

Here's What I Do...

I work with local businesses of all sizes to create and implement interactive marketing programs to help connect them to their target consumers and help solve specific challenges and needs.

Areas of specialty and focus...

- z Interactive / Digital Marketing
- z Sponsorship Activation
- z Cross-promotional campaigns
- z Commercial copywriting
- z Marketing trends and research

Marketing Experience:

- z Federated Media—Account Manager, 11 years
- z WCRD / Ball State University—Station General Manager
- z Website Design—Graphic Design

Training/Education

- z Bachelors Degree—Business Management
 - Ball State University
- z 3R Selling Training Program
- z Interactive Digital Marketing Training
- z RAB—Certified Radio Marketing Professional

Examples of Previous Work:

- z Indiana Lasik—text to win campaign
- z Smirnoff Cocktails—lifestyle campaign
- z Lake City Bank—public service campaign
- z AAA Chicago Motor Club & Lassus Bros.
- z Oil Co.—cross promotional campaign
- z Coors Light—local event / sponsorship campaign

What you can do to get your money's worth...

- z Help define your specific local marketing needs...what areas need focus and improvement?
- z Help me identify who it is you want to reach...your ideal target customer
- z Be open to regular assessment of your campaign results...so we can make adjustments as needed to ensure success!

How to Reach Me:

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Andy Recker

Together, let's find a way to make a meaningful connection with your target consumer to get real, measurable results!



Creating meaningful marketing campaigns that go beyond “brand awareness” and “just getting my name out there...”

If your business needs include :

- z New Marketing Strategy
- z Increased Sales
- z Market Awareness
- z New Product Launches
- z Promotional Support
- z Increased Traffic
- z Cross-Promotional Partners
- z Increased Brand Loyalty
- z Web Design Help/Recommendations
- z Promotional Microsite Development
- z Improved Community Presence
- z Stronger Consumer Relationships
- z Creating Good Word of Mouth
- z IDEAS TO GROW

I can help!



K105 Country Fest...more than just a good time... it's the perfect event marketing platform for local businesses!

One of radio's greatest strengths is driving interested consumers to online destinations where they can further engage with your brand...here are two examples of targeted interactive programs I've helped create and implement:



**Be Smart. Think Local First.
Presented by Lake City Bank**



**Faith and Family Guide
Local Online Portal**

K105 is MORE than just radio...



K105 Country Fest is an annual concert put on by K105 alone downtown Fort Wayne at Headwaters Park. BIG acts, SMALL price so everyone can come out and enjoy!



Annually K105 produces a radiothon to raise money for St. Jude Children's Research Hospital. Each year this keeps growing!



Interactive microsite implementation and design services.



Interactive K105fm.com website to post links, contests, & more!

These are just a few examples.. the options are endless!