



Top-of-Mind Awareness Increases Your Sales

by Rick Fink

If you want to increase your sales in 2020 and beyond, consider these top 12 benefits to using Share-of-Mind surveys in your market.

- 1.) Your Share-of-Mind surveys will always prove that the best way to ensure consumers click on a business when they search online, is to create a pre-need awareness and preference for the business with intrusive broadcast advertising.
- 2.) It's much more powerful to make an appointment to talk about your prospects' ratings, and their competitor's ratings, than trying to get an appointment to talk about your ratings.
- 3.) If you have done Share-of-Mind or Top-of-Mind surveys in the past, your survey can prove that businesses that began using radio/TV after your last survey have actually increased their Share-of-Mind score.
- 4.) The most important findings will be uncovering "open" categories. Categories with no strong Share-of-Mind leader are very easy, and very inexpensive, for new radio/TV advertisers to capture the dominant Share-of-Mind and Share-of- Market.
- 5.) Mature categories, those are categories where the market leader has a minimum 25% mindshare and has more share of mind than number two and three combined, create "niche" opportunities for you to sell. For example, if furniture is a mature category in your market, you can help a furniture store compete against the category leader by choosing a niche to promote on your stations. The niche might be leather furniture, cheap financing, high-end decorating advice, patio furniture, etc.
- 6.) Your surveys often reveal an advertiser needs to be more consistent in the way they express their name or brand if their name is expressed several different ways in the survey. You'll provide real value pointing this out to your prospects/clients and increase your sales as they begin to realize higher returns on their advertising investment.
- 7.) If there is a mature category where the leader is not a broadcast advertiser, it's important to note they are vulnerable and are winning by default because they have no significant broadcast competitors. These are still open categories, in effect, because our surveys in more than 160 markets reveal that a category 2 leader that wins by default can be overtaken by a competitor that begins using broadcast advertising.



8.) You might have a good radio advertiser that does not fare well in your survey. The reason will generally be found in Roy Williams' 12 Causes of Advertising Failure and isolating why their advertising isn't effective can help you increase their advertising results and their advertising investment.

9.) In most cases, if a generalist leads the category, and there is a relatively high "no answer" score, the generalist has won by default and a specialist can be sold to quickly and efficiently become the category leader. For example, if Home Depot leads the windows and doors category, or the flooring category, advertisers who specialize in those categories and use intrusive broadcast as a pillar of their promotion can quickly capture Share-of-Mind and Share-of-Market. While the Home Depots of the world have to divide their budget to cover dozens of categories, a specialist can dedicate their entire budget to their category.

10.) Your survey will also prove that the only SURE way to be found online is when prospects search for a business by name, because many businesses have fierce online SEO competition for first-page positioning if consumers search the category generically.

11.) Your Share-of-Mind survey will make that vital link between Share-of-Mind and Share-of-Market. Your survey will also prove that branding and Top-of-Mind awareness are not the sole domains of large national advertisers and that local businesses can capture top share of mind as well.

12.) Your Share-of-Mind survey will prove that sellers of various minor players in the search engine space, like Yellow Pages or other local search engines, do not have the reach that they claim and that Google is by far the only search engine businesses need to concern themselves with.

What are you doing to increase your sales in 2020 and beyond?

Contact rick@ensmediausa.com to discuss how our Share-of-Mind surveys, consulting and training can guarantee results for you.