

Radio Rocks! No matter what the format

By Patrysha Korchinski, CRA

About the Author

Patrysha Korchinski is a woman of many passions. Chocolate and children notwithstanding, her biggest interest lies in helping small businesses promote their products and services in the most cost effective ways. In the past that has included serving as a writer and business consultant specializing in marketing through public relations.

After entering the world of advertising with a position as an account executive at a local radio station, Patrysha became hooked on the power of radio as an advertising medium for small business. While she'd fully appreciated radio as a target when pursuing publicity, she always figured that only free publicity was truly effective on radio. Since then, she has often said that if she knew then (when she was running her own small business ventures) what she knows now (about audio advertising), she could've retired ages ago – or at least spent the rest of her life living off the proceeds of her business while writing trashy romance novels on the beach.

Seeing the results that radio brought to her local clients, Patrysha launched [Easy Results with Radio](#) with the intention of sharing her knowledge with other small and home based businesses. Typically, these businesses are overlooked by typical radio account executives and owners tend to not seek out radio advertising assuming the cost will be prohibitive. They also tend to overlook the affordable and targeted advertising available through podcasts.

And so, Patrysha has set out to create a site with products that bring the power of audio advertising to small and home based businesses, allowing them to grow and prosper with the knowledge contained herein.

About this e-book

This book is a very general overview of the advantages of advertising with your local radio station and how it can enhance the marketing of your small or home based business.

You will find this book useful if you:

1. **Have been using other marketing methods to advertise a small or home based business.** If you are new to marketing, you may find this book and radio in general to be a bit overwhelming, [email me](#) and I will be happy to send you suggestions for more appropriate starter resources.
2. **Have not advertised on radio before.** If you have advertised on radio before then you will likely have heard all the information contained within these pages by your local advertising rep. If you are reading because you've tried radio and it "didn't work" then you'll want to stay tuned to [Easy Results with Radio](#) for upcoming e-books and my postmortem dead campaign analysis.

It doesn't matter what size your company is, or whether your business is based online or offline. I'll get into discussing who should and can use radio in future articles and e-books. This one is just about raising your awareness of what audio advertising can do for your business.

It's the first part of the goal of Easy Results with Radio. The Why of Considering Radio, our next projects will get into the nitty gritty of the who, how, when, what & where.

If you have any questions in the meantime and want immediate assistance on getting on the air, feel free to [contact me](#) with your questions.

The Legal Bit

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And now to the meat of the matter...

Radio Costs Less

Obviously, budget is a huge priority in small and home based business and most traditional methods of advertising are out of reach to the small budget and you've likely been making do with low cost (and low impact) marketing methods that take time to build a response.

It only goes to reason, that if you own a small or home based business, chances are that any thoughts about advertising on the radio are quickly dismissed. After all, it must be too expensive for a "little guy" to get any results with radio. Right? Wrong!

Radio is a **very inexpensive investment** compared to almost any other media. While this is especially true when compared to other traditional media such as newspapers, magazines and, the former big kahuna of advertising, television, it's also true when compared to most web-based advertising methods.

While it's hard to beat the effectiveness of search engine optimization, article marketing and the organic growth techniques of listbuilding, radio does represent an **impressive growth opportunity for online businesses** to reach a large market in a short amount of time. Naturally, it will not be as tightly targeted towards your niche as online efforts are, but you will be amazed at how effectively you can reach your target market with proper use of radio.

For better niching ability, while taking advantage of the power of audio advertising, you will want to consider podcast advertising.

We'll get into the details of costs involved in radio advertising a bit later, for now it is enough to know that **radio costs tend to be much less overall than in any other media** to reach the same number of people.

Return on Investment

Not that radio advertising should be evaluated on price point alone. Actually, **no advertising should be judged solely on the cost.** All your marketing and advertising costs should be viewed as an investment. As you know, investments are not judged on the raw bottom dollar but on the return on investment. So it should be with your investment in advertising.

Evaluation should be based on the question "**how much return is generated from the dollars spent?**" An advertising option that costs \$200 but leads to \$2000 in sales is a great investment. One that costs \$2000 but leads to \$200 in sale is not.

So how does radio compare?

It's **head and shoulders above the rest** of the media choices available.

The reason for this is quite simple. Radio campaigns have **built in repetitiveness**. You've probably heard that repetition is a key factor in turning a prospect into a sale, and that it takes between 7 and 9 exposures for a prospect to take action on any given offer.

Well, it would cost a great deal of money to achieve that sort of repetition in newspaper, magazine or television. While the story is a bit different with Internet advertising, in that once you have a prospect on your site it only takes them signing up to a newsletter or update list to be able to market to the same prospect numerous times.

Of course, one must consider that the typical conversion rate for a free email list is typically between 1 and 2%.¹ Radio can bring a great deal of traffic to the site in the first place, allowing many listeners to be led into your personal marketing funnel.

Based on the figures for the station I worked at, which is a small station covering several rural communities. if your sales message aired reaching the audience of 25,000 and 30% of those listeners were within your target market and ¼ of your target audience responded within the course of a one week campaign that would represent a traffic surge of 1875 from that message. How much would the same results cost with PPC advertising in your chosen category?

Complements and Enhances

A recent study showed that "recall of advertising is dramatically enhanced (27 percent versus 6 percent) when a mix of Radio and Internet ads is used compared to website ads alone."²

The main factor involved in this statistic is that mixing marketing media in an **integrated campaigns increase results** over the use of one form of advertising alone. This has been tested in variety of ways with different combinations of radio, print and television. In all cases, **when radio is part of the combination the response rates are higher** than when radio was not included in the mix.

Trying to find the right mix of marketing is vital to the success of any small business. Investing too much or in the wrong medium can reduce the profitability of a business. Investing too little can end with missed opportunities and limited growth. **Seldom does anyone go wrong with the addition of radio to the mix.**

1 http://www.conversionchronicles.com/What_is_an_average_conversion_rate.html

2Source - Radio and the Internet: Powerful Complements for Advertisers, A Component of "Radio and the Consumer's Mind: How Radio Works." Conducted by Harris Interactive Inc. Published February 2007. <http://RadioAdLab.org>

It CAN stand alone

It's not often that an advertiser will take the risk on radio alone. At least, not often enough, in my opinion. For whatever reason, radio is simply not thought of as a stand alone option. However, **when an advertiser does choose radio alone for a campaign, the results can be impressive.**

Crazy Plates is just one example. The concept for Crazy Plates Meal Kits came from the success of the cookbook, *LooneySpoons*, released in Canada in 1996 by Janet and Greta Podleski in conjunction with David Chilton, author of *The Wealthy Barber*.

It was a risky move to focus on radio, but at the end of the 52 week run featuring three campaigns consisting of 12 commercials the results of the campaign exceeded expectations as the following testimonial reveals:

"There's no doubt the single biggest reason the products did so well right away was the Radio campaign. It captured listeners' imaginations and, even more importantly, their trust. People who have been in the ad business forever told us, without exception, not to do it; that it wouldn't work, that you can't sell food on the Radio. Fortunately for us, the Radio ads did work. They overcame the high waste rate and our numbers are right where we hoped they would be - in fact even better!"

"For brands that are very personal and products that are built around relationships, Radio is the ideal medium. Its intimacy is perfect for a conversational approach and that's really what Janet and Greta do best - their passion and enthusiasm comes through clearly and effectively."

David Chilton³

Trust and Loyalty are built in

The radio industry is big on studies. They spend time to not only prove that radio advertising works, but to figure out why it works so well. A recent study conducted by the Radio Ad Effectiveness Lab (RAEL) looked into the connection between consumers and the media. Measure against print, television and the Internet, **consumers accepted radio advertising the most as they perceived the ads to be the most personally relevant.**

This goes back to the very essence of radio. It is an engaging medium, triggering the listener's imagination with sound and voice. It's felt to be a one-to-one medium and feels much more personal to the consumer. It is easily witnessed in the loyalty of listeners as they identify strongly with their favorite station, going so far as to dub it "my station". **That loyalty rubs off on the advertisers on the station.**

3 RMB Radio Case Study Crazy Plates

Radio's local qualities and specific lifestyle formats encouraged study respondents to

- *feel more connected to their community through radio advertising*
- *find more credibility in the ads they hear on radio*
- *believe the ads are directed to them more personally*
- *get last-minute information just before they shop*
- *trust the messages they hear more than other media⁴*

What it boils down to is that the radio station's major benefit to advertisers, outside of being an excellent value, is the ability to provide a direct connection to its listeners. The **responsiveness of radio listeners is heightened over all other major advertising mediums.**

Word of Mouth You Control

Ultimately, the advertiser who is dependent upon developing through personal relationships is served well by radio. Those businesses which rely heavily on word of mouth can **significantly increase their effectiveness with the addition of radio** to their marketing mix. This includes restaurants, beauty parlors, real estate agents, investment counselors, and pretty much the entire range of business ventures who define themselves by quality and service rather than price point. Radio provides an opportunity to tell your sales story in a receptive environment and this increases the word of mouth translation of your story amongst the listeners.

Letting perceptions work for you

As discussed at the outset, the perception of radio is largely that it is expensive and out of reach for many small businesses. That, of course, is just a nasty bit of myth that hasn't been fully expunged. However, you can **use this to your advantage**, as many potential customers will see your business to be more professional and to be thriving and in demand when your sales message is heard on the airwaves. Unlike television, which truly does cost major money to produce a commercial that does not appear to be low budget and cheesy. Most local advertisers cannot afford to compete with the quality of national television ads. Radio, on the other hand, **affords you the ability to sound slick and professional without a major investment.**

Compounding and combining the effects

The effect of Word of mouth can be further enhanced on a local station by the use of local voices. Listeners tend to identify with their favorite DeeJays (or on-air personalities as they tend to be called today) and **put more stock in locally produced and voiced commercial.** On-air endorsements that are voiced live are especially effective. So you not only have a commercial that reflects a status of success, you also have the added benefit of a more personal and engaging communication with your customer.

4 RAE Personal Relevance Two: Radio's Receptive Ad Environment

Isn't it worth a look?

So here you have an advertising medium that **reaches 92% of the adult population** in the course of any given week. One that provides a **direct connection to your target market** and that provides an **excellent return on investment**. I'd have to say that is pretty darn impressive, wouldn't you?

Sure but, isn't radio dead?

Of course, it's natural to be skeptical. The radio industry has been rumored to be in it's death throes since television entered the picture. Contrary to all expectations, **radio has survived the rise of both television and the Internet**.

Now the fact is, no one advertising or marketing medium is going to fulfill the needs of all business all the time. It's when you have a good mix that business truly achieves it's maximum potential. While radio is wonderful on it's own, it also makes a **great complimentary marketing effort**.

The shoe always fits

Radio is **as flexible as you need it to be**, allowing you to stick to a budget you can afford and work towards **achieving the results you want**. Unlike other advertising methods where you must commit to a predetermined format like a quarter page ad in the newspaper or a full page ad in a magazine, radio account executives **work with you to design a schedule and format that fits your specific needs and goals**. You don't have to settle for off the rack in radio, everything is **custom designed for each individual client**. You have choices in how long you want your sales message to be, when it plays, how often it's played and how long you want your ad to run for.

And there you have it!

You now have the background of **why radio works so well** as an advertising medium for small and home based business. Keep tuned in to [Easy Results with Radio](#) for more information on creating and implementing a plan to **make the most of radio for your small business**.

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