

The **love** starts here.

Fickle viewers have lots of media suitors. Your job is to get – and keep – their wandering attention, but with limited station time and resources... how?

Join stations nationwide in growing ratings and revenues with Eagle Marketing's Loyal Viewing™ turnkey, customizable programs.

In the first year, Eagle increased membership in Tampa's Bay News 9 Club by an astounding 184%!

We're experts in building **customized loyalty clubs** that include a **branded website** and **personalized eblasts** targeted to the specific interests of your audience. These customized "members-only" clubs offer a turnkey solution to connect with viewers on a personal level.

- **Interact:** Surveys, trivia questions, station polls that engage viewers and keep them interacting.
- **Update:** Weekly highly-personalized eblasts written by our PROMAX, BDA and Emmy-award winning creative team drive traffic to your website.
- **Delight:** Automated, personalized birthday wishes from your station get them feeling the love.

Learn More: [Loyalty Clubs Overview](#) | [Bay News 9 Club Case Study](#)

"We are thrilled to be able to better connect with our audience this way."

- Linda Granger, Creative Services Director, Bay News 9, Tampa

Since 1980, the "from the trenches" broadcast pros at Eagle Marketing have helped TV stations nationwide connect with their most important audiences– and turn them into the kind of loyalists who generate higher ratings, more traffic to your station website, and increased revenue. **The kind of viewers you know you need – but don't have the time or resources to romance.**

At Eagle, we're passionate about relationships.

* CONTACT EAGLE MARKETING AND MENTION THE EBLAST TO BE ENTERED TO WIN. RANDOM DRAWING TO BE HELD APRIL 15, 2011. WINNER MAY APPLY \$1,000 TOWARDS A PROJECT WITH EAGLE MARKETING BY DECEMBER 15, 2011. NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. TO REQUEST A COPY



**We're so confident
you'll feel the love,
we'll give you \$1000.***

(619)223-1273

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VISIT OUR WEBSITE >

OF COMPLETE RULES, PLEASE CONTACT US AT INFO@EAGLEMARKETING.COM.

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