

# The Secret to Ratings Success

A look at the top five proven digital strategies that drive ratings success without adding on-air clutter.

# TSL, Cume, and Clutter

For decades radio stations were told that the winning strategy in the ratings war was to drive TSL. Then a study released by Arbitron (2011) reported that Cume is king. The reality is that to win the PPM war you need both; find more listeners and get them to listen more often. Then there is the clutter. More sponsored contests and promotions may fulfill the ever increasing demand for advertiser added value, but at what cost?

Your audience has more devices and entertainment options than ever before and your window of opportunity to grab them and keep them is narrowing. The stations that win know the secret to ratings success in a digital world is to stay connected to your audience through multiple touch points when they can't listen live and to keep them engaged with content that is relevant and meaningful to them. Here are the top five proven digital strategies that drive ratings success without adding on-air clutter:



## 1. Loyalty Programs

Reward loyalty! The loyalty and passion of your P1's is crucial to ratings success. An Immediate Insights poll of over 40,000 radio listeners discovered that more than 66% of A18-64 respondents said they would subscribe to their favorite station's loyalty program to receive physical or virtual rewards, and more than 80% said loyalty programs influence whether or not they are return visitors. Arbitron uses a points-based system to motivate and reward PPM panelists for the amount of time they carry the meter. You have PPM carriers in your audience and they are the same personality types that are prone to join your loyalty club. If it works for Arbitron, it can work for you.



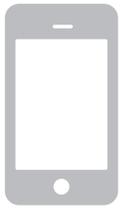
## 2. Social Engagement

Facebook "Likes" is a tactic, not a social engagement strategy. It's great to be able to connect with hundreds or thousands of "Friends", but what if you could engage with tens of thousands or more? You can, and you're already connected to them – it's your database. Stop thinking about your database as a mailing list; it is a community of people who already like you; you just need to socially engage them. By rewarding your audience with real or virtual prizes, recognition, and status for completing missions or achievements such as "Liking" surveys, trivia, and pageviews, you'll get far more than a "Like" in return.



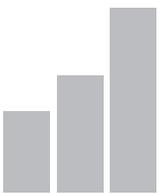
### 3. Contesting

Points-based, user generated content (UGC), click-to-enter, stealth, etc. Whatever the type of contest or sweepstakes it is, contesting is still one of the best ways to grow your audience, capture them in your database, and stay connected to them. It's taking what you've always done on-air and simply executing it across multiple touch points, giving you more opportunities to reach your audience and increase database registration while keeping the clutter off the air.



### 4. Mobile

There is a significant shift in how people are using mobile. In a Triton Digital Immediate Insights Survey of over 19,000 radio listeners, 55% of A18-34 respondents visited a radio, newspaper or TV site on their phone and 19% of them spend less time on a computer because of their Smartphone. If your site, contests and email blasts aren't Mobile-Optimized, engagement, site traffic and revenue will drop.



### 5. Research

Know your audience in a deeper way – in real time. What happened three months ago is old news. What are their likes and dislikes? Interests and hobbies? Shopping and purchase habits? Where do they live? How often do they tune-in and for how long? Don't wait for a ratings or a research company to tell you tomorrow what you can know today. Knowledge is power!

To win you need to work smarter, not harder. Think beyond the next ratings release and focus on a long-term audience management and engagement strategy that can deliver results out-of-the-gate. And it doesn't have to be difficult, expensive or time consuming.

To find out how Triton Digital's loyalty and engagement tools can help you win, email us at [help@tritondigital.com](mailto:help@tritondigital.com) or call us at 770-919-0069.

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