



Lazy Acres Decor & Floral

Wakefield, Nebraska • On 107.9 The Bull, KTIC FM since June 2025

100%

Foot Traffic Increase
Started at zero

12-18

In-Store Sales / Week
New walk-in channel

↑20%

Overall Sales Increase
Sarah's estimate

\$15-20

More Per Sale
Upsell effect

100%

Inquiry-to-Sale Close Rate
Every inquiry = a sale

THE SITUATION & THE CAMPAIGN

Before partnering with KTIC, Lazy Acres ran almost entirely on online orders and phone calls. Walk-in foot traffic? Essentially zero.

Sarah had the talent, the credentials, and the inventory. What she needed was a consistent local voice. She found it on 107.9 The Bull, KTIC FM.

Sarah launched her Impact Schedule — an aggressive, high-frequency program reaching listeners across all dayparts, midnight to midnight. The secret ingredient: Sarah voices every message herself, in her own words, with her own personality.

Featured messages: Eucalyptus Harvest Home Refresh • September Rose Month • Send a Tree – Holiday • January Doorbuster

IN HER OWN WORDS

We asked Sarah to rate her experience on a scale of 1 to 5. She broke the scale.

Q: Business awareness raised? (Scale of 1-5)

“

Twenty-nine.

Q: Overall satisfaction with radio schedule? (Scale of 1-5)

“

Twenty-nine.

Q: Satisfaction with sales process? (Scale of 1-32)

“

Forty-eight.

We stopped trying to use a 5-point scale.

Sarah Ekberg, AIFD

AIFD — One of the highest honors in the American floral industry

PFCI • CFD • FDI



A KTIC RADIO SUCCESS STORY

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High frequency. Consistent schedule. A trusted local voice — that's the KTIC Impact Schedule.