

Tacking on **\$118K in digital revenue** to traditional media buys

- 📍 Kansas-based Bott Radio Network was founded in 1962
- 🏠 Broadcast media company providing digital solutions
- 📶 120 radio stations reaching into 15 states

Business goals

- ✅ Introduce and sustain digital revenue growth
- ✅ Provide solutions to existing customer base that compliment the traditional media offering
- ✅ Improve client digital experience with a single source for online strategy management



Growing revenue and finding success with new digital media offerings



\$118K
gross marketplace
revenue

Build and diversify revenue streams with digital offerings that compliment traditional media buys.



119
engaged client
accounts

Attract and retain clients with built in proof-of-performance reporting and a brandable customer portal.



3.95
average basket
size

Package products from a marketplace of 250+ solutions to help your clients polish their digital media strategy.

Best-selling products:



Listing Distribution



Reputation Management



Customer Voice



Social Marketing

Retain existing clients and attract new accounts by supporting local businesses with their online strategy

“*I like being able to offer a suite of apps that de-frankensteins our clients' tech stacks, broadens our reach, and opens doors.*”



Joseph Palmer

OKLAHOMA REGIONAL MANAGER

