



Ready for Radio?

Preparing to Hit the Airwaves

In your car. At home. At work. We all listen to the radio.

Is your ad campaign ready to hit the airwaves? Radio advertising has the potential to reach a lot of people every week.

There are over 20 defined radio formats designed to attract a wide variety of demographics. And since people listen to the radio an average of three hours a day, you have the opportunity to make lots of money at a relatively low cost.

But you have to make sure you have a suitable product for radio. If your product requires a visual demonstration, then radio's not the best choice for you. Consider a television commercial or print ad. If your product can be conveyed effectively without sight and motion, then radio's the way to go.

Your offer has to be simple. Most products require more explanation than a simple :30 or :60 commercial has to offer, so don't confuse the listener with too many details.

Radio should be used as a lead-generation mechanism. Give listeners some perks for responding such as free information, a free estimate or a free product sample. That way, they'll be ready when you give out your phone number and other contact information at the end of your commercial.

The basic rules of advertising still apply. You need a strong introduction, good offer, solid approach to the benefits of your product and a call to action.

And when your radio commercial is ready to go, be sure it hits the air more than the typical 12 to 18 times a week. It's just not enough to get your message out there. Some listeners need to hear your message a couple of times before they respond. This ensures they'll get that chance.

Think of how often you use radio...in your home, car and at work. Your customers probably listen to the radio as much or more than you. If you have a hard-hitting, well-written commercial, then radio can be a great addition to your advertising campaign.

Company name and contact details have been changed for example purposes.

Luxury Cars :60 Radio Commercial

ANNCR:

Imagine driving a luxury car at an affordable price. At Luxury Cars, we're making impractical dreams a practical reality.

It's true. Prestige can be yours with the turn of a key. Drive away today in a Lexus for as low as 21,900 and mileage as low as 31,000.

How can we sell the ultimate in luxury at such low prices? Our concept is simple. We offer first-class cars at Blue Book value.

But that's not all. We're shattering the myths about expensive luxury cars without compromising on quality. All vehicles are certified pre-owned. No luxury tax. Remaining factory warranty. And we even offer bank rate financing.

Look for the ultimate in luxury. Look no further than Luxury Cars.

Visit us today and see why luxury is within your reach. We're located in Cottage Hill East of Monterey. For more information, call 555-0050. Or cruise on in to our web site and shop online at www.EasyToRememberURL.com.

Luxury Cars. Practically new. Practically priced.