



Murphy Broadcasting People



WE UNDERSTAND MARKETING

It's NOT about keeping your name out there. It's not about being everywhere at one time. It's about getting that next customer through the door and making a sale. We "Get" that and we are good at that.

People have a misery of choices these days. How do we get them to specify? First we need to get their attention and then we have to talk to them intelligently

The Murphy Broadcasting Team is always learning, always studying, always on the look out to see what consumers want. Our R&D department probably does as much research on your business category as you do and we're happy to pass along what we learn.

What's important to us is what is important to you:

- Your competitive strength
- Your competitive marketplace
- What is happening in your industry
- Correcting misconceptions
- Your Unique Selling Proposition

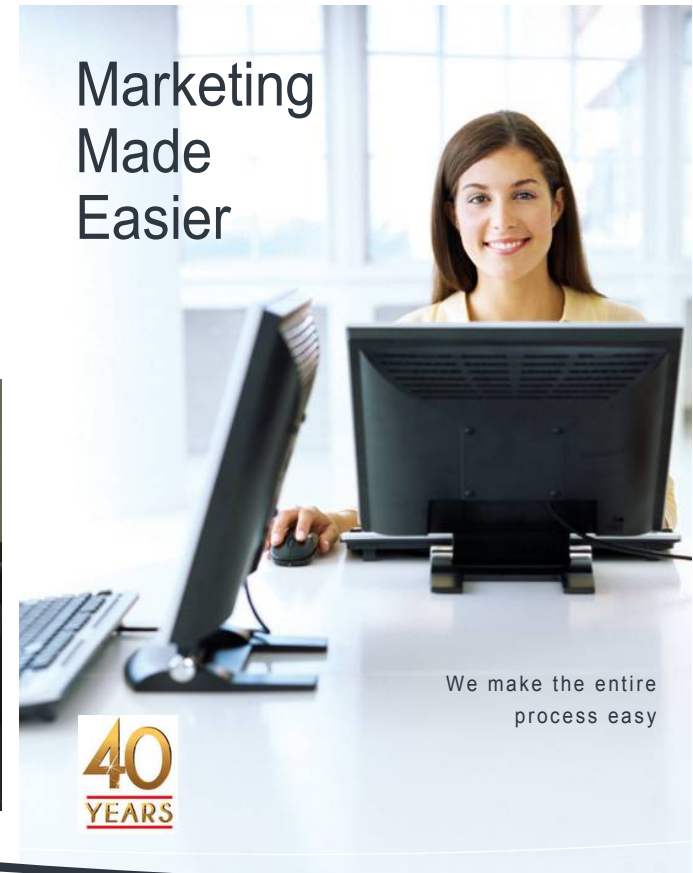


Joe Sixpack

Joe came to us after being released from prison in 2013. He hopes to make enough money to move out of his mom's basement this year. Don't worry about that bracelet on his ankle!

Kingman, AZ
Bullhead City, AZ
Lake Havasu City, AZ
Las Vegas, NV
800-582-7625
MurphyBroadcasting.com

Marketing Made Easier



We make the entire
process easy



marketing with measurable R.O.I.

RETURN ON INVESTMENT ARE NOT BUZZ WORDS FOR US

We aim to build a rock solid marketing bridge with measurable results. You are in business to make money, not polish your image. This means the message is important and it must be constantly evaluated.

With over 40 years in broadcasting, and 100's of years of combined management experience, we know the best practices to make marketing work. Sure we know radio, but we also know the ins and outs of Internet Marketing, Social Media, Direct mail, Print and any other kind of marketing available to you today. The advice is always free.

MARKETING SOLUTIONS

- BROADCAST RADIO
- WEB PAGES AND SEO
- MOVIE THEATRE ADVERTISING
- DIRECT MAIL
- STAFF TRAINING

flexible solutions for your business

We Rely on Word Of Mouth!

This is a plan that works great, until the word of mouth gets out of your control. One bad review on Yelp.com can start out of your control word of mouth. We can help you control word of mouth because... well that is what radio has been since its inception, which was then picked up by television and now the Internet. When you control the message, you control your desitiny.

WHAT DOES IT COST?

Marketing plans are based upon two factors.... What you say and How many times you say it. An incredible offer needs very little marketing behind it. INSTRUCTIONAL advertising takes longer to sink in and may need more explanation. This goes for everything from your window displays to your printed products to your staff training. We will help you drill down to the core message. We have many plans that start at just \$144 per week!



Lyle and Rick Murphy KZUL-AM Parker September 7, 1974



CUSTOM SOLUTIONS

The game is no longer about hanging your shingle and hoping for the best. This is why our training division is in demand to train the people who come in contact with your customers and potential customers. We are with you right up to the sale.



WEB SOLUTIONS

Is your web site doing anything for your business? What impression do people get when they stop there? Is your web site being handled by a marketing professional or a web site creator?



SOCIAL MARKETING SOLUTIONS

Social marketing can go well and it can go very very badly. We have studied some of the best and some of the most disasterous social marketing campaigns of the past decade. We can help guide you though the mine field.



WE WORK WITH THE TOP BUSINESSES IN THE AREA. HOW CAN WE HELP YOU?

Feel free to call to just chat about your challenges. The advice is alwas free! 800 582-7625