

How a

FM CHANNEL

used Konnect Insights for
a scalable digital strategy



KONNECT INSIGHTS



Radio is one of the most fascinating forms of entertainment, although there are many glamorous forms of listening media. Radio channels that can bring potential information to the masses, private FM's have been on the leading role from the time the government has provided licenses. The emergence of private players has revolutionized the entire private sector,

Now, this sector of entertainment has monopolized the business model.

With a rapid uptake of digital media consumption, it is important for any business to choose a digital medium as a source of revenue and brand awareness. The erstwhile digital early adopters -- those to consume data prior to the massive fall in data prices in 2016- were fairly a homogeneous group, the broadband subscribers today are much larger and more diverse.



It reaches over 69 million listeners in 34 cities; its network provides terrestrial networking through its digital interface.

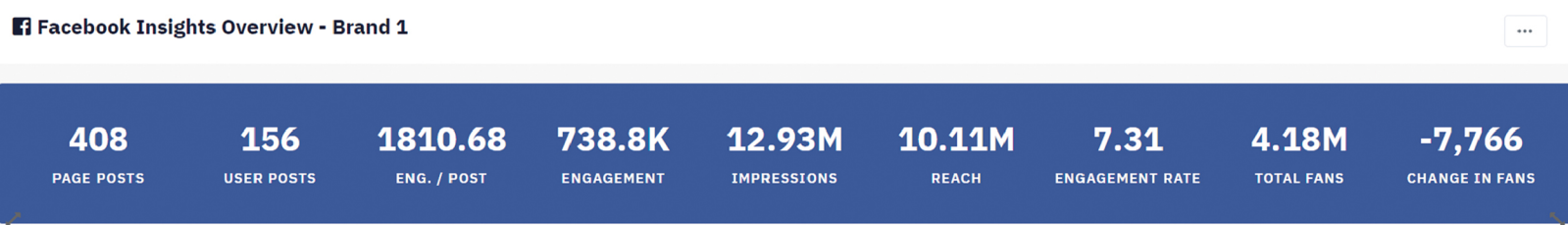


The changing environment

As ways of entertainment are evolving, the growth of various Fm is on the rise too, which creates competition amongst them, it is not easy for an FM Channel to keep the audience hooked to the stations, as it is easy for listeners to switch to different channels

As RJ plays a pivotal role in the making of the station, they are the voice of the channel, the way they interact with their listener, and how often that is done. Determines the awareness of the digital space they are in.

To create a good engagement with the listeners, stations need to run campaigns with various hashtags. Resulting in better reach which requires the support of analytics and good insight into the data.



Radio stations run campaigns in association with sponsors for better reach, all these engagements require solid analytics and data to promote. The radio segment is likely to grow at a CAGR of 10.1 over the next five years and the key technological endeavors aim to enhance customer engagement

Konnect Insights provides an omnichannel experience and brings all the critical data and provides an easy-to-understand dashboard.

Objectives

The core objective of the radio station is to gain popularity and through leadership, they can exceed the limitation of being known.

Hence it is necessary to create brand awareness and analyze the competitors and ensure they know what people are talking about their brand and ignite interest to like their brand pages.

Also, to understand metrics on how each RJ is performing on their individual page, how many followers and engagement are critical information for a station to know and make strategies out of it.

Radio stations run shows for the giveaway and also broadcast musical shows which gain huge engagement from social media, so posting these shows online attracts followers for which structured data needs to be there.

Total Engagement



A shift in the digital age brought tremendous competition in all mediums, and to be head of the cure every brand needs to be in line with current trends to decipher the complex reporting requires a unified platform which Konnect Insights offers.

The Role of Konnect Insights

The role of the Konnect insights comes in the picture where there is a complex data metrics and we can further reduce them to simple ones, To have a clear picture of how our brand is performing and to work towards it.

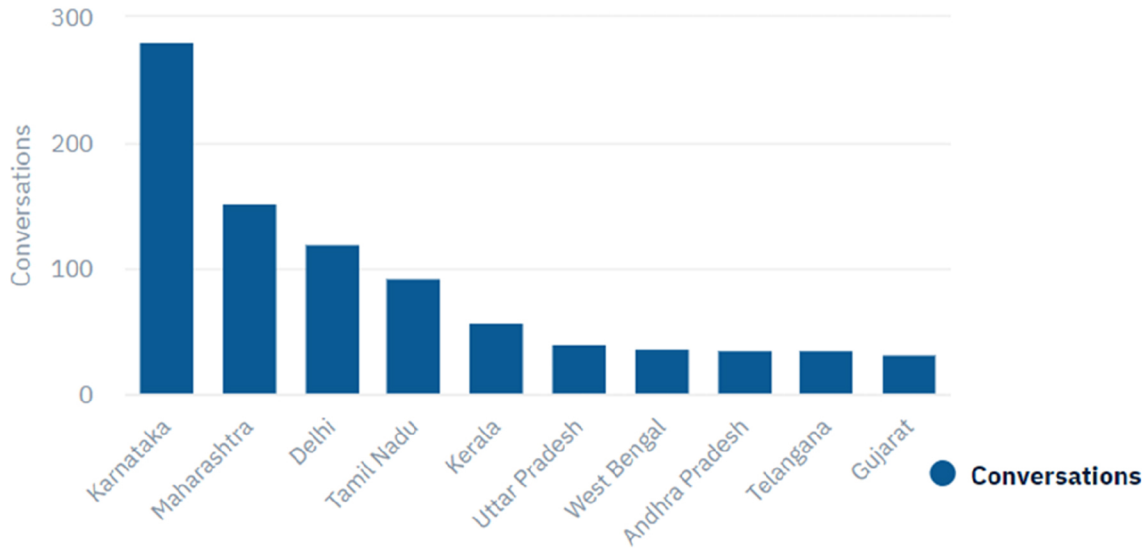
Social listening basically provides data to understand what people are talking about your brand from which we can analyze and monitor the media performance. The city-wise dashboard helps in gathering the data in terms of the performance metrics month on month.

Region Wise Conversation

India

Show All States

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And in the comparative analysis, they can gauge the brand performance with the help of their social channels, And being in sync with the competition a brand can truly perform and be on foot, Campaign management is the primary driver for a radio station, and in Konnect Insights we can get the data on how the multiple campaigns are performing.

Buzz Trend

Sort By Daily

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Brand 1

9,707

TOTAL CONVERSATIONS

347

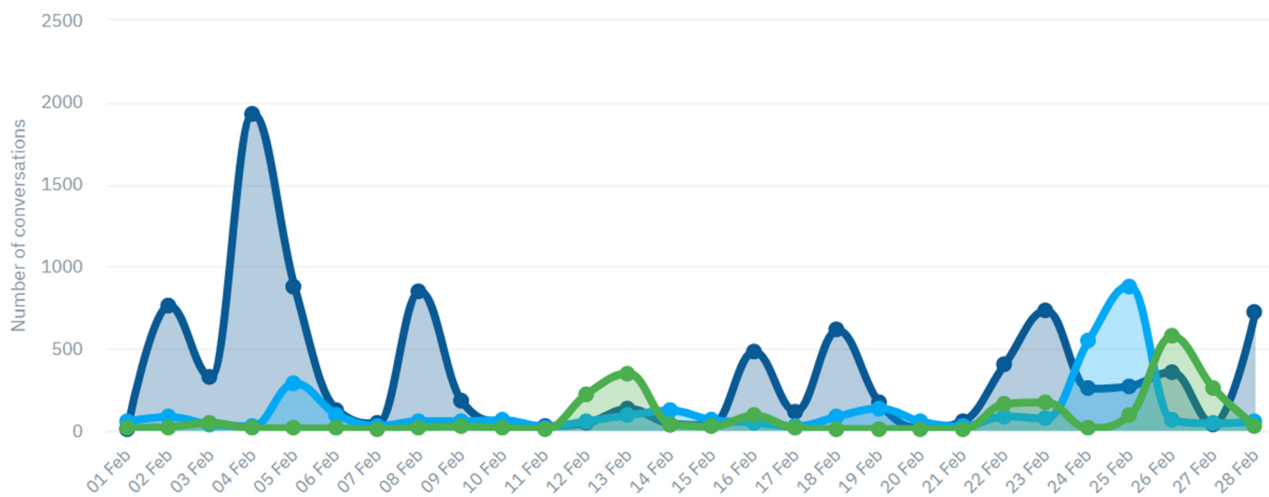
AVERAGE PER DAY

04 Feb

PEAK DATE

4:00 PM

PEAK TIME



As to get valuable insights a brand needs to invest in social media strategy and to get the right results Konnect Insights comes in aid, which is a centralized tool for the key metrics.

