

# Relaunch Revenue

## B2B Leadgen Revenue for Local Radio

### 20-Market Case Study | Why Relaunch Works



Creating a leadgen platform is hard, managing one is even harder, and giving it the TLC to produce exceptional results has proven unattainable...even for radio's biggest companies. Relaunch is the exception. There is no in-house or DIY solution that generates more cost-effective sales leads and local radio revenue.

Documented Leadgen Performance for 20 Relaunch Markets in 12-Months.  
New Leads. New Advertisers. Average Lead Value. Annual Local Revenue.

Market	Rank	Stations	Leads	Advertisers	Lead Value	Revenue
Houston	6	7	220	28	\$ 1,581	\$ 347,744
Boston	10	8	237	36	\$ 1,635	\$ 387,495
San Diego	16	7	118	16	\$ 1,995	\$ 235,462
Tampa	17	6	203	76	\$ 1,250	\$ 253,750
San Diego	18	2	120	15	\$ 1,775	\$ 213,000
Baltimore	23	6	114	17	\$ 1,250	\$ 142,500
Orlando	30	4	130	15	\$ 1,038	\$ 135,000
San Jose	37	5	192	28	\$ 1,291	\$ 247,782
Indianapolis	39	6	248	37	\$ 1,073	\$ 266,139
Milwaukee	42	8	181	27	\$ 1,000	\$ 181,000
Richmond	53	8	215	34	\$ 1,070	\$ 230,098
Rochester	60	8	143	22	\$ 1,782	\$ 254,782
Tulsa	65	6	108	18	\$ 1,044	\$ 112,283
Albuquerque	69	7	115	24	\$ 1,040	\$ 119,584
Knoxville	72	8	164	25	\$ 1,000	\$ 164,000
Wilmington	81	7	162	23	\$ 1,336	\$ 216,403
Little Rock	89	6	111	29	\$ 1,206	\$ 133,901
Syracuse	99	8	118	16	\$ 1,144	\$ 134,947
Palm Springs	131	4	146	25	\$ 1,232	\$ 179,933
Utica	173	6	135	30	\$ 1,105	\$ 149,225
			<b>3,180</b>	<b>541</b>	<b>\$ 1,292</b>	<b>\$ 4,105,028</b>

We use substitute market names of equivalent Nielsen rank to protect client privacy.

<p><b>ROI</b> <b>394%</b> 15% Commission Cost Included</p>	<ul style="list-style-type: none"> <li>• Annual revenue for 20 case study markets: \$4,105,028</li> <li>• Annual Relaunch investment for 20 markets: \$215,760</li> <li>• ROI based on Relaunch investment only: 1,802.59%</li> <li>• ROI with 15% estimate local commission costs: 393.68%</li> </ul>
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Calculate Your Market's Projected Revenue and ROI: [relaunchrevenue.com/revenue](http://relaunchrevenue.com/revenue)

There is a well-defined formula to produce profitable B2B leadgen websites. Again, and again, digital teams have tried to emulate Relaunch results, but their efforts always fall short. It's not because the Relaunch formula is a secret; it's because the commitment it takes to deliver exceptional results month-after-month and year-after-year, inevitably require more time and attention than ever expected.

## 1 | **No Shortcuts**

The most predictable downfall of leadgen websites is when they're created with the same approach as station websites. Database-driven content work fine for station sites, but not for B2B sites. It requires a dedicated team to produce results for a marketing tool designed to produce 70% of its revenue from high-value SEO sales leads.

## 2 | **Organic SEO**

Generating consistent quality inbound marketing leads can only be achieved through a progression of calculated organic SEO treatments. Our process begins with a 12-point process as each site is launched, increases its local reach through targeted landing pages, and expands its Google rankings with structured quarterly keyword updates.

## 3 | **Avoiding TMI**

There's a delicate dance that takes place when trying to entice a business owner to fill out a website form. The easiest way to scare them off is TMI. It's natural to view a B2B website as an opportunity to educate, but that's not the goal of a leadgen site. We want just enough rich local content to establish credibility and open new sales funnels.

## 4 | **Quality Control**

High-value decision makers appreciate quality. And when they see it in a local business, they're even more impressed. That's how advertisers will feel about your online sales brand. It requires relentless TLC to maximize a revenue asset like a B2B website. You'll find the best prospects respond and reward that level of attention-to-detail.

## 5 | **Courting Unicorns**

There are three types of online sales leads; tire-kickers, prospects, and unicorns. We like unicorns. Big dollar, multi-month, repeat, and annual unicorns. The kind your leadgen websites will attract. We designed it that way, we manage it that way, and we create a local B2B user experience that connects that way.

## **What impact does digital leadgen have on local revenue?**

A reliable baseline is that any digital leadgen strategy should produce more new revenue than a market's best sales rep. Our bigger markets generate over \$500K in new revenue each year, smaller markets around \$100K, and the rest fall somewhere in between.

## **What elements make up a proper digital leadgen platform?**

A B2B website is the foundation of any leadgen platform, followed by professional email marketing, an SEO-focused content marketing strategy, and a deep commitment to quality control. It takes work, but when results exceed ROIs of 100:1, it's well worth it.

## **What do most successful markets do to maximize leads?**

Sending us a monthly sales promotion I can utilize for local SEO and email marketing goes a long way. 400-500 words are perfect. That way it's easy for online prospects to digest, but there's enough content for me to integrate the proper keyword ratio for local SEO. Then we turn it into an email marketing campaign that can be shared with their database of prospects and advertisers.

## **What do you notice about other media B2B websites?**

Most seem to fall into three categories. They either overwhelm the visitor with too much information, they focus too much on corporate content, or they look cheap and perpetuate a negative sales brand. Overall, there's a lack of awareness that the singular goal of a leadgen website is to impress the prospect enough to fill out a contact form. It takes a lot of time and testing to interpret that balance between design and content to maximize results.

## **What do you see as the biggest threat to radio revenue?**

Fragmentation is a constant concern, but the one thing that continues to sabotage revenue is the lack of attention given to local sales brands. That's why digital agencies keep capturing more local marketing budgets. They do a great job branding themselves. Their sales decks are tight, they educate local business owners, and they maintain a professional online B2B presence. That combination is hard to compete with when you're selling advertising the old-fashioned way.

## **What makes a local media sales brand it so important?**

We all know quality when we see it and appreciate the experience. We feel it when we step into an elegant hotel lobby or walk into a posh restaurant. That's the feeling we want advertisers to have about our local sales brand. It gives decision-makers the confidence to invest more of their advertising budget with us and share their experience with other business owners.