

SMARTPHONES – SMART MEDIA!

By Pam Shane

We've adapted this piece from Julie Michaelson, VP/Sales North America at BabyCenter, because it shows that having your radio station on a smartphone is a benefit, especially if you're targeting moms.

For years, BabyCenter has asked moms, "You just left the house, you're halfway down the block when you realize you left your wallet on the kitchen table. Do you turn the car around and go back?"

Now they've changed the questions to ask about the smartphone, instead of the wallet.

Michaelson reports that **46%** of moms said they would return home for their smartphone but not their wallet. That's **26% more** than last year! Further, she notes that in 2014, for the first time, the number of moms owning smartphones is almost **88%** of moms, the same as last year. Smartphone ownership may be static but smartphone dependence is on the rise.

Michaelson is a full-time working mother of a 6- and 9-year-old and says, "I feel lost without my 'backup brain.' My phone helps me fit small tasks into every part of my day, whether I'm waiting for a parent-teacher conference or at the dentist.

"Every day, it seems like there's an ingenious new app that helps me get more done. When I'm on the road, I use Uber and Flywheel to get to meetings, plus Yelp for scouting restaurants. I use Instapaper to read our school's blog and keep track of my kids' activities."

Michaelson lives in a large city. However, moms in any place feel that the apps help them and enable them to do quickly things they otherwise might forget or not be able to do when they're stuck at the doctor.

BabyCenter's research shows that Millennial Moms (18-34) spend almost **two hours** online on their phones per day, half an hour more than their Gen X peers. 79% of Millennial Moms say they access social media on their smartphones once or more daily.

Competition for the small screen use is huge, but Michaelson reports that nearly **75%** of moms are particularly motivated to act on coupon offers. If the coupon offers a geographically convenient deal, she's even more likely to respond.

Good, usable information matters, whether it's from stores or from a radio station. Moms like being able to scan bar codes for product information, customer reviews, and how-to videos. Peer reviews and videos should be staples of your website and Facebook posts.



Invite listeners to post concert, playground, park, restaurant, movie and other reviews. You'll have to monitor the content, but it's worth it. Get people sharing and re-posting what you put up, and you create involvement.

Moms will amplify favored brand messages, according to BabyCenter research. 71% of moms say they will text or email photos of a product to someone else, 43% say they've liked more than 20 brands on Facebook. A whopping **90%** of Millennial Moms say they will share a coupon offer on Facebook. That kind of Mom-approved messaging is hard to beat.

RADIO TACTICS

A radio station that motivates listeners to play contests, attend events and remotes, and provides useful information on everything from traffic to weather to free events for kids is ready to turn that into dollars.

With a solid database, you can send coupons via eblasts to your listeners, and you can target by distance from the retailer. Coupons have to be valuable, not 10 cents off a \$3 item. They also have to be targeted to the working mom your station targets. You can charge a premium for sending out the coupon or special offer because you know people are motivated. They have joined and stayed in your club and they participate with your station.

Beware! You can't start sending a bunch of advertising to a group you have seldom contacted. Plan a campaign, start by offering contests with good prizes and useful information. Track who keeps coming back and stays in the club. Then you are ready to sell.

Recruit how-to videos from listeners and local experts, as well as asking for reviews. Go out and shoot people who have good skills to share. Make sure it goes up on all your platforms first, so it can spread quickly.

If you have a pet feature once a week, video it with pet care tips and post. If you're sponsoring a Taste of Home or other cooking show, video a cooking demonstration or a q&a session. When musicians come by the station, video the interview and a song – these give people a special reason to come to your website. Ideas like this give unique reasons for people to check your app on their smartphone.

Of course, you have to make sure that your website and your Facebook page show up well on smartphones!

tactics: research

