

MAKING YOUR MARKETING WORK FOR YOU:

What do you think of when you hear someone say "I need a Kleenex"? A tissue? Kleenex is a company name. "Fed Ex this today" You think over-night it, but again, Fed Ex is a company name. And what about, "Will you Xerox this for me?" Once again, you are asking for a copy, but you use the Company name Xerox. These companies have done an excellent job of branding their businesses, because they are the first one you think of in their category

And how did Kleenex, Federal Express and Xerox achieve that kind of branding? They did it through advertising. And that's one reason to advertise. Other reasons are

- 2) To create a positive and successful image.
- 3) To increase traffic.
- 4) To increase sales.
- 5) To increase profits.

There are a lot of choices when choosing a media. Here are some rules to follow, regardless of which you choose:

- THE MEDIA IS SECONDARY TO THE WAY YOU USE IT.
- ANY OF THE MAINSTREAM MEDIA CAN BE GOOD IF USED FOR ITS STRENGTH.
- NO MATTER WHICH MEDIA YOU USE--REACH, FREQUENCY AND A COMPELLING OFFER MUST BE IN PLACE
- YOUR MEDIA CHOICE, LIKE YOUR BUDGET SHOULD BE DETERMINED BY YOUR OBJECTIVE.
- NO SPRAYING AND PRAYING—splitting up your budget and then praying something works

o **The Benefits of Radio Advertising-**

Did you know that advertising with radio is affordable and will give you more bang for your buck than advertising with print or TV media?

Compared to TV and print media, radio is more reasonably priced and will reach more people in a shorter amount of time. With television and print media you use visual aspects, to show the reader or viewer what you want them to picture. This in turn means setting up print or TV shoots, paying for ink or paper usage, which can become expensive and time consuming. In a radio ad, you can paint a picture in the listener's mind. You don't have to show them anything, so you get your point across to your potential customer as well as saving yourself valuable time and money.

Your ad must reach your target customers, and radio has an appeal to buyers. Even with other listening options, listening patterns have remained constant proving that radio remains a popular consumer choice. According to strategic media.com The 13,000 radio stations broadcasting across the United States together reach over 94% of the US population over 12 years old each week, according to Arbitron's American Radio Listening Trends report. With radio, there isn't a question of whether you'll be able to reach your target customer.

FOR MORE INFORMATION, CONTACT audra.bradley@nodawaybroadcasting.com