



Loyal Connections: Online Marketing Programs



“
In less than a year, Eagle Marketing has grown our loyalty club member base more than 80%.”

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

These days, your job is much more than convincing your audience to tune in. You’ve gotta get them to turn on – the conversation, the interaction, the loyalty, the love. Our **Loyal Connections™ online marketing programs** help major broadcasters nationwide connect with their audience through targeted, turnkey loyalty marketing solutions.

Eagle’s an expert in building completely **customized loyalty clubs** specifically designed for your audience. At their core they include a **loyalty club website** and **personalized e-blasts** targeted to the specific interests of your audience. When your audience is part of a “members only” group, their interest and interaction grows.

Loyalty Club Features:

- **Surveys, Trivia Questions and Polls:** It’s the age-old question for broadcasters: what is our audience *thinking*? Poll your members about topics that interest them – which helps further your connection. Then share the results. Everyone loves to see how their answers compare with other club members.
- **Customized E-blasts:** Stay on your members’ radar with weekly e-blasts. Share the hot topics on your station or in the club. Put them in the driver’s seat by letting them set content preferences.
- **Birthday Club:** Automatically send members a personalized birthday email and/or video greeting from your station. Further customize it with a special message from their favorite talent or include a complimentary gift to show your appreciation (coupon, station merchandise, free download, etc).
- **Promote Your Station Website:** Incorporate quick links to key areas on

your website or **integrate your social media feeds**.

- **Downloadable Content:** Offer members exclusive discounts or downloadable content like ringtones and wallpaper.
- **Prize Giveaways/Sweepstakes:** Who doesn't love free stuff? Offer regular prize giveaways for participating in the club, or jump-start participation by launching a sweepstakes to drive membership.
- **Refer a Friend:** Eagle's simple, easy-to-use web interface allows your audience to easily share their loyalty club experience – and inspire others to join in.

- **Advertising Opportunities:** Downloadable content and polls are a great way to integrate advertisers into the loyalty club website. Simply integrate the sponsor logo and members' only offers to drive traffic and increased exposure for your advertisers.
- **Custom Features:** Don't see a feature you want included? Just ask. Eagle's happy to **customize projects** to your specific audience needs

All Gain, No Strain

Eagle's got years of experience and expertise with loyalty marketing –and a true turnkey solution. So there's virtually no impact on your limited station resources– or your time. Our creative team members are proven broadcast pros, recognized with PROMAX, BDA and Emmy awards – so they really know and understand your target market. **From concept to completion, Eagle does it all** – from writing the weekly e-blast copy to managing all aspects of the club website. Here are the services we provide:

- Website concept, copy and design
- E-blast concept, copy, and design
- Web development
- Reporting
- Website maintenance
- Technical support
- Project management
- E-blast deployment
- Database management

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“The Bay News 9 Club produces consistently strong open rates as high as 25%! We're thrilled to be able to better connect with our audience in this way.”

– Linda Granger, Creative Services Director, Bay News 9, Tampa
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eagle marketing
services, inc.

Creating Loyal Connections