



QueenB Radio & Phase 3 Digital Media Kit

QueenB Radio PHASE3
digital



About QueenB Radio

QueenB Radio Wisconsin consists of four broadcast radio stations heavily involved within the community — ESPN Radio AM1590 WPVL, 97.7 Country WGLR-FM, Xtreme 107.1 WPVL-FM, and Super Hits 106.1 KIYX-FM. Programmed in-house, our stations provide locally produced content, news, sports, weather, and community-focused programs that are relevant to the Tri-state area. Headquartered in Platteville, Wisconsin, QueenB Radio Wisconsin covers all of southwest Wisconsin; Galena, Illinois; and Dubuque, Iowa.



**The Tri-State's
Best Variety of
Country**

www.WGLR.com

608-349-2000





About 97-Seven Country WGLR

More than just a country format station, WGLR is a full-service station focusing on the community. Local news coverage, agriculture market reports, weather, and regularly scheduled community service programs engage our listeners and keep them informed. As the only station in the Tri-state area with a full-time local agriculture director, WGLR produces one-of-a-kind programming geared toward the local farm community. WGLR is also the local affiliate for Brownfield Agriculture programming, Green Bay Packers football, University of Wisconsin football, and local high school sports. The station also hosts one of the largest country music libraries in the country.



DAILY PROGRAMS

Weekdays

- 5-6 am – The Farm Show with Bob Middendorf
- 6-10 am – The Big Show with Rob Spangler
- 2-7 pm – Afternoon Cruise with Murph
- 7 pm-Midnight – 97.7 Country Nights
- 12-5 am – WGLR After Hours
- Mornings, Noon, and 5 pm – News with Mark Evenstad & Courtney Chaffee

Saturday

- 4-6 pm – Z-Max Racing Company
- 6-11 pm – The Big Time Saturday Night

Sunday

- 7 am-Noon – The Roadhouse (Classic Country Show)



**Rob
Spangler**



**Bob
Middendorf**



**Dave
Murphy**



**Mark
Evenstad**



**Courtney
Chaffee**



ADDITIONAL PROGRAMMING

Sports

- Green Bay Packers Radio Network
- Wisconsin Badgers Football
- Locally produced high school sports broadcasts
 - Football
 - Basketball
 - Volleyball
 - Wrestling
 - Softball
 - Baseball



Special Events

- Holiday Auction
- Interview with Santa
- Before the Hunt
- Home, Outdoor, and Ag Show
- Middendorf's Meals in the Field





FOCUS ON FARMING

97-Seven Country WGLR is the **only** station in Southwest Wisconsin with its own Farm Director.

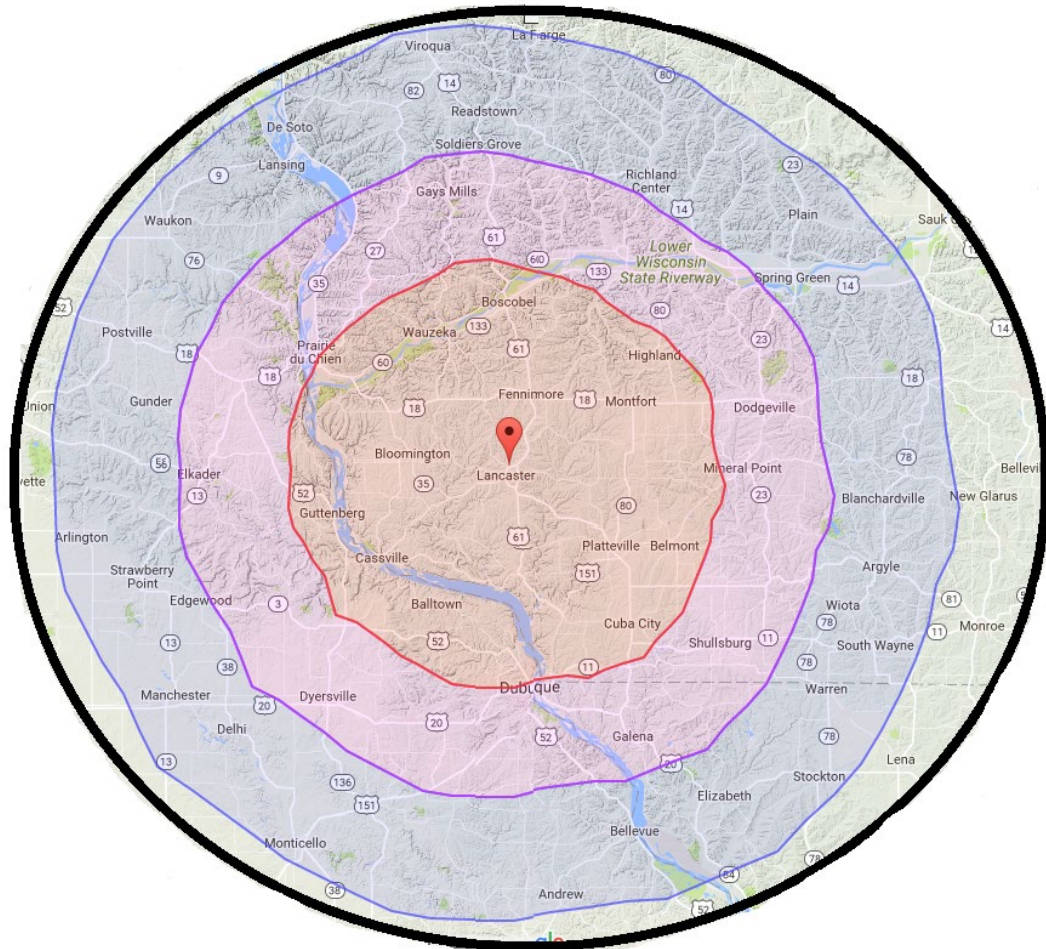
Bob Middendorf hosts *The Farm Show* on weekday mornings, 5-6 am, providing news and information impacting the farming industry.

Bob also provides updates throughout the day on farm market prices.





COVERAGE AREA



97.7 WGLR-FM:

- Full-service country music station
- Live, local programming serving communities throughout the Tri-State area

Coverage area:

- Wisconsin Counties – Grant, Iowa, Lafayette, Crawford, Vernon
- Iowa Counties – Dubuque, Delaware, Clayton, Allamakee
- Illinois Counties – Jo Daviess



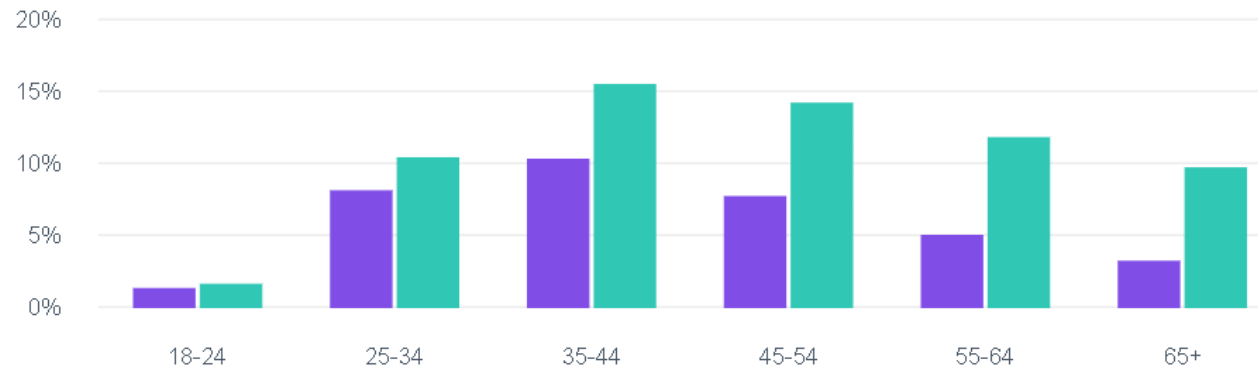
DEMOGRAPHICS

97-Seven Country WGLR

- Delivers the most popular music format in the country
- Tri-state's news, agricultural information, and sports
- The widest demographic of any format

Age and Gender

Men 36.30%
Women 63.70%



Top Communities

Lancaster, WI	25%
Platteville, WI	21%
Fennimore, WI	12%
Dubuque, IA	10%
Boscobel, WI	8%
Cuba City, WI	6%
Darlington, WI	6%
Potosi, WI	5%
Belmont, WI	4%
Cassville, WI	3%

**Data compiled using contesting data from 2023-2024 and engaged followers on station's social media accounts*

A collage of music-related items including a CD, a cassette tape, and a vinyl record. The CD is in the upper right, showing a rainbow reflection. The cassette tape is in the lower left, with a bright green label. The vinyl record is in the lower right, showing its grooves. The background is a light-colored wooden surface.

106.1
SUPER HITS

MUSIC FOR
YOUR GENERATION

WWW.SUPERHITS106.COM

608-349-2000



About Super Hits 106

Dubuque's Super Hits 106 is the Tri-State area's choice for a vibrant mix of legendary music and *McGrane in the Morning*. The station caters to a wide audience that grew up with the timeless music of the '70s, '80s, and '90s. Super Hits 106 also prides itself on providing exciting play-by-play coverage for high school sporting events. Each year between Thanksgiving and Christmas, Super Hits 106 becomes "your home for holiday favorites" with a very popular all-Christmas music format. With a strong local presence and a loyal following, Super Hits 106 is not just a radio station; it's "music for your generation" and a cherished part of Dubuque's cultural fabric.

Weekdays

- 6-10 am – McGrane in the Morning
- 12-2 pm – Commercial Free Lunch Run
- 2-7 pm – Super Hits 106 Afternoons
- 7 pm-Midnight – Murph 'til Midnight
- News Updates with Mark Evenstad & Courtney Chaffee

Weekends

- 7-11 am Saturdays – McGrane in the Morning
- 7 pm-Midnight Saturdays – REWIND: with Gary Bryan
- 7 am-Noon Sundays – REWIND: with Gary Bryan



**Dick
McGrane**



**Dave
Murphy**



**Mark
Evenstad**



**Courtney
Chaffee**

Sports

Locally produced high school sports broadcasts

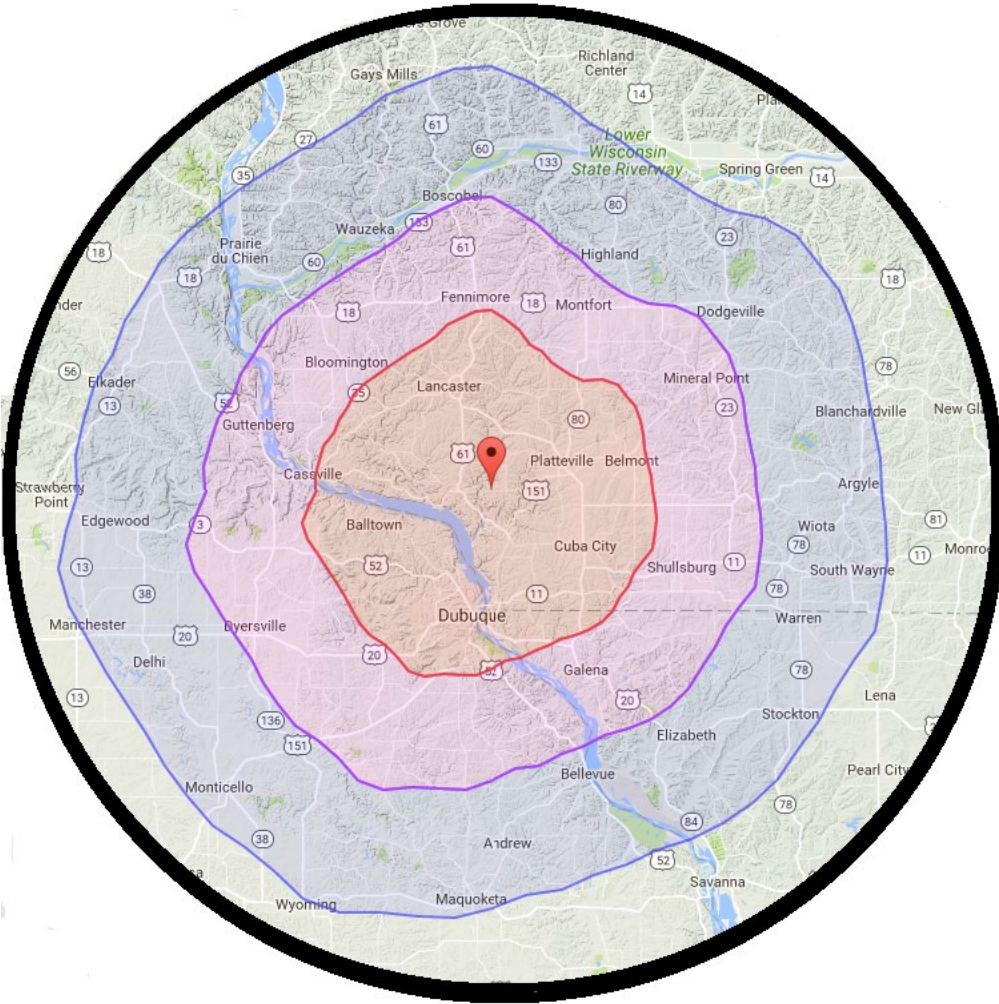
- Football
- Basketball
- Wrestling
- Volleyball
- Softball
- Baseball



Special Events

- Christmas Music
 - Thanksgiving through Christmas Day
- Sweethearts Giveaway
- Summer of Super Hits Giveaways
- Concert Ticket Giveaways





106.1 KIYX-FM:

- “Super” hits from the 70’s, 80’s and 90’s
- Live, local programming serving communities throughout the Tri-State area

Coverage Area:

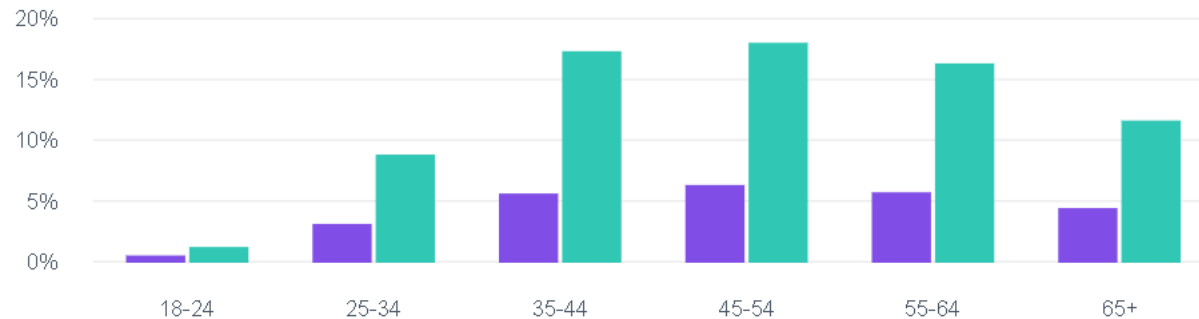
- Iowa Counties – Dubuque, Delaware, Clayton, Allamakee
- Wisconsin Counties – Grant, Iowa, Lafayette, Crawford, Vernon
- Illinois Counties – Jo Daviess

Dubuque's Super Hits 106

- Reaches the Tri-state's baby boomers
- Local coverage of events in Dubuque and the Tri-states

Age and Gender

■ Men 26.20%
■ Women 73.80%



Top Communities

Dubuque, IA	71%
Platteville, WI	7%
Lancaster, WI	5%
East Dubuque, IL	4%
Galena, IL	3%
Peosta, IA	3%
Dyersville, IA	3%
Cuba City, WI	3%
Cedar Rapids, IA	1%



XTREME
107.1

THE NEWEST MUSIC
WWW.X1071.COM 608-349-2000



About Xtreme 107.1

The premier Top 40/Contemporary Hits station in the Tri-state area, Xtreme 107.1 is the right mix of the newest hit music, personality, and promotion that reaches listeners participating in an active lifestyle. Award-winning *Johnny's Morning X Café* gets the day rolling, *On-Air with Ryan Seacrest* takes you through the workday, *Harsh Reality with Johnny Page* brings a unique perspective to afternoons, and *Elliott* closes out the day with humor and latest trends. Fun, engaging, and relevant, this is the station that keeps the day moving forward.



DAILY PROGRAMS

Weekdays

- 6-11 am – Johnny's Morning X Café
- 11 am-3 pm – On Air with Ryan Seacrest
- 3-7 pm – Harsh Reality with Johnny Page
- 7 pm-Midnight – Elliott

Saturday

- 6 pm-Midnight – Most Requested Live with Romeo

Sunday

- 8 am-Noon – American Top 40 with Ryan Seacrest



John Jost



Johnny Page



ADDITIONAL PROGRAMS

Sports

Locally produced high school sports broadcasts

- Football
- Basketball
- Volleyball
- Softball
- Baseball



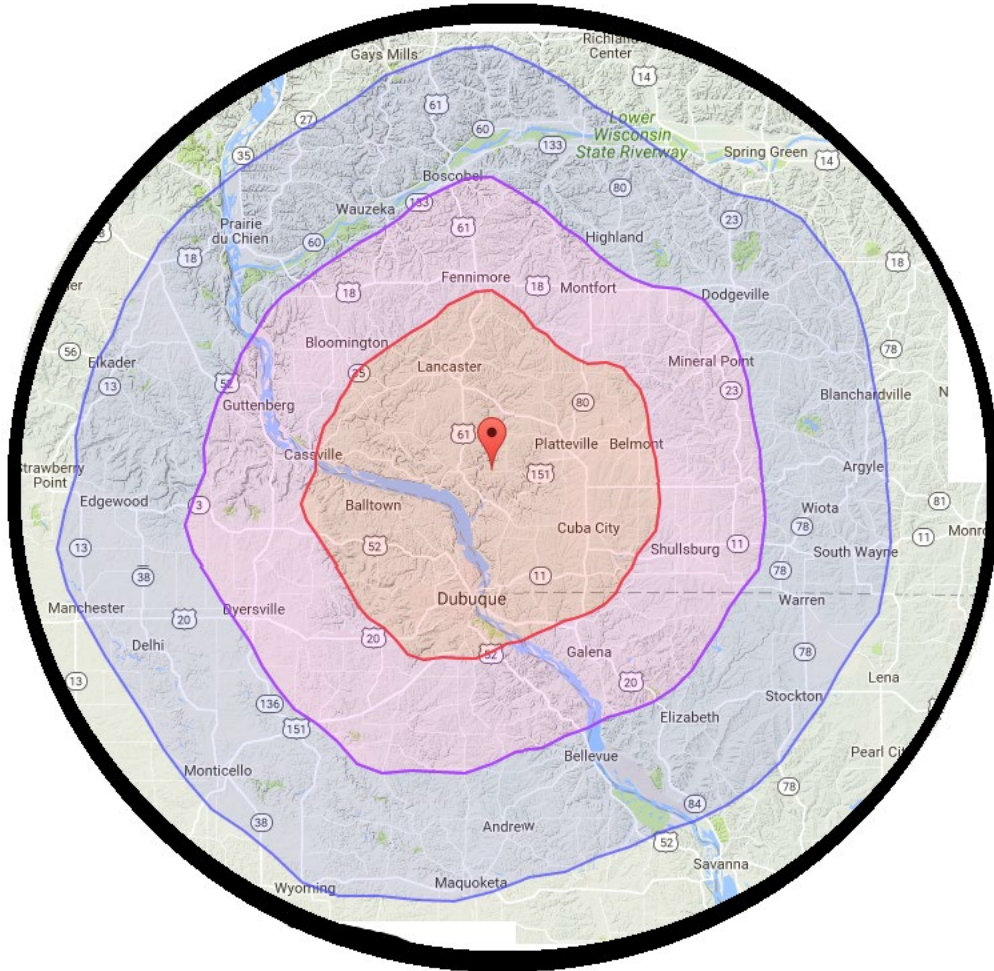
Special Events

- Easter Candy Parade
- Xtreme 16
- Xtreme Summer of Fun
- Haunted Halloween Candy Drive Thru
- Fall Family Getaway
- Let's Make an Xtreme Holiday Deal





COVERAGE AREA



107.1 WPVL-FM:

- Contemporary Hit Radio
- Live, local programming serving communities throughout the Tri-State area

Coverage area:

- Wisconsin Counties – Grant, Iowa, Lafayette, Crawford, Vernon
- Iowa Counties – Dubuque, Delaware, Clayton, Allamakee
- Illinois Counties – Jo Daviess



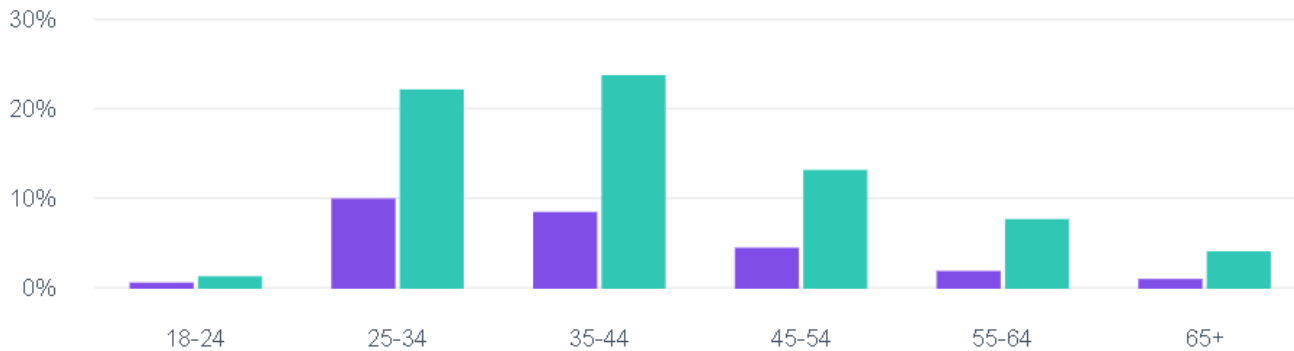
DEMOGRAPHICS

Xtreme 107.1

- Contemporary Hit Radio
- Younger, primarily female listeners in the 25-45 age range

Age and Gender

Men 27.10%
Women 72.90%



Top Communities

Dubuque, IA	44%
Platteville, WI	20%
Lancaster, WI	11%
Cuba City, WI	5%
Fennimore, WI	5%
Galena, IL	3%
Dodgeville, WI	3%
Belmont, WI	3%
Hazel Green, WI	3%
East Dubuque, IL	3%

**Data compiled using contesting data from 2023-2024 and engaged followers on station's social media accounts*



ESPN
((RADIO))
AM 1590 WPVL

The logo features the word "ESPN" in a large, bold, red font with a white outline. Below it, the word "RADIO" is enclosed in red parentheses, also in a bold, red font with a white outline. Underneath that, "AM 1590 WPVL" is written in a smaller, blue font with a white outline. The background is a blurred image of a baseball stadium at night with bright lights.

PLATTEVILLE'S HOME FOR ESPN RADIO

WWW.AM1590WPVL.COM

608-349-2000



**BILL
MICHAELS**
SPORTS TALK NETWORK



About ESPN Radio AM1590 WPVL

ESPN Radio AM1590 WPVL is southwest Wisconsin's sports leader. In addition to ESPN programming, AM1590 WPVL is the local affiliate for "The Bill Michaels Show," Milwaukee Brewers baseball, University of Wisconsin basketball, and local high school sports.



DAILY PROGRAMS

Weekdays

- Midnight- 5 am – SportsCenter All Night
- 5-9 am – Unsportsmanlike w/Evan, Canty, and Michelle
- 9-11 am - #Greeny
- 11 am-2 pm – The Bill Michaels Show
- 2-6 pm – Freddie and Harry
- 6-9 pm – Amber & Ian
- 9 pm-Midnight – GameNight





LIVE SPORTING EVENTS

High School Sports

Locally produced high school sports broadcasts

- Football
- Basketball
- Wrestling
- Volleyball
- Softball
- Baseball

College and Professional Sports

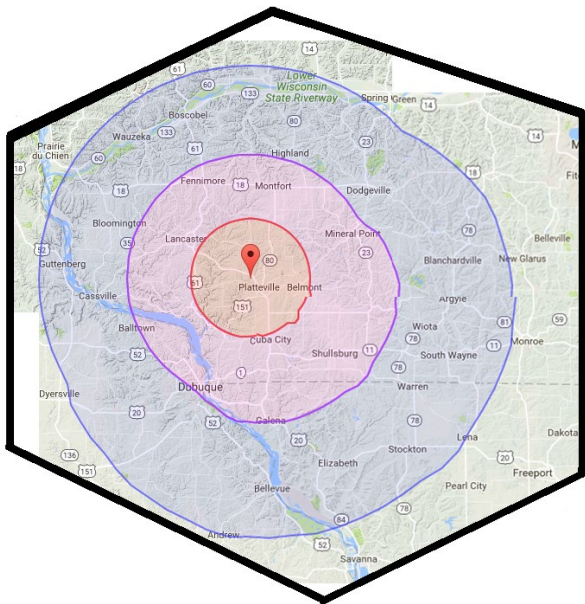
- Brewers Radio Network
- Wisconsin Badgers Men's Basketball
- Wisconsin Badgers Women's Basketball



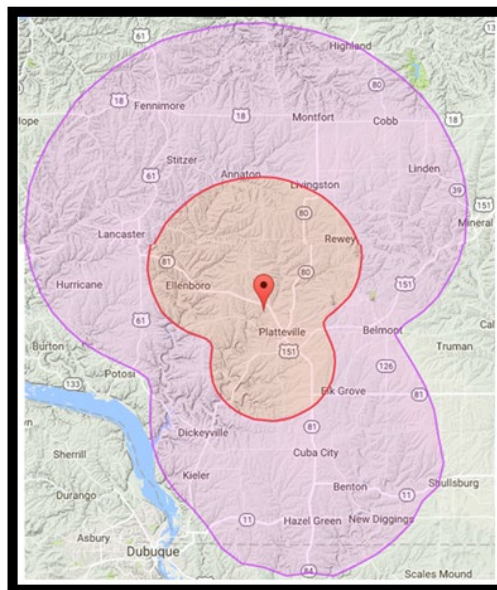


COVERAGE AREA

AM 1590 Daytime



AM 1590 Nighttime



ESPN Radio AM 1590 WPVL

- Reaches a 25-54 professional male audience
- Covers local, regional, and national sports

QueenB Radio

HIGH SCHOOL SPORTS







- 305 sports broadcasts covering high school sports teams in Wisconsin and Illinois
- 137 video-streamed events on the QueenB Radio Sports YouTube Channel
 - 82K+ views & 22K+ hours of watch time
- State Championship Tournament Coverage:
 - Galena Girls Volleyball
 - Cuba City Girls Volleyball
 - Darlington Football
 - Black Hawk/Warren Football
 - WIAA Individual Wrestling Tournament
 - Fennimore Wrestling
 - Cuba City Girls Basketball
 - Mineral Point Boys Basketball
 - Cuba City Girls Softball



QUEENB RADIO WEBSITE ENGAGEMENT

MAY 2023-MAY 2024

					TOTAL
WEBSITE USERS	225,000	102,000	211,000	17,000	555,000
PAGEVIEWS	619,000	198,000	483,000	32,000	1,332,000



2023 AWARDS FOR EXCELLENCE

1st Place:

- WGLR-FM: Best Live On-Site Remote
- WGLR-FM: Best Original Digital Content

2nd Place

- WGLR-FM: Best Morning Show
- WGLR-FM: Best Original Feature
- WGLR-FM: Best Significant Community Impact
- WGLR-FM: Best Station Event Promo
- WPVL-AM: Best Sports Play-by-Play
- WPVL-FM: Best Website
- WPVL-FM: Best Use of Social Media

3rd Place:

- WGLR-FM: Best Interview
- WGLR-FM: Best Website
- WPVL-FM: Best Use of Social Media

10 reasons to advertise

it's on-air, online and on target



1

Targeting

- Radio's diversity of programming affords advertisers niche channels to zero in on narrow target groups.
- Formats allow advertisers to speak selectively to consumers they want to reach.
- Local/regional structure means brands can focus on key marketing areas.

2

Immediacy

- Radio is on 24/7, reaching 90% of people age 12 and older every week.
- Consumers vary in their stages of the purchase cycle – on-going Radio ads allow your product or brand to be front and center when people are ready to buy, even during off seasons.
- Radio reaches consumers close to the time and location of purchase, whether they're in-store or online shoppers.
- Reach listeners in-car when they're driving to stores, restaurants, etc.

3

Ubiquity

- Radio is a mobile medium, reaching people at home, at work, at play, in cars.
- It's a companion and an advertising force that accompanies advertisers' customers wherever they go.

4

Loyalty

- "Radio continues to be perceived as central to people's lives, especially when contrasted with the precipitous decline by other traditional media" – Arbitron/Edison "Infinite Dial".
- Listeners tend to listen to relatively few radio stations and are extremely loyal to their favorites.
- Research shows that Radio listeners have a low level of ad avoidance, staying tuned in through commercial breaks.
- Because ads can run frequently and listeners tend to stay tuned for long periods of time, a brand that is big in Radio can create a disproportionately large share of mind for itself.

5

Engaging

- Listeners feel an emotional connection with their preferred Radio stations.
- Passive forms of advertising merely list merchandise or tell where a product is available, radio is an active medium capable of stirring emotion, creating demand and selling products and services.
- Radio is a call-to-action medium.

6

Intimacy

- Approximately 1/3 of TV time is devoted to commercials, about 2/3 of newspapers are comprised of ad copy, and Internet users are now subjected to a barrage of advertising.
- With an average of 10 commercial minutes per hour (about 1/5 of each hour), Radio affords an uncluttered environment for advertisers.
- Radio ads are always forefront for the listener's attention – ads aren't surrounded by competitors' spots or buried in the back pages.

7

Synergy

- Radio has a "multiplier effect" on other media.
- Audio-only medium stimulates a different part of the brain than video, print, online images
- Adding Radio increases recall of TV, newspaper, Internet ads.
- Radio is proven to drive consumers to advertisers' web sites.

8

Frequency

- Consumers need to be exposed to ad messages multiple times before they begin to respond.
- Radio's relatively low cost in relation to other media allows advertisers to use multiple stations to reach their targets and build frequency levels for maximum impact.

9

Creative Flexibility

- Radio stars in the theater of the mind, stimulates emotion-filled images within the listener's own mind – voices, music, sound effects, recall of video images.
- No matter how small or large the advertiser, Radio allows creativity to brand and create a unique identity that consumers will remember.
- Affordable production allows tailoring ads for compatibility to various formats, increasing appeal to listeners.
- Radio advertisers can adapt quickly to changes in their own situations and marketplace to make sure their dollars are effectively utilized.

10

Cost Effectiveness

- Radio production costs less than TV, print.
- Radio is less expensive to buy than most major media, allowing advertisers to afford maximum reach and effective frequency.



PHASE 3

• • • digital

ENHANCE YOUR DIGITAL MARKETING EFFORTS WITH PHASE 3 DIGITAL.

ADVERTISING SOLUTIONS

- Social Media Advertising
- Targeted Display & Retargeting
- Targeted Video Display
- YouTube Video Display
- OTT / Connected TV
- In-App Display & Geofencing
- Paid Search (Google & Bing)
- IP Address Targeting
- Native Display Ads
- Targeted Email Marketing

DIGITAL SERVICES

- Responsive Website Design
- Directory Management Services
- Reputation Management Services
- Blog Writing Services
- Social Media Management
- Social Media Influencer Marketing
- Contesting & Promotions
- Surveys
- Database Email Management
- Creative Services



ABOUT US

Phase 3 Digital launched in 2014 as the third media initiative for Morgan Murphy Media. Since 1890, Morgan Murphy Media has been a family-owned company excelling in nationwide reach for print, television, radio, magazine, and digital. Properties owned and operated include Platteville WI, La Crosse WI, Madison WI, Spokane WA, Richland WA, Kennewick WA, Pasco WA, Joplin, MO and Victoria, TX. The expansion of capabilities to digital allowed Morgan Murphy Media to service clients from afar, removing geographic barriers that are associated with traditional media. Since its inception, Phase 3 Digital has executed successful digital campaigns from New York to California, and everywhere in between.

WHAT WE DO

Phase 3 was founded on the ideal that digital marketing was only the next piece in the long journey of customer acquisition and retention, and it should be used to make them feel understood and appreciated. Consumer behavior drives all that we do, and that behavior is defined by the data we see, not necessarily by what's popular in the moment. We believe in open partnerships with transparency in reporting, and we believe that true success comes from the combination of our expertise in marketing and our clients' expertise in their individual businesses and markets. We strive for perfection in all that we do, but insist that every member of our team provide clear communication if we ever fall short. Our ongoing partnerships do not only exist only when it is time for monthly reporting but provide a constant flow of ideas and optimizations designed to keep all our efforts running at their maximum potential.



HOW WE DO IT DIFFERENTLY

At Phase 3 Digital we do things a little differently when it comes to managing our digital marketing campaigns!

- We do not believe in a silver bullet approach. One single advertising product isn't going to give you the results you are looking for. Today's consumer is all over the place! It takes an integrated marketing approach to truly make your advertising campaigns effective.
- We believe in consistency, optimization and learning from data. Our campaigns are built based on being experts in consumer behavior. Knowing how the modern-day consumer works means your marketing needs to have a top-to-bottom approach. Your campaign needs to pull that consumer through the purchase funnel at every stage. Your campaign will only get more effective over time as we fine tune and optimize along the way!
- With our digital marketing campaigns, we do not believe in selling you the lowest cost per thousand or providing you with a set amount of impressions. Our bidding strategy changes constantly based on the current audience size and the campaign's goals. We optimize our campaigns based on your unique goals and to get you both quantity and quality when it comes to managing your marketing dollars.
- We ask for 'read and analyze only' Google Analytics access. Part of campaign optimization means being able to see what is going on in-front of and behind the curtain.
- We believe in being digital partners, working hard for our clients & TRUST. Our team is your team and if you don't succeed, neither do we!



CUSTOMIZED REPORTING

Reporting is an important piece of being able to understand your digital marketing. At Phase 3 Digital, we believe in transparency, detail and providing reports that are customized and easy to understand!

We also have the option for you to have a real-time reporting dashboard that you can login in to at any time to monitor your campaign!



Sample Report!

The collage includes several report snippets:

- Targeted Display & Video (MAY 2018):** Shows a line chart for impressions and clicks, with a total of 118,981 impressions, 332 clicks, and a .28% CTR. A table below breaks down data by campaign type.
- Facebook Insights (MAY 2018):** A grid of small charts showing various engagement metrics.
- Website Traffic - 2017 vs 2018 (MAY 2018):** A table comparing traffic metrics for May 2017 and May 2018.
- Top Zip Codes by Impressions:** A pie chart and table showing the distribution of impressions across different zip codes.
- Top Apps & Websites by Impressions:** A table listing the top performing apps and websites.
- Checkout Pageviews (MAY 2018):** A line chart showing the trend of checkout pageviews over time.
- Monthly Summary (APRIL 2018):** A text-based summary of performance for the month of April.

ONLINE DISPLAY & VIDEO OPTIONS

The options for Display & Video Advertising are endless, with new targeting abilities surfacing weekly! Don't be overwhelmed by all of the options. Compliment a business's traditional message by extending reach to online devices. As long we can identify a target audience, clearly state an objective and identify success metrics then we will do all the work to find the right set of eyeballs!

This is an impression-based medium with three main objectives: Building Awareness, Influencing Consideration & Driving Action.

BROWSER & IN-APP DISPLAY

- Site & Search Retargeting
- Online Behavior Targeting
- Demographic & Geographic Targeting
- Geo-fencing & Geo-targeting
- Remarketing from website or by keywords
- Websites (Desktop & Mobile)
- Mobile Apps (Smartphone & Tablet)
- Social Media (Facebook & Instagram)
- IP Targeting

ONLINE VIDEO, YOUTUBE & OTT

- Online Video is also referred to as Pre-Roll, Post-Roll, Mid-Stream, and more
- Placement of Online Video can be in commercial inventory on YouTube, in Mobile Apps, on websites like ESPN, or in Social Media
- 'Views' or 'View Through Rate' are the most common metrics we track for a successful Online Video campaign
- Connected TV/ Over-The-Top can help your business reach cord-cutters and they stream live and on-demand content through streaming services.





PAID SEARCH

We know the importance of ranking high in organic search results, but when a business is in a highly competitive or very niche field, it can be hard to stand out. Paid search advertising allows a business to be front and center in search results for the most relevant keywords, right as users are most ready to make a buying decision.



CAMPAIGN PLANNING PHASE

- Define campaign goals
- Review campaign landing page(s)
- Define and analyze competitors
- Define geo-targets
- Determine campaign time frame
- Discuss campaign spend



CAMPAIGN SETUP

- Create campaign in Google Ads & Bing Ads
- Generate list of keywords related to client/competitors
- Research keywords in Google & Bing's search networks
- Define and create ad groups
- Draft campaign creatives and submit for approval
- Determine bid strategy
- Set up campaign report generation



CAMPAIGN MANAGEMENT

- Daily bid management
- Daily budget management
- Daily quality score analysis
- Creative monitoring and revision
- Geo-target monitoring and revision
- Campaign keyword analysis and optimization
- Review and implementation of Google Ads & Bing Ads optimization



CAMPAIGN REPORTING

- Generate keyword performance reports
- Generate creative performance reports
- Generate ad group performance reports
- Compile monthly campaign reports with metrics for clicks, impressions, and CTR

EMAIL MARKETING OPTIONS

Email marketing is a cost-effective solution that gives businesses the power to reach customers in a place most people visit every day — their inbox. It's a highly effective, low-cost alternative to print and direct mail with better data.

EMAIL DATABASE MARKETING

- Utilize your existing email database
- Re-engage customers to buy from you again
- Management or setup of an account with an email marketing system
- Graphic design and layout of email
- Full transparency into opening and click reporting
- 100% your message!

TARGETED EMAIL MARKETING

- Geography targeting by state, city, zip code, county, or radius
- Demographic filtering by gender, age, median household income, parents/non-parents, homeowner or renter, education level, race, religion, and more
- Interest targeting based on behavior or intent, for example: auto intender, gardener, coupon fanatic, or pet owner
- 100% your message!
- Can retarget email opens with display advertising
- Options available to receive a postal list of the email recipients
- Trackable and pennies on the dollar compared to print alternatives

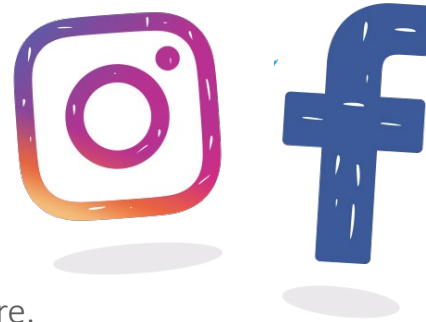


SOCIAL MEDIA MANAGEMENT

Social media is powerful. It has the capability to influence, educate, inspire, engage and start conversations. What does your brand have to say?

OUR SERVICE & REPORTING OPTIONS:

- Customized social media management and co-management solutions posting on the business's social media platform(s) of their choosing
- Develop a social media strategy
- Help gather content relevant to the social media strategy
- Monitor social media for positive and negative mentions
- Report derogatory mentions and comments
- Search for opportunities to have conversations
- Available for special events, projects and presentations
- Intentionally using appropriate HASHTAGS to increase reach, likes and engagement
- Alter, reschedule or delete content based on news and weather
- Assist staff to implement and execute campaigns
- Available for emergencies or crisis situations
- Social media consultation & training available as needed
- Bi-Weekly meetings to review upcoming projects
- Provide suggestions and generate content
- Search for photos and seek permission from photographers
- Create content calendars to be approved by the business
- Provide monthly reports tracking reach, engagement, page growth and more.



All of our social media services are customized to the client's needs.
We do not have a one-sized fits all approach to social media.

LOCAL INFLUENCER MARKETING

Social media is powerful. It has the capability to influence, educate, inspire, engage and start conversations. What does your brand have to say?

Not every brand is a huge, multi-national company. Not every company is a household name around the world or even across the country. And that's OK. Your brand might not be world-famous, but it may be well-known in your area. Or, it could be, if only you knew how to get the word out.

Influencer marketing focuses on using social media influencers to drive your message to the larger market. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach. Rather than marketing directly to a large group of consumers, instead influencers get the word out for you. 92% of consumers trust recommendations from others, even people they don't know, over branded content. Influencers can teach consumers about your brand, and inspire others to consider working with a business.

OUR NETWORK OF INFLUENCERS:

- Mike Ellis
- 92.9 ZZU
- The Big 99.9 Coyote Country
- Hot 96.9
- Rock 94 1/2
- 700 ESPN / 105.3 FM
- KXLY AM 920 / 100.7 FM
- Influencer Marketing services can also be through our Local Talent, Station Social Media Platforms, Station VIP Clubs and more!

All of our social media influencer services are customized to the client's needs. We do not have a one-sized fits all approach to social media.



WEBSITE DEVELOPMENT

Most individuals search the internet for businesses, products, services, reviews, etc. and having a website optimized for all device sizes is important: your website is often the first impression and entry-point you give potential customers. In most cases, customers will see your website before interacting with staff of visiting your physical locations, and you need the first impression to be a good one.

How can Phase 3 Digital help?

Restructure your website into a responsive platform with an emphasis on mobile design.

Provide a website that you OWN and can easily be handed over to your team without having to hire an HTML expert to make simple changes and updates.

Assist with as support staff when you need it: we are here for you if you choose to have us update your site.

Websites are built for customers, and the search engine: We will make sure your website is designed with SEO best practices in mind for improved performance.

We will provide you with a website that is modern, professional, and easy to navigate!



DIRECTORIES • REPUTATION • BLOGGING

THE TOP 42 DIRECTORIES & REPUTATION MANAGEMENT

Online Directories are the phone book of today. Not only do they display key business information to consumers, but they play a large role in how Search Engines rank a business's website.

- List & claim the business in the top 42 online directories; considered "premium" directories within this ecosystem
- Get listed in nearly 250 more as the data providers are updated with correct business information
- Manage to suppress duplicates, outdated listings, and resurfacing of outdated information
- Alert you to new Reviews that are posted on any of the top 42 online directories
- Respond to online reviews using best practices. Reviews are monitored and responded to on Monday, Wednesday and Friday.
- Notify the business of negative reviews before our team responds to discuss how to best approach the upset customer as well as make sure the business has time to talk to their staff.

MONTHLY BLOG POST & CONTENT WRITING

A business's blog fuels SEO. Search engines love valuable content and will reward them for it. A blog page also gives a business the opportunity to share their voice and expertise in their industry. A blog creates a place to talk about new products or services, comment on timely news topics or market trends, and share company initiatives. It's also the place to let a brand's personality shine and show people what they're all about.

- One SEO blog post per month, 300-400 words.
- Client can choose the topic or we can choose it for them





QueenB Radio

PHASE3
digital



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