

# Wetpaint FM puts Southern Power Maintenance on the air

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10 May 2012

Large-scale transformer maintenance and OEM Southern Power Maintenance (SPM) operate within a very small but essential niche industry. With municipalities and parastatals comprising the majority of their clientele it is essential that every single industry leader is aware of SPM's existence and service offering.

Bearing in mind that the decision makers in this industry spend epically long hours behind the wheel and on site in obscure locations, we were unable to rely solely on print and online advertising to reach this audience; hence the decision to drive the business in a radio environment. The radio campaign was scripted and recorded at Wetpaint FM's studios in Melrose Arch using voice over artists from their extensive vocal database.

The adverts were booked to flight on Talk Radio 702 during drive time business discussions and the results so far speak for themselves. SPM have been inundated with calls and mails requesting comparative quotes; so much so that they have had to take on new staff and systems to deal with the sudden influx of queries. Proof positive that no matter how limited your target market, or how small your specific niche, there are always more prospective clients out there waiting for you. The trick is knowing where to find them.



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