



Seven Companies Changing Radio Now

Hipcricket

The telephone has been a friend to radio since its early existence. What would stations have done without listener requests, talk show questions, call out research and occasional marketing campaigns? But it is only within the last year that the telephone has done something new for radio: Make money. The modern day has brought opportunities for radio stations to collect large numbers of listener mobile phone numbers then leverage that relationship to advertisers who see mobile messaging as the next big thing. U.S.



spending on marketing and advertising over wireless networks may surge to \$602 million by next year, according to consultancy vision-gain. Hipcricket chief marketing officer Jeff Hasen says they've already completed 17,000 advertiser campaigns over its network of nearly 400 radio stations.

Advertisers love it, because the typical response rate is 30% to 40%. Hasen points to a Salt Lake City campaign for Daisy Maid that received 700 *sales* leads, of which 80% became

clients to the service. The company even needed to hire additional maids. Marketing giants using Hipcricket include Coca-Cola and Hershey's, although the vast majority of advertisers have been locally-sold. That's something Hipcricket takes pride in, noting it assigns account managers to each station to help train them on how to sell mobile advertising on Main Street. Hasen says "There's a lot more to it than a new tool to send text messages with." Braiker brushes aside worries it will cannibalize radio budgets, countering "Stations are taking back the dollars that have been cannibalized from them." Hasen also notes most large national advertisers include mobile marketing in their



interactive budgets. Even so, Braiker says "Radio is probably the slowest uptake that we get. Some get it very quickly, some figure it out, and others are just afraid to spend 25 cents. It's the mentality of the business today." Braiker predicts within three years, a radio or TV station's database will be worth more than their FCC license as it becomes an innovate-or-die situation for radio. "We are no longer in a world of adaption and wait. We're in a world of fast-evolution. It's a game of engagement and nobody is better positioned than radio to do it."