

NEPTUNE RADIO REVENUE DEVELOPMENT CASE STUDY

GALLOWAY FARM



25,000
GUESTS EACH
SEASON

INTRODUCTION

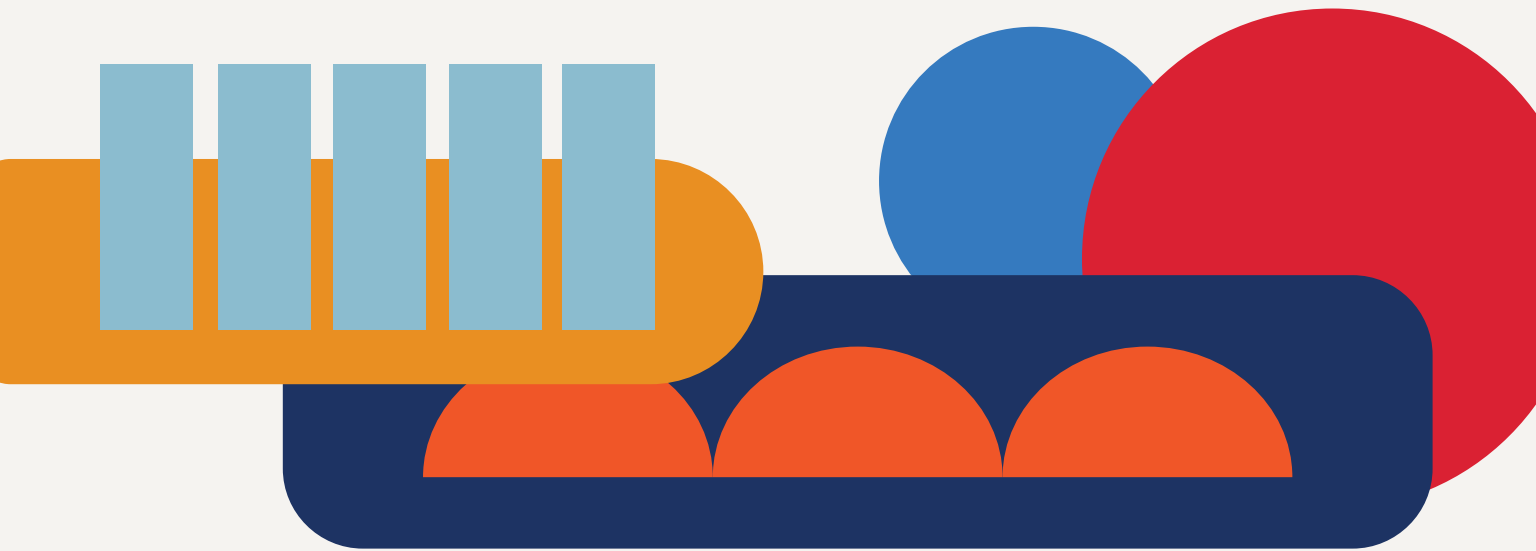
Galloway Farm (NC) came on board with Neptune Radio in 2022 with the goal to continue to provide unique experiences for their guests. Alma Galloway, Owner/Operator of Galloway Farm, creates new experiences every year through her nationally recognized Maze Craze. From Lukas Nelson, son of Willie Nelson, to Netflix's Outer Banks, Alma has worked with businesses of all sizes to attract guests and help the local community in Hallsboro, North Carolina. Keeping the mindset of contributing to her community, Alma formed **partnerships** with local businesses. Neptune Radio's advertising opportunities aligned perfectly with her goals.



THE CHALLENGE

– Enticing advertisers to purchase a previously unpopular advertising package

The primary challenge Alma Galloway faced was selling an advertising package that had previously attracted few businesses. Selling entry and top-tier packages seemed remarkably simple, but their middle tier did not draw the same interest. With this in mind, Alma knew exactly where to allocate her commercial inventory with Neptune Radio.



THE APPROACH

Alma incorporated a new offering to the middle-tier advertising package, a sponsorship on Neptune Radio. These sponsors would receive one commercial per hour at the farm – which would help build their brand with the many guests who visit the farm each day. Two unique approaches Alma takes when working with her advertisers are calling them partners and giving away free passes to the farm. Referring to advertisers as partners seems simple, but it goes much further than simply what you call them.

Alma works to create lasting relationships with businesses to provide value to them, as well as the community. When asked what advice she has for other farms working to create partnerships, she says “give them something in return” such as free passes to the farm. Alma encourages those business owners to post on their own social media offering to share the passes, therefore bringing more guests to the farm.

THE RESULT



Offering Neptune Radio sponsor commercials helped Alma accomplish her goal to sell more of their middle-tier advertising package that was previously unpopular. Selling four of these spots not only helped Galloway Farm but also contributed to their goal of providing value to local businesses to create lasting relationships. Galloway Farm easily covered their investment in Neptune Radio through just one advertising package and is continuing to build additional revenue for their farm. Neptune Radio was the perfect addition to Galloway Farm's already successful brand partnerships!

"Alma and Maze Craze at Galloway Farm did an amazing job this season. The opportunity she gave Southeast Realty to be an advertising partner thru Neptune Radio has proven to be an instant brand builder for us. We have gotten a ton of positive feedback about the spots."

Kenny Barnes
Southeast Realty