

Sweet Deals



An advertising program that brings our listeners to you!

Reaching our 259,500 Southern Colorado listeners
with over 1.35M gross impressions,
Over 103k social media followers and
more for the campaign!



Why Radio Should be Your Base Buy

Radio Delivers All 8 Common Characteristics That Drive Best Results

- ✓ Reach Your Potential Customers
- ✓ Influence Close to Point of Purchase
- ✓ Provide Local Consumer Interactions
- ✓ Create Emotional Connections
- ✓ Build Trust & Credibility
- ✓ Provide Un-Skippable Engagement
- ✓ Be Cost Effective
- ✓ Deliver Affordable Ads Quickly

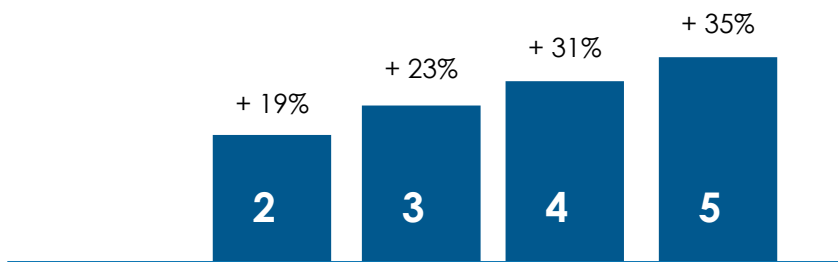
Radio Delivers Highest ROI Across Local Media Options



Higher than any other media including Cable/Network TV, Direct Mail, Outdoor, Digital and Newspaper

\$10:1
RADIO

Multiple Media Platforms Perform Best



&



Sweet Deals 

It's your time to shine!

Sweet Deal Interview and Social Media!



98.1 KKFM
Dec 18, 2020 ·

Sweet Deal at [Overdrive Raceway Colorado Springs](#) for two races and a snack credit for just \$25 is now live!

Get it before it sells out: <https://www.sweetdeals.com/colorado-springs/9006938-overdrive-raceway>



SWEETDEALS.COM
Overdrive Raceway



We will feature your Sweet Deal on our 6 Facebook pages! Our Facebook followers are VERY engaged and we will post EACH DAY (one on Thursday & one on Friday) leading up the sale date!! To over 103k Facebook/Instagram/X followers & growing!

Beyond a standard radio and digital campaign, a unique feature of the Sweet Deals program is the opportunity to speak directly to our audience through an on-air interview/sampling segment with one of our live show. This interview is not something that is available to most of our clients and will be exclusive to your business.



We will bring in a manager, chef or even YOU to do an on-air interview about your GREAT business! This is something money can't buy! Plus, our on-air talent will sample your food LIVE on the sale date!

Our Solution: Sweet Deals

- **336 * recorded announcements to air:** Sat-Thu 6a-7p (equal rotation and highest priority of placement!) Your business receives :50 exclusive ad copy inclusion in these :60 pro-commercials with matching station stream audience.
- **36 live mentions** the week of your sale (some may be used for on-air giveaways to promote the deal).
- **Web presence** in three key areas:
 - Sweet Deals logos/links are on all our station websites.
 - Featured positioning on the Sweet Deals website when your deal goes live.
 - Detail page with marketing for your business, address, phone number, website link and more!
- **Email blast/Social Media** linking to your deal on the day of sale – over 103k social media followers
- **Purchaser Database & Heatmap** of those who purchased your deal – name, address, email! Total of 9,571 & counting! Heatmap showing where customer purchases were made
- **On-Air interview** with one (1) two-minute interview, on a station, the morning of your deal – bring food or product and talk with our hosts!

*168 (28x per station x 6) on-air + 168 (28x per station x 6) streaming with over 53,884 unique online stream users)

Cash-Free Investment

What you will provide:

1. Commitment to honor and redeem **120 deals** (\$50 value each) per Sweet Deal date.
2. Minimum of one Sweet Deal or Commitment to up to four (4) dates per year.
3. High resolution logo.
4. Three (3) key bullet points about your business and your marketing objectives.
5. Tasting or product sampling for your on-air interview segment, if applicable for live in-studio interviews.
 - One (1) interview per deal on one (1) station
 - Only available with live morning show
 - No more than two (2) minute interview

Sweet Deals stories!

"I would HIGHLY recommend this marketing program to any business owner! Tremendous return on investment and incredible exposure! We've partnered with Cumulus for many years and always see a boost in business! We highlight special holidays and much more with this program and see increased restaurant traffic and sales!"

Joanna Hicks, General Manager
Chuy's, Colorado Springs



"We use the Sweet Deals program strategically four times each year during typical slow restaurant times, in addition to specific campaigns, for events & new menu items we need to brand/promote. Incredible exposure!"

Chloe Hoefft, Director of Events
Bourbon Brothers Smokehouse & Tavern



"My main marketing is with Sweet Deals, four times a year, for six years running! This program has built my database of loyal customers. I always see new faces and get GREAT results!!!"

James Mundle, Owner Operator
Overdrive Raceway, Colorado Springs

