

Vallie Richards Donovan

VALLIE, RICHARDS, DONOVAN CONSULTING

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Promo  e-Blast
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Below are some promotion ideas that may be perfect for your station, others you might not consider. Please use these thought starters and turn them into GREAT promotions for your station.



Some Diamonds Are Forever

Here is a unique giveaway appealing to both men and women baseball fans. Giveaway his and her diamonds in honor of opening day. Send the pair to watch their favorite baseball team around the "diamond." And give her a pair of diamond earrings. Listeners qualify to win the prizes when they hear a special baseball themed sounder. Who knows it could lead to a different kind of "diamond!"

June-O, July-O, August-O

Memorial Day and the official start of summer are about 10 weeks away. It's time to start putting together sales/promotion packages for summer giveaways and sales promotion campaigns. Ideas include:

Weekly backyard BBQs
Station ice cream truck
Beach patrols
Summer concert tickets
Amusement park ticket packs
Dive In Movies
Summer beach house broadcasts
4th of July parades/fireworks
Major/minor league baseball nights



Little League cool down patrol
Air conditioner replacement
Dog days of summer/Pooch parks
State Fairs/Carnivals
Community car wash calendar
Soccer clinics
Ice sitting championship
BBQ /rib cook-off
Christmas in July

Always Wear Clean Underwear, In Case You're In An Accident

Mom's influence over every family comes from her wisdom and nurturing ...and especially her momism's. Celebrate Mother's Day by giving a listener's mom a prize pack for some of her favorite things like flowers, dinner out, candy, jewelry, and a reprieve from cleaning the house. Have listeners email or submit on the station website their favorite saying from mom and call the winning moms to congratulate them and tell them their child's favorite momism.



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