

Success with Marshall Marketing & Communications

SEPTEMBER, 2024



A Legacy of Excellence

Marshall Marketing, established in 1985, focuses on strategic research and marketing solutions based on consumer intelligence to drive business transformation and success. Here are some examples:

Success Story 01

Client: Peak Flow Plumbing
Nico Stapel, Account Executive
Colorado Springs, FOX 21



Peak Flow Plumbing is attempting to grow their brand in a very competitive category in Colorado Springs & Pueblo. Another challenge is the market has a very active advertising spend in HVAC/Plumbing. After initially spending approximately \$1,000 with our station, we delved deeper into the client's advertising budget. We discovered the client was allocating \$3,000 to a competing station and about \$1,500 to Radio. Utilizing our Marshall Marketing Research, we conducted a comparative analysis of their reach across their three media spends - our schedule, our competing station's schedule and Radio.

During this meeting with the client, in real-time, we shared the Marshall Marketing information using the Media Reach section of Marshall's software (see inset). We used the research to analyze the reach achieved by each media partner. The research revealed to Peak Flow Plumbing that their highest spend was giving them their smallest increase in awareness. The research also showed the client should maintain their radio relationship, but advertising on the competing TV station was not necessary.

RESULT: Having a resource like Marshall Marketing, equipped us with a tool to build the client a campaign that optimized the client's marketing dollars to achieve the greatest possible share of voice without increasing their total advertising spend. Eventually, Peak Flow Plumbing decided to allocate the additional spend with FOX21 SOCO CW! **We would not have seen an increase in this client's spending from \$1,000 to \$4,000 per month without Marshall Marketing Research! Not only did Marshall Marketing help increase this client's spending with our stations, but it also greatly improved our relationship and trust with Peak Flow.**

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Success Story 02

Client: Law Firm
Marshall Marketing Consultant



Sometimes success with Marshall Marketing can be easily achieved just by reaching out to your Marshall rep. A salesperson at one of our northeastern stations contacted their Marshall rep regarding challenges they were having with an agency in establishing a connection with a regional law firm. Although the firm was inconsistently advertising on their station, they were a significant spender on a rival station in the area. The Marshall rep having recently presented Marshall Marketing research to the law firm in another market (which they greatly appreciated and intended to adjust their media allocation based on the Marshall data I that was presented), volunteered to reach out to the law firm in this particular market. The law firm eagerly welcomed the offer for additional research in the northeastern market with an enthusiastic "YES, PLEASE!"

RESULT: This initiative led to setting a presentation date, enabling the salesperson to meet the firm's key figures in person, and lay the groundwork for their relationship. **The meeting was highly successful, resulting in an expanded share for the station and a remarkable 75% increase in budget.**

Conclusion

The Marshall data serves as the cornerstone of our Marketing System, but the insights and experiences your Marshall representative can provide are invaluable sales assets and a competitive edge for your station. When faced with challenges, don't hesitate to contact your rep and leverage the full benefits of Marshall Marketing.