



Medical Marketing – Educational Awareness – Cause Marketing – Recruitment – Sponsorship Affiliations – Event Marketing

Cumulus Media – Pensacola, 6565 North “W” Street, Pensacola, FL 32505

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**Management:**

Susan Walden, Communications  
Michael Mendelsohn, Director Programs

**Industry Focus:**

Business Growth Planning  
Business Growth Execution  
Healthcare Marketing  
Brand Development

**Clients:**

Gentiva Health Services  
Neal Chiropractic Clinic  
Baptist Health Care System  
Center for Sight  
Davis Dental  
Davita Dialysis  
Destin Plastic Surgery  
Life Care Center  
Northwest Florida Blood  
Medical Center Clinic  
Physicians Weight Loss  
The Spinal Center  
West Florida Healthcare  
Sacred Heart Health  
Gulf Coast Primary Care

**Business Description:** Cumulus Media works one-on-one with clients in the Healthcare industry and many industries to create and implement custom-created marketing and business development programs.

**Company Background:** Our Company was founded in 1997 on the belief that there was a large, unmet need for brand-building services among local businesses in medium and small-sized cities across the U.S. Everything we do - from the way we are trained to the valuable services we offer - is designed to create **actionable brand awareness and help your businesses realize its full potential.**

**Key Strategies:**

Reach enough people to make a real difference – Cumulus Media communicates to a community of 98,200 listeners throughout the Gulf Coast. One in four Gulf Coast residents listens to a Cumulus Media Pensacola Radio Station.

Reach Them Frequently. Only repetition can ‘brand’ your business in consumer minds. – **“Being known before you’re needed” is the secret driving the success for countless brands, such as Johnson & Johnson, Pfizer and The Mayo Clinic. These companies understand that relentlessly forming relationships with people prior to being needed produces positive results for them when their “triggering” event occurs.**

Reach Them Consistently: Mindshare is fleeting. Maintain it or it will disappear. - **The greater your mindshare the greater your market share. Businesses (Product or Service) that come to mind instantly when needed have an 80-90% chance of earning that individual’s business.**

Use Compelling Creative: Points 1-3 don’t matter if your message goes unnoticed or if its execution hurts your brand image. – **Saying the most powerful thing, in the most powerful way is an art. The power of words is undeniable and crafting those words into powerful mental images is art unto itself. We specialize in painting the most powerful mental image.**

**Initial Evaluation Process:** Cumulus Media brings decades of collective business experience. We first conduct an exploratory examination of our clients. We ask pertinent and strategic business questions to ascertain their current strengths and opportunities. As well, we analyze their threats and weaknesses. As in the medical industry we do not present a “treatment” plan until first understanding the pain, where it comes from, and the severity.

**Growth Stage:** After evaluation, we craft a synergistic program tailored to the needs of each client. These programs take many forms and vary in levels of complexity depending on several factors like: goals, timeline, budget, expectation, competition, product offerings and more. Next we create a Return on Investment plan and Participation program for campaign evaluation and development. Our relationship and success is tied to our client partners’ long term goals. As a local business operating in local communities we realize that to win we must provide successful, clear plans to deliver results. Growth is a two-way relationship in which we both prosper.

**Commitment:** We employ **Sound Business Strategy + Tested Results-Driven Marketing Formulas.** The addition of your business makes this recipe complete! Our business is focused on the internal and external growth of your business. As partners we work ON your business giving you more time and reason to be working IN your business.