

CBKB Talk Radio SWOT Analysis

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Radio is one of the best entertainment platforms for many people. We are happy to inform the public that CBKB talk radio will remain strong in key areas covered by FM frequency. CBKB is a huge marketplace for millions of people in the main city of Kingston, Ontario. It has the capability of attracting a huge number of listeners using different types of enjoyable programs. For this objective, CBKB talk radio mainly focuses on music. Moreover, the radio station also transmitted programs such as Hello Ontario and Kington Calling, among others. Hello, Ontario happens to be the most popular show. The market position of CBKB is 70 % in the FM radio sector.

SWOT Analysis

SWOT analysis can be described as a strategic planning tool used in evaluating the strengths and weaknesses and considering internal factors and opportunities of an organization. Some of the key strengths that can be looked into when conducting a SWOT analysis are the advantages of an organization against its close rivals. For instance, a faster process of making decisions. Some of the weaknesses to be considered during the process are; what areas require improvement? What are competitors offering that the organization isn't? For instance, strength in marketing and technology. Some of the key opportunities that need to be considered when conducting a SWOT analysis are the changes needed in technology that can benefit the organization, new trends and ways the company can benefit from them. (Federal Communications Commission, n.d.)

Some of the Threats that can be considered during the process of conducting a SWOT analysis are what the competitors are better than the organization and how the overall economy affects the business returns. The process involves specifying the key objectives of a business venture and identifying some of the key internal and external factors of the organization.

Strength:

CBKB Talk Radio is one of the biggest radio stations in Kingston, Ontario. Its marketplace is huge, covering millions of people over the main city in Ontario. The CBKB has the potential to attract a huge number of listeners through different kinds of interesting programs. The key strength of the organization is the data collection techniques generated by the listeners that can make the organization much better and address its weaknesses and threats. The organization receives new applications for programs from its listeners. This assists them to create great programs. It also offers Radio Jokey as a way of getting the support of the listeners. CBKB radio has strived to develop strong cooperation with its listeners.

Weaknesses:

Currently, CBKB radio has become more commercial. Therefore, the station often presents advertisements for different companies, as a result. The listeners might feel bored. In this case, the organizations gradually reduce their regular listeners. When the listeners hear different programs on the radio, it retains them and attracts more. Another weakness of the organization is the late commencement of their programs.

Opportunities

Finally, through the newly employed persons in CBKB talk radio, there is no doubt that people are doing a great job. Recently, they increased their reach to the listeners using different wavelengths. Two key observations concerning CBKB talk radio can be considered as its great opportunities. First, we think of 'Hello Ontario' as the most reliable. Therefore, the organization can use the popularity of this program to reach out to potential listeners. Moreover, we propose that the organization's management focus on the taxi drivers in Ontario. Through such a strategy, a great market awaits the radio market. Installing radios in the CNG will open up new channels for all people to enjoy the various entertainment and news.

Threats

Threats can be described as external conditions which might build or destroy the effective performance of an organization. Currently, other radio stations such as Radio Today have also become more popular with the listeners. After a comprehensive analysis, this can be considered a huge threat to CBKB talk radio.

Target Market:

The target market can be described as the specific group of listeners that an organization aims to capture. They are identified as a group of people with needs that can be met with the necessary needs or wants that need to be met by this company. The target market of CBKB talk radio is the young generation.

Market Segmentation And Targeting CBKB Talk Radio

CBKB is currently targeting new audience segments, such as professionals. The targeted professional group includes both men and women between the ages of 30-45 years, with education levels of upper

strata. The groups also include a middle-class mixture of status between married and unmarried. The main reason why the organization should target professionals is that people at such levels are in the middle-class levels of the entire society and have a strongly opinionated life. Listeners of the radio station should be divided into four different groups comprising Private employees, Police officers, Entrepreneurs, and civil servants. Based on a survey of 200 radio listeners of CBKB Talk radio shows, most of the listeners are adults between the ages of 30 to 45 years. (Bright & Cortes, 2019)

72% of listeners are aged between the ages of 30-40 years, while 28 percent are made up of elderly people above the age of 40 years. The outcome of the study of 100 listeners shows that the occupations of the listeners include private employees, civil servants, police, and entrepreneurs. The radio audience segmentation has a majority of about 48 % self-employed and 31% of employed people. The rest of the group are civil servants and police.

Market Targeting Radio CBKB Radio

Based on the findings of the market segmentation, CBKB Talk Radio will be using a divided market segment. This implies that the organization will be focusing on the different market segments. This would allow the organization to reach a diversified market segment with a great understanding of the specific needs of the different segments. Targeting has two key objectives: selecting and choosing according to the criteria of the audiences in order to reach the audience much more effectively. Effective market targeting requires an organization to evaluate the size, accessibility, strategic fit, and potential value of each audience segment before selecting the groups it can serve most effectively (Albrecht et al., 2023). A station may begin with a focused segment and broaden its targeting later when evidence supports expansion.

Positioning Radio CBKB

Positioning products are this report provides positions where the organization seeks to place programs presented that are acceptable to the target market segment, with the objective of edging its competitors. Positioning aims to create a clear and distinctive place for an offering in the target audience's mind relative to competing alternatives. The station should therefore define the benefits, program identity, and audience experience that distinguish CBKB from rival stations (Albrecht et al., 2023). Positioning of products is a management strategy that utilizes information to provide a certain impression regarding the product in accordance with the wishes of the intended market. Due to stiff competition from other radio stations, CBKB radio always broadcasts programs with more accurate information in order to maintain its position in the market. Position of products is a strategy used by the organization to build a marketing strategy prioritizing the targeted population. Such is accomplished by integrating information and music that is acceptable to the targeted audience, with 20 hours amount of airtime every day from Monday to Friday.

Promotion Strategy

One important thing that needs to be put into consideration when coming up with a radio promotion strategy is a segmented audience affiliated with the radio station or network. This is often easier with local radios that have a clear following based on the taste of entertainment and political views. CBKB listeners can be divided into their ages or subcultures. Moreover, they can also be divided based on their political inclinations. However, this often changes once the organization implements internet radio, which allows a more customized experience for the customers, therefore reaching a larger audience. (Albrecht et al., 2023)

Radio promotion strategy is different from other promotion strategies because the forum radio requires exclusive audio presentation. Unlike other forms of advertisements, which use imagery and color, radio promotion often focuses on audio messaging. This might appear to be a challenging task, but creating high-quality audio commercials has turned out to be a form of art. CBKB must focus on the tone of the commercial, the actor's voice, and the music. All these things must be incorporated to come up with something audible and stimulating to the audience.

It is also important for CBKB to consider direct advertisements with a clear-cut call to action. It is also important to consider the presentation of the products being advertised in order to select the most suitable method for the market. Various advertising agencies can be very important in producing the most appropriate promotion strategies since they have the expertise to come up with the most effective marketing campaign.

Products

CBKB offers ad sales as one of its major products. On air, advertisements make up a significant part of the revenues made by any radio station. CBKB sells airtime to various organizations that wish to diversify their market with messages regarding the products and services. The prices are usually different depending on the length and time run. The cost is also affected by the show during which the advertisement is aired. The position of each advertisement can also have a huge impact on its value, with those aired after the end of a show having the highest prices. In some cases, advertisements are presented by on-air personalities with the objective of increasing the number of prospective audiences when the favorite host is speaking. Such positions tend to cost more than traditional commercials.

Syndication

Different radio stations are always on guard for some of the best on-air personalities, in part because of their popularity and the revenues it will bring to the station and also in part of the possible syndication offered by a popular show. In the case of CBKB Talk Radio, it should sell the rights to air

“Hello Ontario “to other stations in exchange for profits. New stations are willing to fill their broadcast with some of the most famous shows and usually will compete with one another for a chance to do so. The more popular the show, the more the host stands to make more profits.

Plane And Prices

The cost of radio advertising for a week at CBKB is approximately \$200 to \$5000, depending on the spot. Moreover, factors such as the cost of producing an advertisement should also be put into consideration, which often ranges from \$1,000 to \$ 2,500. The cost depends on what has been included in advertisements, such as stock music, editing etc. The more people tune in to the station and hear the commercial, the more the price. The demographics of listeners are very important for the organizations. Some target groups are more popular than others. Since the most popular audience is between the age of 35-40 years, airtime prices would be much higher.

Sample Print Ad



Conclusion

The main focus of this analysis is to establish the extent to which CBKB should adopt new strategies and subsequently advise the station on how to implement better strategies in case the existing ones come short. A radio station is a business like any other, providing customers with what they need in order to make profits. Therefore, CBKB radio must become accountable and offer value for money to the customers and advertisers if they wish to profit from their interaction with the listeners.

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