

WHY SMALL BUSINESSES SHOULD ADVERTISE ON RADIO & HOW TO DO IT EFFECTIVELY AND WITHOUT STRESS

Planning for Success

Radio has the ability to create the most vivid, motivating pictures because it directly involves the listener's imagination. Can you imagine a day at the office or the beach, a drive at rush hour or a walk through a store without it? That personal visualization coupled with its affordability is the main reason radio remains a favorite and essential tool of successful businesses. Yet, while it is a given that radio's audience is the most universal, it is the creative development of the commercial and its accurate placement that is the ultimate key to a radio campaign's success. Comedy is a great sales tool because it makes people stop and listen so they don't miss the punch line. Radio commercials can be a great form of entertainment with a great retention factor. For example...how many of you can complete the 4 words in this jingle...

'Winston tastes good _____' If you said, 'like a cigarette should', you're correct. And imagine...Winston Cigarettes hasn't aired on radio since 1972! That's almost 40 years ago and we still remember their slogan.....that would never happen with a print ad!

Trust a Professional

Although radio is a powerful tool, it's a tricky medium for the novice to work with; therefore utilizing an agency that specializes in the medium can be a great asset. Individual radio stations can overwhelm clients with unfamiliar information designed to sell their station. A good agency will sift through that data to reach the greatest portion of the client's targeted demographic and to not only choose the most cost effective radio station, but what time of day your ads should run. Agencies follow a strategic method to create results. First by defining your target 'demographic.' In doing so, they analyze a myriad of factors which distinguishes the buyer of your product or service, i.e., age, sex, ethnic background, marital or financial status, homeowner, parent, dog owners, etc...Then there's the 'psychographics'....Do your target customers participate in sports? What are their hobbies? Are they Vacationers? Combining both these independent stats makes a profile of your 'perfect' customer, and accordingly an agency can direct you to the radio station that will give you the most 'bang for your buck'!

Producing Results

Producing radio commercials is an exact science. It takes a practiced, seasoned professional to write, pace and time effective, memorable commercials. Remember, it's the agency's daily business to produce ads that produce results. A qualified agency can write an incredibly memorable commercial for no charge at all if the radio station produces it. If the client wishes the agency to produce the spot, the production cost is minimal (approximately \$300 for a Sixty Second Commercial). And remember...catchy ads will stay with the listener, developing name recognition and confidence. The most important thing to remember is ... Know Thy Audience. Know who buys, and then talk to them, the way they want to be talked to."

More Bang for Your Buck

It costs nothing extra for advertisers to benefit from the qualitative insight and services of an agency. In fact, using an agency can save you money. Many times, agencies will create 'added value' promotions between the advertiser and the radio station for added mentions at no extra cost. They'll also research the availability of co-op or manufacturer's advertising dollars. So much co-op money is lost each year by vendors simply because the advertiser didn't know it was available or maybe felt it was too much trouble to use. An experienced agency can save the client thousands of dollars by utilizing the co-op dollars that's due them. Also, if an agency does a lot of buying, they can often offer clients schedules at lower costs than the client could negotiate because of the agency's position as a buying force.

Use Radio Frequently

As you design your advertising approach, and plan to incorporate radio into your total market strategy, remember some of these points:

- Know your customers/know who wants and needs your product.
- Understand the jargon/the time of day that your ad runs is critical/know when the bulk of your potential new customers are listening
- Develop creative ads/put your ego aside and spend the time to have ads produced that produce results
- Take advantage of radio's timeliness/radio lets you change, update and correct information in short periods of time.

Robin Thompson, Owner of Omni Media Group in Ocean has been in the radio industry since 1980. She began as a disc jockey at WJLK-FM and then became a media buyer at OUTQ Advertising in Union for 19 years placing clients on all New York/New Jersey radio and television stations. She has won numerous JASPRA (Jersey Shore Public Relations and Advertising Association) awards for most creative radio commercial. In 2004, she opened Omni Media Group which specializes in electronic media placement, production and promotion on all radio, cable and broadcast television stations. But Thompson's heart has always been in radio....as she reminds us..."Radio will always be a very active part of all our lives. Junk mail can get tossed, newspapers can be read on-line but radios are always on...uniting people everywhere. Radio will always continue to be a very active element of any good advertising campaign....it works for our clients." Reach Robin at 732-643-0005 ext.1 or Omnimediabuyers@aol.com.

