

Algoa FM mobi site launch

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Algoa FM's .mobi site is up and running and it's on your phone. Fast loading menus and links mean that algoafm.mobi is made for viewing on a small cell phone screen.

A successful nine-day launch promotion saw over eight and a half thousand .mobi site visits via cell phone, and almost 55 000 page views, with surfers spending an average of seven and a half minutes exploring the site.

"This is very good news for Algoa FM," says Technical Multimedia Manager, Chris Wright. "We want to position Algoa FM as a multimedia brand, and the success of the launch far exceeded our expectations. Radio is a powerful medium, and it has even more impact when paired with an accessible medium such as a .mobi site. Now listeners can access information about Algoa FM wherever they are, and we can connect with them on a far deeper level than before." The easy to access site also means that Algoa FM clients can reach the listeners in a whole new way.

The launch promotion, in partnership with LG, saw the Eastern Cape's number one station give away LG Smartphones to 10 lucky listeners and one lucky presenter - popular daytime presenter Charl Leslie's listeners earned him a Smartphone by sending in the most competition entries.

algoafm.mobi takes the station's listeners to a pared down version of the Algoa FM website. The .mobi site offers content highlights like competitions, news, the daily line up and in-studio web cams.

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