

# Be Winter Ready Campaign

HOLLY MATTOX

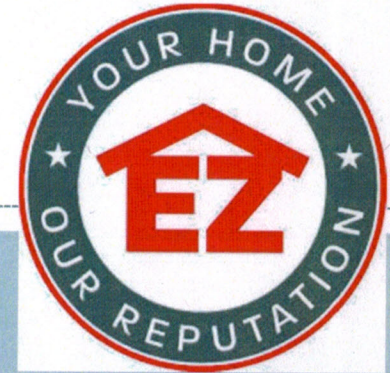
(636)357-9342

10/29/2014





# Challenges



- Seasonality. Storm Season provides high volume business
- Time Commitment. Customers are unaware of the timeliness of EZ Home Solutions (19minutes)
- Insurance. Homeowners are unaware that their insurance covers restoration of their roofs
- Need Quality Call ins, avoid unqualified lead areas



# Successes



- Timeliness. 19 minute On Roof estimates, 6-10 weeks for full process completion.
- Simple. Facilitate with customer to handle everything outside of picking the colors and mortgage auth. Form (which EZ can fill out for you)
- Job Site Cleanliness
- Professionalism-Calling when EZ says they will.
- Lifetime warranty on workmanship
- BBB Accreditation
- FREE Inspections (residential and Commercial)
- EZ Home Solutions is a certified Home Inspector
- Less than 5% shop around







# KSHE95

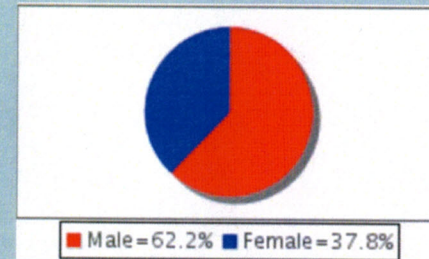
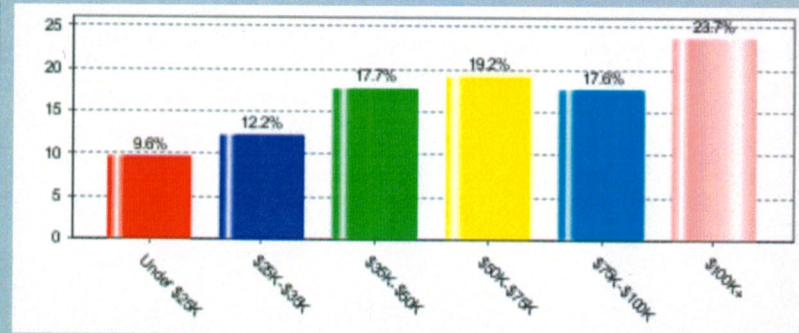


## Demographic Profile

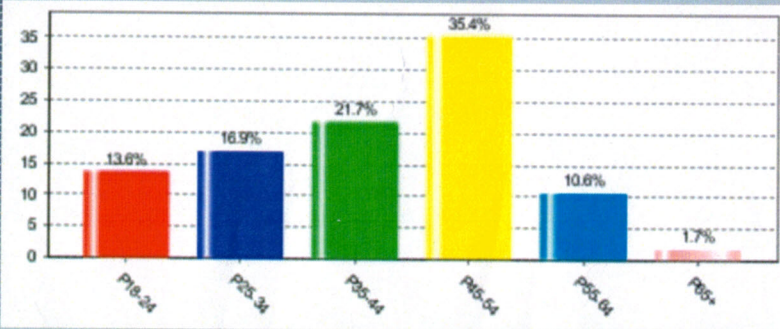
- While KSHE targets Men ages 25 to 54, the KSHE audience is truly, “multi-generational”. While many KSHE listeners have been true to KSHE since 1967, there is a second generation of newer listeners that are growing into KSHE. 81% of KSHE’s audience is between the ages of 25 and 54, typically 64% male. KSHE is not just “the numbers,” but quality listeners with money to spend.
- The KSHE-95 audience is a loyal audience of baby boomers as well as Generation X’ers. They are quality income, home owners, family builders with careers. They are rock loyalists and they respond to KSHE-95 events and activities. From our major station events like our Annual KSHE-95 Blood Drives and 3 on 3 Soccer Tournaments to our weekly events and special sales remotes – the KSHE-95 audience comes out for station and advertiser events and activities.

- Home Ownership**
- Own 71.9%
- Rent 23.7%
- Other 4.5%

## Income



## Age







# Solutions



Is your Roof ready for Winter?



## Digital Solution

The power of KSHE95.com.

- Thousands of St. Louisans visit our website everyday
- We handle the creation of all of your digital display ads at no additional charge.
- Standard Display Ad-300X250
  - 25,000 Impressions
- Standard Display Ad-728X90
  - 30,000 Impressions
- Expandable Rich Media Ad-970X90
  - 20,000 Impressions
- Digital Campaign Total Impressions:  
75,000



Is your Roof ready for Winter?

**Click here for a FREE,  
NO obligation 19 minute  
roof inspection!**



**Page Views – 257,044**

**Unique Visitors – 32,115**

**Usable E-mails – 24,217**

**Average Session Length  
– 3:07**







# Solutions



## On-Air Solution

- One Week Schedule Example:

:30 Spots	M	T	W	Th	F	Sa	Su
6A-7P	8X	8X	4X				
7P-12M Added Value	3X	3X	3X	3X	3X	3X	2X

- Each Spot will focus on this message: "Get your roof ready for the Winter Season"
  - Bringing a Call to Action within each :30 spot-creating Active buyers VS Passive
  - Capitalize on the 19 Minute Inspection when you call EZ Home Solutions
  - Include 10 year warranty on all labor (most companies only give a 3 year warranty).
  - Spots set to run November-January.
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- 3 Month Be Winter Ready Campaign: \$ 4,925.00 per Month