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# Third-party Digital Advertising Email Templates

*The emails below are designed to support your launch of third-party digital advertising. Please feel free to adjust them to make them your own. We’ve noted areas for required customization in yellow.*

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| Initial Launch Email |
| **Goal:** Let all existing clients and partners, as well as potential advertisers know about new capabilities. |

**Subject:** Big updates from <insert station/group name>!

**Email:**

Hello <valued partner>,

As an important part of the <insert town/city/region> community, we are excited to share that we are offering new ways to reach your target audiences.... we now offer third-party digital advertising!

Did you know that combining airtime advertising with digital advertising amplifies results? In fact, a [recent study](http://www.adnews.com.au/news/radio-and-online-combination-drives-highest-campaign-roi?zd_source=mta&zd_campaign=14660&zd_term=buckrobinson) showed as much as a 23% improvement in campaign performance when integrating airtime and digital advertising.

**Our digital offerings include:**

* Targeted display and video
* Geofencing and video geofencing
* Over-the-Top (OTT)

**Why buy digital from <insert station/group name>?**

* **Consolidated approach:** Save time by working with one team for radio and digital.
* **Trusted partner:** We know you, your business and your target audience.
* **Full transparency:** You will always know how your dollars were spent.
* **Cost effective:** Less vendors. Less fees.

Can I schedule some time to learn more about your current advertising goals and how <insert station/group name>’s third-party digital solutions can grow your business?

<insert corporate signature block, including contact information>I

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| Launch Follow Up Email |
| **Goal:** A second email to follow up with those advertisers that didn’t open or respond to the initial announcement email |

**Subject:** Did you hear the news?

**Email:**

You might have missed it, but <insert station/group name> now offers third-party digital advertising!

*What does this mean for you?*

You can now buy both radio and digital advertising from one team (us), saving you time and money while getting better results. From targeted display to over-the-top (OTT), we can help you reach people across the internet and over the airwaves.

**Why buy digital from <insert station/group name>?**

* **Consolidated approach:** We will seamlessly handle your broadcast and digital needs from one platform, one process and one team
* **Trusted partner:** We will collaborate with you to define an integrated advertising campaign that meets your goals and budgets and works with our local market
* **Full transparency:** On our proposals, you can see exactly how much money is spent on each tactic. Once the digital campaign launches, you will know where every ad impression ran
* **Cost effective:** Drive higher ROI by consolidating radio and digital campaigns through one vendor, reducing overall fees your business pays

Let us know how we can support your future advertising needs with the power of airtime and digital media combined.

<insert corporate signature block, including contact information>

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| --- |
| Personalized Email Option #1 |
| **Goal:** A personalized email to be sent from a sales rep directly to an advertiser to highlight why they should buy digital from you |

**Subject:** Let’s amplify your brand

**Email:**

Hi <insert advertiser contact first name>,

Here at <insert station/group name>, I know how challenging it can be to create and manage an effective marketing strategy. That’s why I want to make it easier for you...

<insert station/group name> now offers third-party digital advertising, so you can extend your brand message across smartphones, computers, TVs, and tablets, in addition to the airwaves.

After working together for <insert months, years, decades length>, I understand your business and our community, so I can provide informed suggestions about the best digital advertising strategies for you. We offer a variety of digital tactics:

* **Over-the-top and connected TV (OTT/CTV),** so can you take advantage of engaged audiences watching video content online or on their internet-connected TV
* **Geofencing and video geofencing** allow you to reach your customers in the moment. You can show them a relevant offer when they are within a certain distance of your location (or of your competitors’ locations)
* **Targeted display and video** enable you to save money and advertise to your unique, target audience online with demographic and interest data sets. For example, <insert relevant example to the advertiser such as Women, with kids, who make over $75,000, and enjoy cooking>

I would love to get a few minutes of your time to walk you through how an integrated advertising approach could drive higher ROI for your business.

Can you suggest a time next week for us to discuss further?

<insert salesperson signature>

|  |
| --- |
| Personalized Email Option #2 |
| **Goal:** A personalized email to be sent from a sales rep directly to an advertiser to highlight why they should buy digital from you |

**Subject:** Consolidate and save

**Email:**

Hi <insert advertiser contact first name>,

I know you have many options when it comes to selecting a digital advertising partner. I am here to answer any questions you might have when it comes to navigating the digital landscape.

I wanted to make sure you understood how digital advertising is different with <insert station/group name>.

* **Consolidated approach:** Save time by working with one team for radio and digital.
* **Trusted partner:** We know you, your business and your target audiences.
* **Full transparency:** You will always know how your dollars were spent.
* **Cost effective:** Less vendors. Less fees.

I would love to get a few minutes of your time to walk you through how an integrated advertising approach could drive higher ROI for your business.

Can you suggest a time next week for us to discuss further?

<insert salesperson signature>