

Successful Partnerships...

- ◆ Tuffy
- ◆ I-69 Trailer Center
- ◆ Lutheran Homes
- ◆ Fort Wayne Nissan
- ◆ Pepsi
- ◆ Wagon Wheel
- ◆ Jiffy Lube
- ◆ MyMenu
- ◆ Meijer
- ◆ Dekalb Financial
- ◆ Glenbrook Hyundai
- ◆ Westport Homes
- ◆ Taco Bell



Our Mission Statement:

To discover and satisfy the needs of our three primary customer groups:

OUR LISTENERS

OUR ADVERTISERS

& OUR EMPLOYEES

In a way that is profitable for all.

Who is Jessica Ginter?

Education

- ◆ B.S. Telecommunications– Indiana University

Marketing Experience

- ◆ WQHK/ K105– Account Manager
- ◆ 104.5/ Jack fm Indianapolis– Account Manager
- ◆ Marketing/ Promotions– Donatos Pizza Indianapolis

Training

- ◆ Vendor, Distribution and wholesale supported programs
- ◆ Graduate of CSS: Customer Focused Selling, Marketing Pro, Agency Pro
- ◆ Food Marketing Institute Vendor Supported Programs
- ◆ Interactive Digital Marketing

Contact Information

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Jessica Ginter

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Integrity is what we say, what we do and what we say we do.

~Don Galer

Creating Marketing Solutions That Produce Results.

Not just "sales" ~ a partnership

My approach is to focus on **your** needs and challenges. To design a campaign that produces measurable results

If your business needs include...

- ◆ Promotional Support
- ◆ Improved Community Presence
- ◆ Increased Sales
- ◆ Market Awareness
- ◆ Stronger Customer Relationships
- ◆ New Product Launches
- ◆ Cross promotion opportunities
- ◆ Building Brand Loyalty
- ◆ Increased Traffic
- ◆ Ideas!!!

I can help!



Resources Available to you...

- ◆ Brainstorming Sessions
- ◆ Copy Writing
- ◆ Creative Problem Solving
- ◆ Event Planning
- ◆ Cause Marketing
- ◆ Unique Promotional Ideas
- ◆ Internet Marketing
- ◆ Campaign Planning Sessions
- ◆ Marketing Strategy Model Sessions
- ◆ Database Marketing

More than just radio...

- ◆ K105 Country Fest
- ◆ St. Jude Radioathon
- ◆ Interactive Capabilities
- ◆ Texting Campaigns
- ◆ On site opportunities
- ◆ www.K105fm.com



Country Fest

What to expect from me...

- ◆ I will ask a series of questions about your business to clearly understand **your challenges and goals**.
- ◆ Once we have uncovered your marketing challenges, target customer and competition, I will develop unique ideas and recommendations that fit **your needs**.
- ◆ Together we implement the plan and continue to review the plan to insure you are **getting the results you need**.
- ◆ I am committed to your success and will actively involved in each phase of every campaign.

What I ask of you...

- ◆ Answer questions openly and honesty.
- ◆ Let me get involved in your business.
- ◆ Talk openly about your success, failures and goals.
- ◆ Willingness to try something new.