

# Radio Forecast Network sees tenfold increase in sales

## Challenges

While making the transition from a local, word-of-mouth venture into a thriving weather service for radio stations, Radio Forecast Network (RFN) first had to rely on the most affordable methods of reaching radio affiliates. “We had a really enthusiastic customer base, but at that point in time, we didn’t have the capital to do a major direct marketing push,” recalls Larry Usner, Founder of Radio Forecast Network. Quick and cost effective, email rapidly became the cornerstone of the company’s direct marketing efforts, and the business expanded as a result. However, after a few years, the company’s email marketing strategies began to pose unexpected difficulties. Sales numbers remained healthy, but the in-house marketing software was having difficulty keeping pace with list growth. A clunky interface, slow sending speeds, and unreliable performance meant that successful campaigns were becoming more difficult to implement, so Usner decided to make a change.

## Solution

Usner took the time to conduct a thorough investigation of the many email marketing products in the marketplace. After reviewing several email service providers and testing a number of solutions, he narrowed the field to three possibilities. “To make a long story short, I was so impressed with the Net Atlantic representative, the capabilities of their software, and the fact that they offered consulting services, that I decided to take them for a test drive.”

## Results

Usner chose Net Atlantic for our ability to provide customized consulting services, custom template design, list management, and training in our advanced email marketing software. Since becoming



## OVERVIEW

### Products/Services Used

Net Atlantic Enterprise Email Marketing Suite,  
Custom Email Design and Consulting Services

### Client Profile

Radio Forecast Network (RFN) began providing weather forecasts to two radio stations in two states on February 4, 2004. In 2005, RFN announced its partnership with WeatherBug™, owner of the largest weather sensor network in the world. Since then they have grown to nearly 300 stations in over 40 states. Many radio stations all over the country need regular weather reports, and RFN provides them with up-to date recorded “live” weather forecasts, in every daypart, seven days a week. RFN’s weather updates are customized with station’s imaging, bumpers, sponsor IDs, and even a mixed-in weather jingle.

### Business Need

RFN wanted an email template that would reflect the overall brand image and a cost effective and measurable email marketing tool that would allow them to build and maintain strong relationships with their clients, and acquire new affiliates and subscribers.

a Net Atlantic customer, RFN's lists have grown exponentially, and its affiliate networking business continues to expand. "If you need soup-to-nuts campaign management and consulting services, Net Atlantic goes well beyond most email service providers to deliver highly effective email campaigns," says Usner.



"The email campaigns work extremely well," says Usner. "Our response rates are very, very good. In fact, I typically start checking for results immediately after sending out an email. Within a few hours, I sign up 2-3 affiliates and within a week, I'll usually have 20 new affiliates," he says. Usner says he feels strongly that Net Atlantic's solution has been an essential part of his success. "Net Atlantic has allowed us to stay current with all the changes in the email marketing world. Implementation of best practices is a breeze, and the interface is easy to navigate. Above all, my ROI is better than ever." "In addition," says Usner, "the team at Net Atlantic is very responsive, and any technical questions I have get answered quickly. They're willing to listen to my specific needs and work with me on a personal level to ensure that I am satisfied and that my campaigns are successful."

## Solution and Benefits

To make RFN stand out from the crowd and deliver their brand and message to the inbox, Net Atlantic's design team created a custom email newsletter template that mimicked the look and feel of RFN's website. Our consultants reviewed and optimized content to engage subscribers and increase sales

## Quote

"Before I connected with Net Atlantic my best through-put rate was 45%. I wasn't even getting in front of 55% of the 10,000 plus radio stations I had been emailing for over 6 years. Through Net Atlantic, my first campaign reached 97% through-put and their consulting team helped me design a campaign that looked very professional. Additionally, I saw a TENFOLD increase in closed contracts from the previous email campaign. I got the response I needed."

– Larry Usner, Founder

## For more information

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