Radio + SMS Marketing Budget Report

LamaWholesale & Lama Group Lead Generation Campaign

Executive Summary

This budget proposal outlines a cost-effective integrated marketing approach combining radio advertising with SMS marketing to generate qualified leads for our wholesale operations. The strategy leverages radio's broad reach to drive SMS opt-ins, creating a sustainable lead nurturing system.

Campaign Objectives

- Generate 500+ qualified wholesale leads monthly
- Increase brand awareness in target markets
- Build a responsive SMS subscriber base
- Achieve ROI of 3:1 within 90 days

Budget Breakdown (Monthly)

Radio Advertising

- **Local Radio Spots**: $800/month
    - 20 spots per week on local stations
    - 30-second ads during morning drive time (7-9 AM)
    - Focus on business-oriented programming
- **Ad Production**: $200 (one-time setup cost, amortized over 4 months = $50/month)
    - Professional voiceover and music
    - Multiple versions for A/B testing

Radio Subtotal: $850/month

SMS Marketing Platform

- **Platform Subscription**: $49/month
    - Up to 2,000 messages included
    - Automation features and analytics
- **Additional Messages**: $75/month
    - 3,000 additional messages at $0.025 each
    - Covers follow-up sequences and promotions

- **Short Code/Keyword**: $15/month
  - Dedicated keyword for radio campaigns

SMS Subtotal: $139/month

Campaign Management & Creative

- **Content Creation**: $200/month
  - SMS message sequences
  - Radio ad script updates
  - Landing page optimization
- **Campaign Monitoring**: $100/month
  - Analytics tracking
  - Performance optimization
  - A/B testing management

Management Subtotal: $300/month

Total Monthly Investment: $1,289

Expected Results

- **Radio Reach**: 25,000+ weekly impressions
- **SMS Opt-ins**: 150-200 new subscribers monthly
- **Qualified Leads**: 75-100 serious prospects monthly
- **Conversion Rate**: 15-20% of SMS subscribers to leads

ROI Projection

- **Monthly Investment**: $1,289
- **Expected Revenue**: $4,000-$6,000 (based on average wholesale order values)
- **Projected ROI**: 310-465%
- **Break-even**: 8-10 new customers per month

Risk Mitigation

1. **Start Small**: Begin with 2-week test campaign ($645 investment)
2. **Performance Tracking**: Daily monitoring of key metrics
3. **Flexible Scaling**: Increase successful channels, reduce underperforming ones
4. **Local Focus**: Target markets with existing customer concentration

Implementation Timeline

- **Week 1**: Set up SMS platform and radio ad production
- **Week 2**: Launch test campaign with limited radio schedule

- **Week 3-4**: Analyze results and optimize messaging
- **Month 2**: Scale successful elements, adjust budget allocation

Cost-Saving Measures

- Negotiate package deals with radio stations
- Use station-provided production services when available
- Focus on 1-2 high-performing time slots initially
- Leverage user-generated content for authenticity

Success Metrics

- Cost per lead: Target under $17
- SMS open rates: Target 90%+
- Radio recall: Target 5-8% aided recall
- Lead quality score: Target 7/10 average

Budget Justification

This integrated approach maximizes efficiency by using radio's mass reach to build a targeted SMS database. The combined investment represents less than 3% of typical wholesale margins while providing measurable, trackable results. The scalable nature allows for rapid adjustment based on performance data.

Recommendation: Approve for 3-month pilot program with monthly review checkpoints.

AUTOMATION PLATFORMS & TRACKING SYSTEMS

Best Automation Platforms for LamaWholesale

1. All-in-One Solutions (Recommended)

HubSpot Marketing Hub - *Best Overall Choice*

- **Cost**: Free to $800/month
- **Perfect For**: Radio + SMS + Lead nurturing integration
- **Key Features**:
    - Multi-channel campaign automation
    - Lead scoring and attribution
    - Built-in CRM integration
    - Radio campaign tracking via UTM codes
- **Why Choose**: Handles all channels in one platform, excellent ROI tracking

ActiveCampaign - *Best Value for Small Business*

- **Cost**: $49-$259/month
- **Perfect For**: SMS automation + email sequences
- **Key Features**:
    - Advanced SMS automation workflows
    - Behavioral trigger campaigns
    - Lead scoring based on engagement
    - Radio response tracking
- **Why Choose**: Most cost-effective for multi-channel automation

2. Specialized Platforms

For SMS Automation:

- **Klaviyo** ($20-$150/month) - Advanced SMS segmentation
- **Omnisend** ($16-$99/month) - E-commerce focused
- **Twilio** ($0.0075/SMS) - Developer-friendly, most flexible

For Lead Management:

- **Pipedrive** ($14.90-$99/month) - Simple CRM with automation
- **Zoho CRM** ($12-$45/month) - Budget-friendly with marketing automation

TRACKING & ATTRIBUTION TOOLS

Essential Tracking Stack

1. Lead Attribution - LeadsRx

- **Cost**: $299-$999/month
- **Features**: Single tracking pixel across multiple channels, integrating both online and offline data
- **Perfect For**: Tracking radio leads through to SMS conversions

2. Call Tracking - WhatConverts

- **Cost**: $30-$200/month
- **Features**: Track marketing channels that actually drive results with proven 6-step process
- **Perfect For**: Radio campaign phone call attribution

3. Multi-Touch Attribution - Ruler Analytics

- **Cost**: $199-$599/month
- **Features**: Insightful data and accurate multi-touch attribution for informed decisions

- **Perfect For**: Understanding full customer journey across all channels

Budget-Friendly Tracking Alternatives

Google Analytics 4 + UTM Codes (Free)

- Track radio campaigns with unique phone numbers
- SMS click-through tracking
- Custom conversion goals

CallRail ($45-$165/month)

- Radio call tracking
- SMS response monitoring
- Basic lead attribution

CAMPAIGN DURATION & CONSISTENCY GUIDE

Radio + SMS Marketing

- **Initial Test**: 6 weeks minimum
- **Full Campaign**: 12-18 months for optimal results
- **Consistency**: Critical - maintain 3x weekly frequency minimum
- **Review Cycle**: Bi-weekly optimization, monthly budget review

Purchased Leads

- **Test Phase**: 30 days only
- **Decision Point**: Month 2 - continue only if cost/lead under $25
- **Maximum Duration**: 6 months (leads get stale, competition increases)
- **Review Cycle**: Weekly quality assessment

Content Marketing/SEO

- **Minimum Commitment**: 12 months
- **Consistency**: Daily content creation/optimization
- **Peak Results**: Months 6-12
- **Review Cycle**: Monthly traffic/ranking reports

Social Media/LinkedIn Outreach

- **Test Phase**: 90 days
- **Full Campaign**: Ongoing (24+ months)
- **Consistency**: Daily engagement, 3x weekly posts
- **Review Cycle**: Monthly engagement metrics

PERFORMANCE TRACKING MATRIX

Key Metrics to Track by Channel

Radio Campaigns:

- Unique phone calls within 30 minutes of ad
- Website visits with radio UTM codes
- SMS opt-ins using radio keywords
- **Success Threshold**: 2% response rate minimum

SMS Marketing:

- Open rates (target: 90%+)
- Click-through rates (target: 15%+)
- Conversion to sales calls (target: 8%+)
- **Success Threshold**: $15 cost per qualified lead

Purchased Leads:

- Contact success rate (target: 60%+)
- Lead-to-appointment conversion (target: 10%+)
- Cost per actual conversation (target: under $30)
- **Success Threshold**: 5:1 ROI minimum

AUTOMATION WORKFLOW SETUP

Phase 1: Lead Capture (Month 1)

1. Radio ad drives SMS opt-in with keyword
2. Automated welcome SMS with special offer
3. Lead automatically added to CRM with "Radio" tag
4. Follow-up sequence begins after 2 hours

Phase 2: Lead Nurturing (Months 2-3)

1. 7-day SMS education sequence
2. Behavioral triggers based on website visits
3. Automated appointment booking links
4. Sales team notifications for hot leads

Phase 3: Advanced Automation (Months 4+)

1. Lead scoring based on engagement
2. Dynamic content based on business type
3. Retargeting campaigns for cold leads

4. Automated customer success sequences

DECISION-MAKING FRAMEWORK

When to Continue a Channel:

- ✅ Cost per lead decreasing over time
- ✅ Lead quality scores improving (7/10 average)
- ✅ ROI above 3:1 consistently
- ✅ Sales team reports high satisfaction with leads

When to Stop a Channel:

- ❌ Cost per lead increasing for 2+ months
- ❌ Lead quality below 5/10 average
- ❌ ROI below 2:1 for 60+ days
- ❌ Sales team complaints about lead quality

Monthly Review Checklist:

1. Calculate true cost per customer (not just lead)
2. Measure channel attribution accuracy
3. Assess lead quality through sales feedback
4. Analyze customer lifetime value by source
5. Optimize budget allocation based on performance

RECOMMENDED IMPLEMENTATION ORDER

Month 1: Set up tracking + Start radio/SMS test **Month 2:** Launch full radio/SMS + Test purchased leads
 Month 3: Add automation workflows + Evaluate all channels **Month 4:** Scale winning channels + Add content marketing **Month 5:** Full automation deployment + Advanced attribution **Month 6:** Optimize and prepare for scale

Total Setup Investment: $2,500-4,000 (one-time) **Monthly Operating Cost**: $1,800-2,500 (all channels + automation) **Expected Monthly Revenue**: $8,000-15,000 by Month 6