

How to Make Money with Vacations

- Sales Promotion: Packages using a vacation as an incentive for minimum quarterly commitment
- Sales Contest: The AE who books the most *new direct business* in quarter wins a trip.
- Client Tie-Breaker: Close potential clients who can't decide to buy you or your competitor.
- Digital Incentive: Use as part of your Loyal Listener rewards program, or as a client incentive to place (or increase) a digital buy.
- Remote Packages: Sell premium remotes, including 2 guaranteed trips: Use one trip to guarantee a crowd at the event; The second trip may be used personally by the client.



- March Madness Sales Promotion: 16 advertisers get to pick a team in each region. A drive-away vacation is awarded to each client whose team advances to the Final 4. A cruise is awarded to the client whose team wins it all. A commitment of \$1500.00 for the month required to participate. Total sales = \$24,000.00.
- Give to advertisers to use as "internal" incentives. Everyone wins!
- Give to a client for their special event, whether it is monthly, quarterly, or annually.
- Tie in with TV or Cable partner if you use one. They love these for charitable events and will spend additional dollars to get them. They in turn give them away or use in drawings.
- Give to a client to spiff one of their good customers with a trip. Makes them look good in the process.
- Perimeter buys: use them to bring new clients on board from areas on the fringe. Some stations do it by zip code.

Other Vacation Ideas

- Holiday Promotion: 12 Trips of Christmas Creates on-air excitement (especially if you're not the all-Christmas station)
 - ➔ Create appointment listening throughout day with qualifiers at specific times (7:20AM, 2:20PM and 5:30PM).
 - ➔ Create alternative promotion or entry mechanism by partnering with clients and providing POS materials for their locations.
- A Trip A Day in the Month of May: Creates appointment listening and come with month-long promotion:
 - ➔ Lends itself to a number of different qualifying mechanisms
 - Fly Away Song of the day (perfect for at-work stations)
 - Cue to win call-in trigger.
 - Q and A trigger: (Morning show gives clue; PM Drive show asks Question)
 - ➔ Create POS materials for advertisers who increase their spend to participate in the promotion (example: 20 clients increase spend by \$500 each=\$10,000 in new revenue).