



## Seasonal Radio Campaigns and Social Media

*Will help sell generations that are your major customers.*

Western Generational Media and Genergraphics has developed media programs for our clients that combine the power of radio in reaching the Boomer, Gen X and Gen-Y markets with the far reaching benefits of social media. The following is an example of a recommended program for the particular industry.

1. One week prior to the start of a radio campaign, post the radio offer on your website. Also send an E-blast to previous customers informing them of the radio offer.
2. At the same time post three generational messages (One message is specifically targeted for Boomers, Gen-X and Gen-Y) on all of your social network pages, encouraging them to listen for your special offer on their favorite radio stations in the markets you are advertising..
3. When you aim your messages to these generations mindsets, you will enhance your chances of gaining more of each of them as fans for your product or service. The reason you should gain more exposure on your social networks is that you would only advertise on Boomer, Gen-X, and Gen-Y radio stations.
4. Western Generational Media, using the Genergraphics process will help write the copy for the social media messages to assure that you are reaching the mindset of each generation separately.
5. For the duration of the radio campaign the messages will need reposting to keep them “at the top” of your network page.
6. Once the radio campaign is complete, new messages are posted to generate fan response. This should continue regularly until the special offer expires.
7. Social networks were created for friends and family, it will give these generations something extra to talk about if they heard your offer on the radio; especially true if they know your business..
8. Social media combined with your radio campaign will help expand your exposure in your key markets.
9. As an example, if you run a four week radio schedule in any of your key markets, then at least one of the top rated radio stations would run a promotion following that 4 week schedule featuring your social networks, at no additional cost to your company. This combination would help carry your exposure in each of your key markets until your offer expires. For further information email [phil@generationmindsets.com](mailto:phil@generationmindsets.com).