

Sarah Ekberg, AIFD
AIFD — One of the highest honors in the American floral industry
PFCI • CFD • FDI

107.9 BULL
KTIC FM

A KTIC RADIO SUCCESS STORY

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Lazy Acres Decor & Floral

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

100%	12–18	↑20%	$15–20	100%
Foot Traffic Increase	**In-Store Sales / Week**	**Overall Sales Increase**	**More Per Sale**	**Inquiry-to-Sale Close Rate**
Started at zero	*New walk-in channel*	*Sarah's estimate*	*Upsell effect*	*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.

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