

Clients that I have helped to be successful.

Ft. Wayne Toyota/Kia
American Freight Furniture
International Business College
Fort Wayne Home/Garden Show
POET Biorefining
Penn Station Subs
FireKeepers Casino
Indiana Beach
Indiana Youth Institute
Chicago Toyota Dealers
Nisco Pools and Patio
Lexus Of Fort Wayne
Kraft Foods
Putt Putt Golf and Games
Indianapolis Children's Museum
Berger Automotive Service

Federated Media's Mission Statement

To discover and satisfy the needs of our three primary customer groups -
Our Listeners,
Our Advertisers
and Our Employees
in a way that is profitable for all.

 **Federated Media**

Who is Rob Colliver?

Education —

B.A. in Business Administration
Ball State University: Muncie, IN

Experience —

More than 14 years marketing experience in the communication industry.

Specialized Training —

- Dale Carnegie Institute - *Sales Advantage*
- Center for Sales Strategy - *Customer Focused Selling; Marketing Radio Pro; Agency Pro*
- Roy H. Williams Training Seminar: *"The Wizard of Advertising"*.

Community Involvement —

- Boy Scouts of America- active Den Leader Pack #3571.
- Junior Achievement- active volunteer middle school teacher-"the economics of staying in school".

Personal —

Married for 17 years to Judy and proud father of two active boys ages twelve and nine.

In my "spare" you'll find me fishing, watching or attending sporting events, reading, or being outdoors. I also enjoy studying history, playing chess, and collecting coins.

HOW YOU CAN REACH ME

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Cell: 260-410-0832
Fax: 260.477.5224
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Fort Wayne, IN 46816

 **Federated Media**


Fort Wayne's BEST & MOST Country

- **Looking for New Ideas?**
- **Do you need solutions to marketing challenges?**
- **Do you want to increase the Bottom Line?**

I can help!

Rob Colliver
Account Manager


Fort Wayne's BEST & MOST Country

***Creating Marketing Solutions
as your Marketing Partner***

Look here for a marketing resource offering Ideas, Solutions and Fresh Advertising!

Be prepared for a different approach – a different process!

So you've heard this line a hundred times before from the five other radio reps beating down your door (along with the yellow pages, billboards, direct mail, newspaper and television). I'm not going to talk with you about what a great radio station WQHK is or talk you into buying the "package of the week". In fact, I'm not going to talk much at all. What I am going to do is *listen* and focus on you and the unique needs of your business. We'll work together to determine both your marketing and business challenges. Then, we will develop specific strategies and tactics to meet those challenges and achieve results!

We're going to build a long-term partnership that creates results!

To do this, I'll need to have your input. Tell me about the areas of your business in which you could use some help, your frustrations and problems. We'll need to share ideas and sometimes ask the tough questions. And we'll need to be up front and honest with one another. It's important that we listen to each other and value one another's expertise. Your feedback and involvement in the process is critical to its success. And everything we discuss will be strictly confidential. By doing these things, we will achieve results and increase your bottom line!

SO, HOW DO WE GET RESULTS FOR YOU ?

- 2 We start by **defining your key marketing challenges** with an in-depth, fact-finding Customer Needs Assessment, focused on the unique challenges you face everyday in your business.
- 2 Next, we apply the **Marketing Strategy Model**, a five-step process that helps us concentrate on your specific marketing challenges. Who is your best customer? How do they perceive you? What motivates them to use your product or service?
- 2 Together we will work on possible solutions. With your knowledge of your business, my marketing expertise and problem solving abilities and the support staff of Federated Media, we will be able to form a **partnership that creates results.**
- 2 Only after we design a **comprehensive marketing program** that we both agree can help your business will your marketing campaign commence. It may include radio advertising, event marketing, the internet, texting or more!
- 2 I am **committed to your success** and will be actively involved in each phase of each project—from early planning to working out details and a comprehensive review at the end. *I want to help you with your short-term as well as long-term objectives.*

After all, Marketing Is My Profession.



WHAT DO I ASK OF YOU?

- ± Let me get involved in your business.
- ± Answer my questions openly and honestly.
- ± Share your frustrations and problems.
- ± Partner with me early in the planning process.
- ± Give me feedback—tell me what's working and what isn't.

WHAT DO I GIVE IN RETURN?

- ± Marketing ideas, tactics and strategies designed specifically for your business.
- ± Detailed follow-through and service.
- ± Confidentiality
- ± My commitment to your success and producing results!