

Case Study:

# Personalized Insights Saved Time, Secured Key Advertising Account

## The Challenge: Breaking Through to Digital-Only Prospects

Local television stations must continuously adapt to attract new advertisers, especially those who have traditionally focused solely on digital marketing. When a Marketing Consultant at a South Carolina network affiliate set out to engage a boat company's newly hired GM, they faced an uphill battle—the GM was unfamiliar with the station's offerings and had no established interest in TV advertising. The consultant needed a way to stand out, establish credibility, and create a compelling reason for the GM to take the meeting.

## The Action: Using TopLine to Personalize the Pitch

Rather than spending a lot of time sending generic outreach messages, the consultant turned to Futuri's TopLine Personality Prep report, a tool designed to provide detailed insights into a prospect's preferred communication style. Based on the insights, the consultant adjusted their approach to make sure that every aspect of the outreach—from messaging tone to delivery style—aligned with the GM's communication preferences.

The consultant reached out with an email crafted by Personality Prep in the GM's style and used the sales intelligence to frame the conversation around how the boat company could reach its target audience in a way that resonated with the GM's decision-making style.

## The Results: Landing the Meeting and Opening New Opportunities

The strategic approach paid off—the consultant secured the appointment with the boat company's GM on the first try. This success highlighted the power of data-driven, insight-led sales strategies in the evolving media landscape.

For the local television affiliate, this wasn't just another scheduled meeting—it was proof that AI-powered insights can help TV stations connect with digital-first businesses, build stronger relationships, and create new advertising opportunities.

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