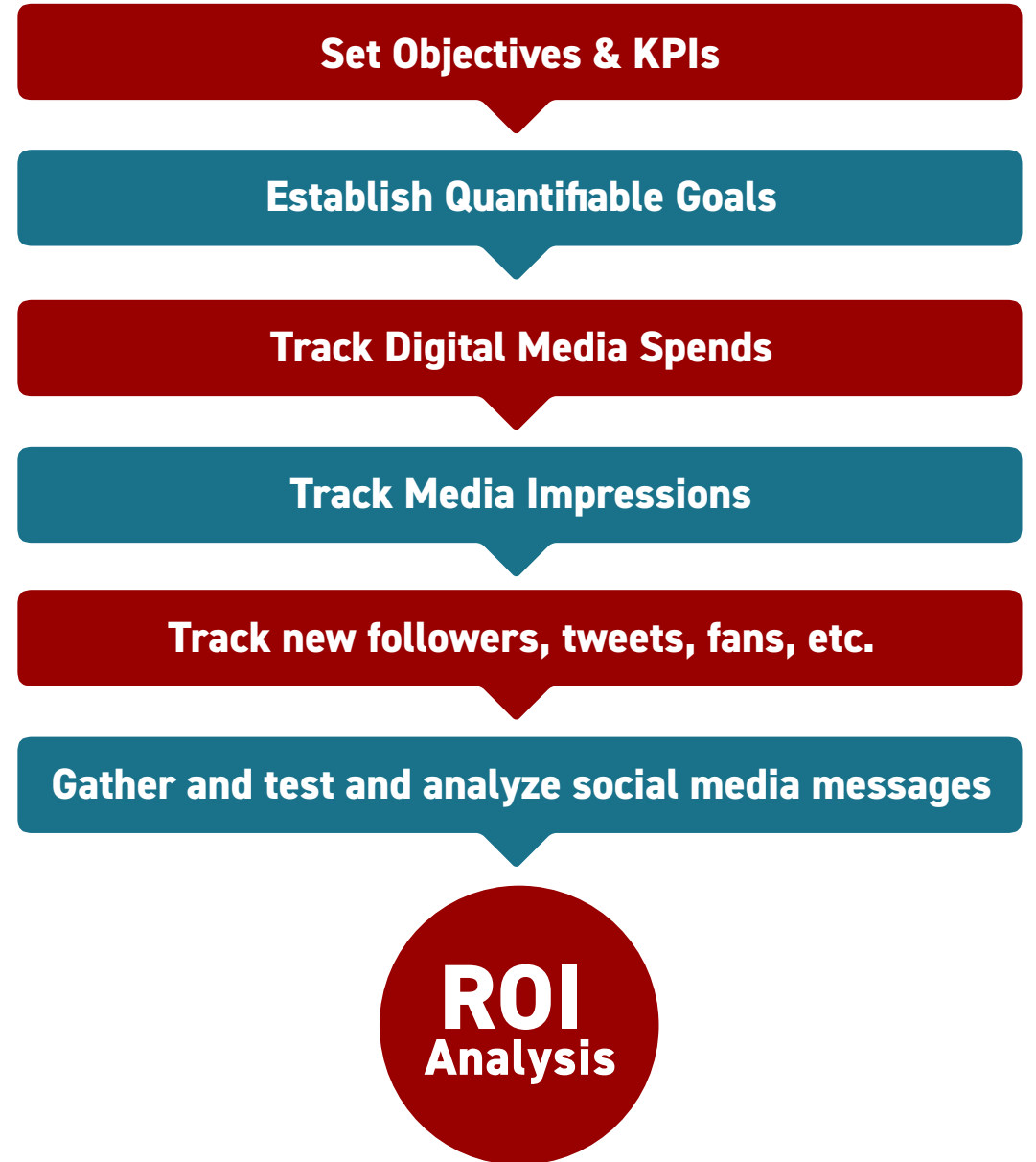
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## Questions? Contact:

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