

Radio Latina Case Study

How did Radio Latina got a #1 ranking on the internet?

RADIO
LATINA

EAGAVE

took over the Radio Latina websites in Indianapolis in 2008. The websites were experiencing low traffic and were not being part of the overall business and operation strategy for the radio station WEDJFM.

EAGAVE redesigned the website making it more appealing to the young Hispanic radio listeners adding chat, radio stream, events and appealing graphics. EAGAVE also recommended creating several ad campaigns to increase awareness among the radio listeners and engage them on using the websites. Several radio campaigns were launched informing radio listeners to go to the website sign up for the different ads and chat with DJs.

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La
Lonchera Radio Latina – sign up for daily special at a designated restaurant.

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Rompele

el Cochinito al Tapatio – Listen to specific song for one of the DJs and get cash rewards.

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EL

Café del Dia - Users will go to the website on a daily basis to check for free coffee at different locations.

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All

of these ad campaigns were sponsored by different clients.

The new design of the website in combination with these different radio campaigns were a success and dramatically increased the traffic and usage from a modest 10-20 visitors per day to a significant 80-100 visitors daily. The website quickly became listed as the #1 and #2 in most of the search engines surpassing well established websites on the internet.

The following screen shot shows the results of a search for Radio Latina as of 10/06/09. Radio Latina shows as #1 website ranked well above well established and older webpages on the internet.

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#1 in the Internet

Increased traffic from 10-20 visitors to almost 100 visitors per day almost 3000 per month making it a #1 on the internet.

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Created a very appealing website with dynamic content making it one of the most popular Radio Latina bilingual website on the internet broadcasting daily ad campaigns, radio stream of regional Mexican music, chat with DJs, photo gallery, events, banner display.

