

WHY ADVERTISE

Believe it or not, many of your customers and prospects are being told they don't need to advertise at all. And many radio salespeople are trying to persuade businesses who don't see a need to advertise, that radio is the best at something they don't want... advertising.

Businesses skeptical about advertising will become even more alienated if we present a long laundry list of reasons to advertise.

You know about the power of three... we can only remember three things about any given topic or subject.

To create a relevant "Why Advertise" in every presentation, simply select the three most powerful reasons from the ENS Media Why Advertise? Menu based upon your knowledge of the prospect and their situation.

1. Your Market is Changing; Due to circumstances beyond your control, you'll lose 20 to 25 % of your current customers due to no fault of your own. Changing demographics, increased competition, geographical moves, changes in income, marital status, new products, career moves, divorces, births, and a long list of other market conditions can cause your previously loyal customers to shop elsewhere.
2. You Control Your Advertising; You have little or no control over what is being said about you in social media or in the marketplace, but you have total control over the image your advertising creates.
3. Advertising Creates Powerful Inter-media Synergies; Repetition sells, and businesses which reach and influence consumers repeatedly over time with multi-platform approaches, from on air to online, build stronger consumer awareness, confidence, and sales.
4. Advertising Improves Your Sales Closing Ratios; It is much easier for your sales people to sell a consumer who has heard of you, knows who you are, what you stand for, and knows your reputation, than selling a consumer who has never heard of you.
5. Competition is Increasing; Advertising can keep you top-of-mind with your prospect and ensures you don't get forgotten amidst your competitor's advertising.
6. Advertising Improves Staff Moral; Employees and front line sales people feel more confident about the future of employers who invest in advertising. Advertising that generates more traffic also keeps them more active and motivated.

7. Advertising Can Differentiate You; When products and prices are perceived to be the same or similar everywhere, the image and reputation you create with your advertising can be the tie-breaker that helps consumers choose you over your competition.
8. Advertised Businesses Attract the Best Employees: The best candidates apply at businesses which they have heard of, and businesses which are perceived to have solid futures.
9. Perception is Reality; The best product or best service doesn't always win in the consumer's mind. The best marketer, that is the business which creates the best image and perception, is the usually the winner in a crowded competitive space.
10. Advertising Improves Web and In-store traffic. Consumers are much more likely to click on a link to a business they've heard of, or visit a business they've heard of, than they are to patronize a business they've never heard of.
11. Advertising is Cost Effective; If you could afford it, you would have a professional sales person tell your story to every prospect in your market. Advertising was invented as a more cost effective way of telling your story to hundreds or thousands of people you could not afford to reach in person with your sales force.
12. 'Recency' Works'; Consumers who may have intended to do business with your competitor can often be swayed at the last minute to respond to your ad if they are purchasing today. Often the ad heard 'most recently' wins.
13. Vendor Relations; Vendors who recognise you as an aggressive marketer who will promote their products will give you preferred pricing, co-op commitments, and first notice of new product availability.
14. Improved Profit Margins; Consumers have been proven to be willing to pay more for brand name products or businesses they've heard of over no-name products or businesses they've never heard of.
15. Stakeholder Confidence; Investors, bankers, and would-be business purchasers or partners actually place a value on the 'goodwill' or 'brand' created by your advertising.
16. Advertising Improves your R.O.I. Many of your fixed costs, like electricity, rent, staff, and more, remain constant whether you have 100 customers or none. Advertising can generate the traffic and sales to ensure you capture a return on all of your other investments.
17. Advertising Reinforces Your Existing Customer Base; While your competitors repeatedly try to steal market share, advertising is a great reminder to maintain customer loyalty.
18. Advertising Increases Sales. Advertising can keep you old customers coming back and can expand your customer universe by reaching new customers.

WHY RADIO

NOTE: We recommend choosing the three most relevant points based upon your knowledge of your prospect's situation, goals and challenges. Some of these points may be similar to the Reasons to Advertise, so that you can decide which point is best used in which application, or in some cases you might use a similar point in both presentation segments to repeat the point... repetition sells.

1. Radio Is Intrusive; Radio can reach and influence consumers who may be predisposed to other businesses. Consumers who are loyal to competitor may not take time to read about you on line or in print, can be influenced as they go about their daily activities. The old expression "We have eye lids, we don't have ear lids" means we can skip over printed, or online messages, or to her passive media messages but can absorb intrusive radio messages without consciously engaging.
2. Radio Can Tell Your Story; The internet has made it fast and easy to search for the facts details and prices about your offerings. But more often than not buyer decisions are made emotionally and only justified logically with research and facts after that emotional story has won their hearts. Radio's human voice, story telling and humour can inspire consumers to search for your facts and details on line.
3. Recency and Immediacy; Recency theory suggests that ads are more relevant and have more impact as consumers get closer to making purchase decisions. Advertising consistently on radio carries your message through the entire buying process, from creating a preneed preference for your business to a time of purchase trigger.
4. Radio Is Convincing; If you had your choice to tell your story with pictures, to write to your prospects, or to talk to them with the emotion of a human voice, which would you prefer?
5. You can Be the Star in Radio's Theatre of the Mind; Creativity is limitless, and very inexpensive on radio. How much would it cost you to put an elephant, and airplane, a volcano and a 6 piece orchestra in your brochure, video or website? You can paint the picture of all of these with sound on radio.
6. Your Message Stands Alone; When your radio commercial airs, there are no pop-ups, news headlines, competitor's ads or other distractions to detract from your message.
7. Radio's Reach is Constant; While channel clutter fragmentation and a growing list of online and mobile media cannibalize the reach of most channels, radio's reach has remained constant, reaching 91% of consumers every week. No other media has a reach that high.
8. Radio Remains Cost Effective; While TV and newspaper costs continue to rise in the face of declining reach, radio's rates have remained relatively constant.
9. Radio Reaches Light Users of Other Media; While some of your prospects might watch little or no TV, others might not go online or read newspapers almost everyone is exposed to radio during a given week.
10. Radio Drives Web Traffic; Research proves that most consumers prefer to go to the websites of businesses they've heard of rather than to the sites of unfamiliar businesses.
11. Radio Creates Pre-need Preference; Busy consumers won't take time to read ads or websites for products or services they are not in the market for. But intrusive radio influences them on the go, before they have a need, creating preferences for your business when they do have a need and begin their search.

"You need to establish the need for advertising and the need for radio in the advertising mix before you go on to explain why your station deserves a piece of the pie."

Wayne Ens President ENS Media Inc.
