

## Competitive Strategy for Increased Radio Advertising Sales

### Introduction

Advertising sales for radio face a mounting challenge as internet options and satellite radio expand their reach into local markets. Local radio advertising must stay relevant to avoid the steady decline that has afflicted other media as Internet options encroach on radio audience numbers. Recent news reports announcing the failure of traditional media in the face of a growing internet have made a believable story. **But that may not be whole story.**

It is critical that radio stations understand that a **business shattering change** has taken place for advertisers beside the economy. Many advertisers simply don't have a clue. All they know is that response rates for advertising are plummeting and they generally believe the problem is caused by stagnant or declining audiences for traditional media including radio.

Radio sales reps have fought through media transitions, taking the heat for lower ratings as satellite and now mobile devices threaten audience size. Individual stations and the industry as a whole will be blamed for any decrease in response rates and punished with progressively lower ad sales unless something is done, fast.

Many marketing research organizations have long reported in their studies of purchase behavior that consumers increasingly use the internet to research their purchases. Business owners, Marketing VP's, sales directors, even sales reps have read the reports. But the vast majority may not have fully understood the impact. **The sales process has fundamentally changed. The consumer changed how they make a purchase.**

Consumers continue to listen to radio ads. In the past they would check the Yellow Pages to confirm information about a company or the Better Business Bureau. **Today 90% of shoppers will search the internet.** In fact, advertisers encourage the practice. The next time the listener is on the internet, they search for that product they heard about on the radio. Recall being what it is, buyers frequently forget the web site url, brand or the company they heard but they remember the product category. If the radio advertiser is instantly found in Google, Yahoo or Bing, the advertiser is considered in the sales process, and a connection can be made. **However,** if the advertiser isn't found in the search results for the product category in the listener's market, the consumer researches the competition and buys from them. **90% of the time the radio advertiser is internet invisible.** The advertiser is not in the Google Top-10 for products they sell.

Your advertiser assumes radio isn't working anymore. In the end, the advertiser shifts his budget from radio to the Internet trying to re-capture lost sales and customers.

Radio budgets get cut because the radio advertiser doesn't understand what is really happening. All traditional media send as many as 90% of buyers to **the internet, where buyers research supplier, product, price and reputation.** If the advertiser doesn't match his internet exposure to his broadcast campaign there is a sales failure at the Internet.

**netPRpro**<sup>™</sup> core marketing team discovered a solution that involves radio stations and offers their sales staff a way to play a strategic role in strengthening results for radio advertising packages. We call it "Media Bundled Internet PR". By bundling a radio advertising package with Internet PR, you can increase advertiser exposure on the internet in coordination with an advertiser's broadcast schedule and reach buyers where they research their purchases. That insures radio campaigns once again connect buyers to your advertiser.

The **netPRpro**<sup>™</sup> radio bundle offers station clients a combination of internet advertising vehicles designed to achieve top-10 organic search placement that coordinates with radio campaign creative. Using Internet PR techniques, **netPRpro**<sup>™</sup> **pre-positions internet content to reinforce the client's radio exposure.**

Radio bundled Internet PR in combination with a radio package puts radio advertising sales in a position to leverage the internet to the benefit of their advertisers and recover lost budgets with a stronger media package that makes sense. Radio exposure in combination with high profile local market Internet exposure becomes a more valuable, more competitive exposure package that crosses media boundaries.

Even more important it **establishes the radio station in a new role** as provider of broadcast and effective Internet exposure, a step that **expands the role of radio ad sales** to include merged media approaches.

Advertisers will look to their radio sales rep for Media Bundled solutions that deliver higher response rates and options that only **an effective combination of radio and Internet PR** can achieve. It builds a stronger advertising market for station hosted online advertising. By embracing and mastering internet advertising, radio stations can increase the value of their online inventory and open opportunities for new advertising packages.

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