

# NEPTUNE RADIO REVENUE DEVELOPMENT CASE STUDY

MAUI JACK'S WATERPARK

CHINCOTEAGUE, VIRGINIA



800 - 1,000

GUESTS A DAY DURING SEASON

## INTRODUCTION

Located in a community fueled by tourism, Maui Jack's Waterpark created their custom station "Aloha Radio" with Neptune Radio before their 2022 season. Needing a way to cover the cost of Neptune Radio, they signed on with a level 2 system to allow them plenty of commercial inventory. Quickly, they realized using advertising means more than just making money, but a way to engage in their community as well.





---

# THE CHALLENGE

---

- 1** Maui Jack's Guest Experience Supervisor, did not have sales experience and was unsure about soliciting advertising from local businesses
- 2** No existing partnerships with local businesses
- 3** Community that is dependent on tourism

Without any sales experience, Guest Experience Supervisor, Rochelle, had two goals – to cover the costs of Neptune Radio and engage with other businesses in Chincoteague that thrive on tourism. Maui Jack's did not have any existing partnerships but Rochelle liked the idea of working with their community. She also wanted this opportunity to feel less "sales" focused and more people focused.

---

# THE APPROACH

---

After enlisting help from Neptune Radio's Revenue Development team, Rochelle was ready with proposals and promotional materials to work with businesses in Chincoteague on this project. Maui Jack's took a relational approach to selling advertising. Rather than phone calls or emailing proposals, Rochelle printed the proposals and went into businesses with her laptop. Without any prior relationships, she showed them audio demo samples and provided them with a proposal. Most importantly, she explained the impact a commercial at Maui Jack's could have on their business and asked them how Maui Jack's could come alongside and help them grow.



# THE RESULT



**“Listen to the needs of your community to help everyone's revenue grow through these opportunities.”**

**Local businesses in Chincoteague are excited about a new way to show off their business to tourists and families that visit Maui Jack's.**

**Her advice to others considering advertising on Neptune Radio, “Listen to the needs of your community to help everyone's revenue grow through these opportunities”**

**Rochelle's efforts to sell advertising in a relational way paid off. She covered their investment in Neptune Radio through ads, and has even generated substantial revenue.**