

Magic Formulas

In a world of new media hype and competitive legacy media, account executives must know how to sell radio's strategic fit in the new media mix.

Selling media strategy first almost negates the need to sell radio, because of radio's natural strategic fit in the new media space.

I'm sure you've been asked, "Which media works best?"

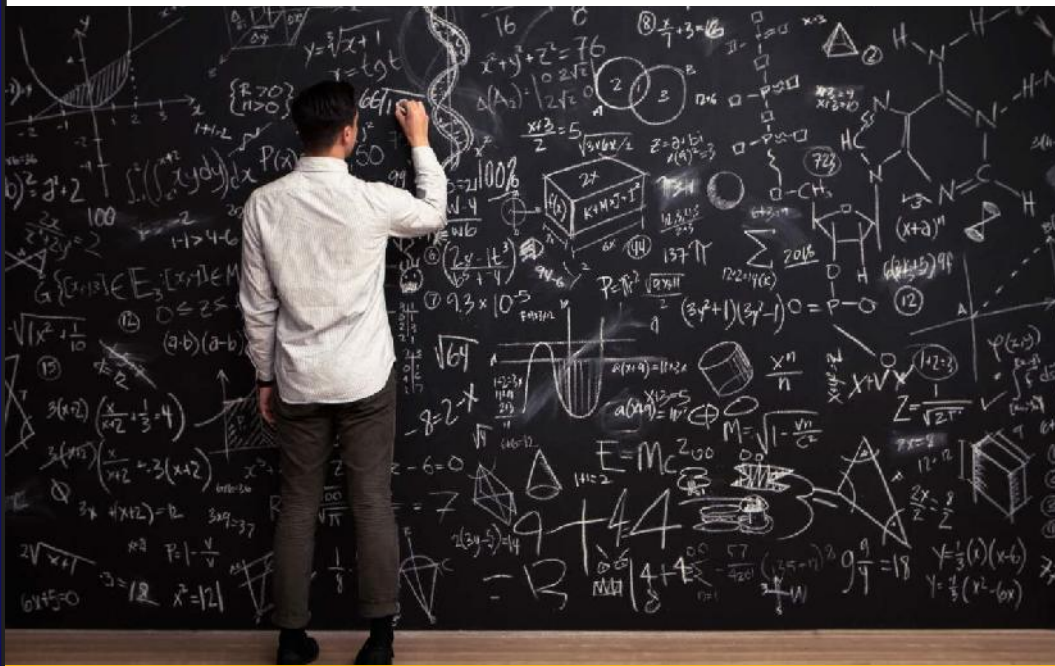
The reality is there is no such thing as a media that does not work, there are only messages that don't work.

When those messages don't work, it's often because advertisers are choosing the wrong strategy for the wrong media.

Once you understand and can articulate the different yet compatible roles of intrusive media versus passive media, your case for Why Radio is often made.

"I know half of my advertising is wasted, I just don't know which half."

- John Wannamaker.



In This Workbook

- Selling is Teaching
- S.O.M. = S.E.O.
- Share of Voice = Share of Mind = Share of Market
- Three R's of Share of Mind
- Emotions Versus Logic
- Broadcast Inspires, Internet Informs
- Sheep Syndrome
- The Law of Yellow Pages Syndrome
- One Plus One Equals Three
- It's Better to be Sought, Than Found

SELLING IS TEACHING

We've discussed the fact that selling today is merely teaching; teaching your clients and prospects why radio deserves a commanding role in the new media mix.

You can position yourself as a marketing professional by introducing formulas to your prospects.

Your advertisers want tried and proven formulas and rules to help minimise the risks when they invest in advertising, and they want it in a language that's easy to understand.

SHARE OF MIND = SEARCH ENGINE OPTIMIZATION

The only sure way you will be found online is if your prospects search for you by name.

Your prospect's competitors have entered the race to the top of a search engine page with algorithms, key words, and other online techniques. It's a cluttered and ever-changing race. When prospects search for a business by name, they will always be able to find them, in spite of their competitors' search tactics.

SHARE OF VOICE = SHARE OF MIND = SHARE OF MARKET

We conduct research in the local markets that we consult, that consistently proves the value of strong share of voice in intrusive broadcast media.

Local businesses which have a strong broadcast presence consistently create stronger share of mind than businesses which rely solely upon print or the internet.

You can introduce this formula in either your Why Radio discussion, or when you introduce a schedule or creative concept to help your prospect capture dominant share of voice in their category.

THE THREE F 'S OF SHARE OF MIND

REACH X REPETITION X RELEVANCE = RESULTS

Reach multiplied by Repetition improves results, with the greatest multiplier of all being Relevance of your message.

This formula can help you focus on discussing the client's business rather than only talking about your reach and your repetition.

EMOTIONS VERSUS LOGIC

Customers buy from the heart, and rationalize that decision in the mind.

In fact, most consumers only search online for the data that justifies the subconscious or emotional decision their hearts have already made, and they reject any evidence to the contrary.

Only word of mouth or intrusive broadcast media like radio can create that pre-need preference for your business.

BROADCAST INSPIRES, INTERNET INFORMS

Once you have discussed that all decisions are based upon emotion and that we only look for information to justify the decisions made from the heart, it's a simple matter to prove the intrusive power of radio to touch the emotions and to drive the justification during an online search.

SHEEP SYNDROME

A formula that you can use carefully with prospects in new categories who have no competitors investing significantly in radio is our Sheep Syndrome formula.

The Rule of Sheep Syndrome. We know that branding is all about differentiating one business from another, or zigging while the competition zags. Yet most advertisers follow their competitors' media choices like sheep. It is much easier, and less costly, to capture dominant share of voice and share of mind, on a media that is not cluttered with competitors, than it is to try and outshout them in a cluttered media.

You can also use the Sheep Syndrome formula to help your prospect create a category they can OWN with your audience.

THE LAW OF YELLOW PAGE SYNDROME

Many of your prospects will see the merit in using more radio when you engage in a conversation about our Yellow Pages Syndrome.

Directories of ineffective marketers often get undue credit for the sale. In search of accountability, advertisers will often ask "where did you find us?" In the pre-internet days, they often said, "In the yellow pages." Today, more often than not they'll say "on Google" because online search is at the logical conscious purchase end of the marketing funnel. This syndrome causes the advertisers to not ask the all-important second question, "What made you choose us over all of the competitors online?"

Effective marketers will already have established a pre-search preference for their business when their prospects begin their search.

ONE PLUS ONE EQUALS THREE

Greek philosopher Aristotle explained the power of synergy when he said, "The whole is greater than the sum of the parts"; meaning that each part alone is not as powerful as the cumulative impact of several parts.

The internet alone, and radio alone, are not as powerful as radio and internet together.

IT'S BETTER TO BE SOUGHT, THAN FOUND

This simple rule establishes the role of creating an awareness and preference for a business before your prospects begin their online search.

When customers search for a business by name it will take preference over any businesses found by accident or that had no pre-search brand awareness.

The secret formula to using the formulas we've explored to capture more radio revenue is simple. Develop your own stories, jokes and case studies to touch the emotions, then rationalise those emotions with formulas or rules like these.

Rules and formulas like these can make it easier for your prospects to understand advertising and media strategy, and why your station deserves a bigger piece of the media pie.