

Radio Advertising Tips



- Feature one item, or a limited number, per commercial to insure listener remembrance. You can't sell ten items in thirty seconds.
- If you must use price, use one or a few only. This way you won't confuse the listener.
- Is a phone number necessary? If it can't get an order or sell a customer, and if you can't make it the centerpiece of the ad, don't use it.
- Spend a reasonable amount of money. Don't expect good results unless you invest appropriately.
- Use saturation for hard-hitting impact. You can't get the job done with one spot. Repetition – frequency – is one of radio's biggest persuaders.
- Distinction is an effective tool for attracting people. That sound effect, theme music or "sound signature" will help your ads make an impression.
- Don't select radio programs or formats for your own personal likes or dislikes, but rather for the audience you want to reach.
- The best use of radio advertising is day in, day out, seven days a week, 52 weeks a year. The results from radio advertising build over time, and they are lasting results.
- Don't try to reach too many people all at once. It is better to reach 10% of your prospects 100% of the way than to reach 100% of your prospects only 10% of the way.