



## Malaga Radio, Summary

"Imagine a single platform where your town connects seamlessly with thousands of English-speaking visitors every month—sharing updates, promoting events, and driving engagement across *radio, podcasts, social media*, and a dedicated digital platform. With *80% of our podcast audience based outside Spain*, your town's story reaches *visitors before they even arrive* and continues to resonate long after they've left. Welcome to *Town in Focus by Málaga Radio*."

### Monthly Town Diary Podcast

#### We Do:

Create a professionally scripted and produced podcast episode, telling your town's unique story and highlighting key events, attractions, and updates. Distributed globally on platforms like **Spotify, Apple Podcasts, and Google Podcasts**.

#### You Do:

Share essential updates, stories, and themes you'd like included each month.

#### You Get:

An evergreen, globally distributed podcast episode, promoting your town to a worldwide audience.

#### The Listener Gets:

An engaging and informative audio experience that inspires them to visit and explore your town.

#### Key Takeaway:

*"Your town's story, events, and updates, delivered professionally through globally distributed podcasts, ensuring lasting visibility and engagement."*

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## Social Media Campaigns

### We Do:

Design and publish eye-catching posts and engaging reels tailored to your town's highlights, events, and attractions. We also promote your **Town Diary Podcast** and special events across our key platforms, including **Instagram** and **Facebook**.

### You Do:

Provide key dates, announcements, and any must-share visuals or content.

### You Get:

A consistent and professional social media presence that keeps your town in the spotlight, while amplifying the reach of your podcast and major events.

### The Listener Gets:

Real-time updates and visually appealing content that sparks curiosity and drives engagement.

### Key Takeaway:

*"Amplify your town's presence online with targeted social media campaigns that promote your podcast, events, and key highlights."*

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## Live Radio Mentions

### We Do:

Feature your town regularly across **Málaga Radio's diverse lineup of shows**, carefully selecting the programs where your updates, events, and stories will resonate most effectively with our audience. Whether it's **morning commuters**, **active explorers**, or **event enthusiasts**, we ensure your message lands with the right listeners at the right time.

### You Do:

Provide timely updates, event highlights, and key announcements for broadcast.

### You Get:

Strategic placement of your town's updates across **targeted radio programming**, maximizing relevance and engagement with each mention.

### The Listener Gets:

Timely, relevant updates seamlessly integrated into their listening experience, inspiring their next adventure or visit.

### Key Takeaway:

*"Timely updates and announcements seamlessly integrated into Málaga Radio's targeted programming, reaching listeners when it matters most."*

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## **Direct Communication Line**

### **We Do:**

Set up a dedicated email address for your town ([town]@malagaradio.net), streamlining communication for updates, alerts, and collaboration.

### **You Do:**

Share updates, announcements, and messages from various municipal departments.

### **You Get:**

A centralized communication hub ensuring clarity, speed, and consistency.

### **The Listener Gets:**

Timely and reliable updates directly from the source.

### **Key Takeaway:**

*"A dedicated communication channel ensures your town's updates flow smoothly from your team to our platforms without delays."*

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## **Free Access for Local Businesses**

### **We Do:**

Enable all registered businesses in your town to access **MálagaRadio.net**, allowing them to share events, offers, and updates with visitors—completely free for your town as part of this collaboration. *(Standard access fee waived, typically €49 per month per business).*

### **You Do:**

Inform businesses about their access and encourage them to participate actively.

### **You Get:**

Global visibility for your town's businesses on a professional tourism platform, positioning them to reach visitors from all over the world.

### **The Listener Gets:**

Exclusive insights into local offers, must-visit spots, and timely updates during their stay.

### **Key Takeaway:**

*"Empower your local businesses with free access to MálagaRadio.net—providing them with a powerful platform to promote events, share offers, and connect directly with tourists. A valuable resource your town can now offer at no extra cost."*

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## **Why This Matters:**

Each service enhances the others, creating a seamless ecosystem of promotion, engagement, and communication. The result?

- **Increased Visibility:** Across radio, podcasts, and social media.
  - **Stronger Community Ties:** Between your municipality, local businesses, and visitors.
  - **Real Measurable Results:** Through engagement reports and clear communication channels.
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## **How to Start?**

Getting started is easy:


- ✓ **Step 1:** Send a simple confirmation email expressing your interest.
- ✓ **Step 2:** Share your billing and point-of-contact details.
- ✓ **Step 3:** We'll set up your dedicated communication email and schedule your onboarding session.

From there, we'll guide you through every step, ensuring a seamless start.


**Your Town. Your Story. Your Platform.**

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### **Contact:**

 **Email:** [hello@malagaradio.net](mailto:hello@malagaradio.net)

 **Website:** [www.malagaradio.net](http://www.malagaradio.net)

 **WhatsApp:** +34 673 344 511

 **Point of Contact:** Lucia, Partnership Coordinator

**"We're ready when you are. Send us your confirmation today, and let's start bringing your town's story to life—beautifully and effectively."**