

## 01 SHOULD I ADVERTISE?

Advertising is essential in tackling competition and attracting customers. It's about finding a medium, like radio, to broadcast your message. Remember, when you advertise, you're purchasing an audience. We insure that your dollars are spent wisely by targeting a vast group of potential customers who are likely to engage with your business.

## 02 HOW MUCH DOES ADVERTISING COST?

How much of an impact do you want to make? How much competition do you have? Finding a budget you're comfortable with while providing a sufficient return on investment can be developed through our Client Needs Analysis. Your marketing executive will guide you on this.

## 03 I'M A SMALL BUSINESS WITH A SMALL BUDGET - CAN I STILL ADVERTISE EFFECTIVELY?

We are very strategic, whatever your budget. Just be sure your expectations realistically align with whatever you determine your budget is.

## 04 WHAT'S THE BEST WAY TO ADVERTISE?

Unless you are having an event, we believe brand advertising is best. Brief, sporadic advertising might not reach customers when they need you. By repeatedly emphasizing your unique selling point to potential customers, we aim to keep your business top-of-mind for when they require your product or service.

## 05 HOW LONG DOES IT TAKE FOR ADVERTISING TO BEGIN WORKING?

This depends on what you are selling and the offer you're making. Tell people to visit you for a free \$100 bill, and you'll have a traffic jam outside your business. It can also greatly depend on various factors such as the quality of the ad, the frequency of its broadcast, the time slot it's placed in, and the target audience's listening habits as well as the more obvious...your advertising budget. The higher the budget, the quicker the response. Keep in mind that continuity is key in advertising. Regular, consistent messaging over a long period usually offers the most effective results.

## 06 WHO CREATES MY ADS?

Our award-winning creative team excels at designing effective and memorable ads for your radio and digital advertising. Our approach includes understanding your unique needs, crafting the right message, and creating impactful ads through top-notch voice talent and graphic design. Our commitment to quality is inherent in everything we produce, ensuring your brand's message resonates with your audience. Simply put, we believe in providing the best because you deserve the best.

## 07 WHAT IS A "UNIQUE SELLING POSITION"?

What sets you apart from your competition isn't just about offering unique products or services. It's about showcasing your brand's distinct qualities. Our team of skilled Advertising and Creating Consultants will work closely with you to uncover and amplify your brand's authentic and compelling narrative, positioning you as the primary choice for consumers.

## 08 IS RADIO FOR ME?

Radio is used by 96% of people weekly. It's a handy way for businesses to connect with a significant audience, pinpoint potential customers, create connections, and break through market noise. Since it's always accessible, radio is a valuable marketing tool for businesses.

Radio can:

- Expand your market
- Target your best prospects
- Generate sufficient message frequency
- Reach mobile consumers
- Motivate people to shop
- Establish a relationship with customers
- Break through competitive clutter
- Make a lasting impression
- Maximize advertising investment

## 09 WHAT ARE SOME COMMON ADVERTISING MISTAKES?

Advertising is NOT for the faint of heart! Advertising, much like physical fitness, requires unwavering commitment. Initial stages are challenging, but true benefits emerge after real dedication. Just as achieving a desired body shape needs a focused fitness plan, successful advertising also requires a concentrated approach. Avoid the common pitfall of spreading efforts thinly across platforms. Instead, channel resources into a single potent strategy. Remember, effective advertising is a marathon, not a sprint.

## 10 WHY IS BRANDING SO IMPORTANT?

Long-term branding is vital. Short-term ads aren't always effective as not everyone needs your services immediately. Remind potential customers of your standout features regularly. Our goal is to engrain your business into listeners' minds. A good branding campaign preempts customer needs, embedding your business as their first thought, fostering a positive association when they require your services.

## 11 WHAT SHOULD I SAY IN MY AD?

Ask yourself, "Why should someone want to do business with me?" Be specific. "What truly makes me a better choice than my competitors?" "What makes us special?" "What is our unique selling position?" Take a look at your strengths versus your competitor's weaknesses that can result in taking business from them. Our goal is to grow your business by getting you your fair share of the market's dollars from your competition.

## 12 SHOULD I PUT MY PHONE NUMBER IN MY RADIO AD?

Avoid using phone numbers in radio ads unless they're easy to remember. Nine out of ten people forget a phone number within 5 seconds of hearing it in a radio commercial, a consequence of "digital amnesia". With growing reliance on technology, consumers are less likely to retain this information. Instead drive them to your digital space where they can find your phone number there.



## 13 I'M A RETAILER, WHAT'S THE BEST FOR ME?

Do you seek business stability over sporadic sales events? While sale events attract customers, they're the "cocaine of marketing" - requiring more advertising with every sale. For a stable customer base, investing in a branding approach helps provide a measurable ROI on your ad spend.

## 14 WHAT IS THE IMPORTANCE OF REACH & FREQUENCY IN RADIO ADVERTISING?

Reach is an advertising term that calculates how many people you'll touch with your commercial, and frequency is how often they'll hear that message. The more frequently your audience hears your message, the more likely they are to remember it and take action.

## 15 DO I HAVE TO SIGN A CONTRACT?

Signing off on your approval to run an advertising campaign is standard procedure. It protects you with a rate and inventory guarantee and provides written permission and consent for us to promote your business. If you are a brand new business to our company, we ask you to fill out a credit application, and payment for your first month of advertising is required up-front.

## 16 WHAT IF I CAN'T FULFILL MY ADVERTISING CONTRACT DUE TO UNFORSEEN CIRCUMSTANCES?

In the event of unforeseen circumstances disrupting your contract, our priority is preserving our long-term partnership, not strict enforcement. Unlike typical competitors, we'll collaborate with you, taking into account your contract's specifics, to navigate these challenges.

## 17 IS COMBINING DIGITAL ADS AND RADIO REALLY EFFECTIVE?

At the Breck Media Group, we like to think about it in terms of an "audience campaign". Content is content...how our audience gets it is the channel. We focus on engaging content across both radio and digital platforms. While we have strong roots in radio, we recognize the evolution of digital channels. Our offerings range from traditional radio stations to websites, emails, and more, all aiming to provide dependable content. These platforms help our advertisers reach their target customers effectively. Recent data shows a well-crafted radio ad can boost online searches for your business by 29%. When radio and digital advertising synchronize, the results are monumental. We craft custom radio and digital campaigns, considering how content is consumed differently across platforms, to ensure maximum ROI. With us, you'll experience a combination of impactful radio storytelling and interactive digital engagement.

## 18 I'M NOT A RETAILER, WHAT'S BEST FOR ME?

Consistency, consistency, consistency. Whether you're a plumber, lawyer or a carpet cleaner, a well-developed campaign (radio and digital), that tells your unique and wonderful story will keep you in the consumers mind when the day they need your service arrives.

## 19 WHAT ARE SOME BEST PRACTICES RELATED TO DIGITAL AD CREATIVE?

1. Know Your Audience: Understand their interests and preferences.
2. Simplicity is Key: Focus on a clear, uncluttered message. seven words or less is a good rule of thumb, with less being always being more!
3. Use High-Quality Visuals: Choose striking images related to your product.
4. Consider Color: Use colors to set mood, draw attention.
5. Maintain Consistent Branding: Use your brand's colors, fonts, and logo.
6. Include a Call-to-Action: Prompt the audience to take action.
7. Consider Size and Scale: Ensure your ad appears well on all devices.
8. Test Different Designs: Optimize your ad based on performance.

## 20 I TRIED RADIO BEFORE AND IT DIDN'T WORK, WHY WOULD IT WORK THIS TIME?

There are five reasons radio doesn't work. Could any of these been an issue when you tried radio before?

- 1) Not Enough Frequency
- 2) Poor Quality Ad Creative
- 3) Wrong Demographics
- 4) Mismatched Expectations
- 5) Pre-existing Marketing Issues

## 21 HOW DOES A BUYING CYCLE AFFECT MY BUSINESS?

We all have needs that create buying cycles. As a business owner, you want the consumer to think of you when they need your goods and services. A specific listener may not need a lawyer, dishwasher, plumber, or retirement plan today. But, what about those who need these items next month...or next year? Create your business as a point-of-destination in the mind of the consumer. TELL them your story; with consistency, day after day. That's how you create top-of-mind-awareness and that's how you fight through a consumer's buying cycle.

## 22 HOW CAN I GUARANTEE SUCCESS?

Here are some key things to stay focused on...

1. Know Your Audience: Tailor your message to their needs.
2. Create Memorable Content: Make your ads stand out.
3. Time is Right: Schedule ads for when your audience is engaged.
4. Be Consistent: Your message should be consistent across all advertising platforms.
5. Measure Success: What will qualify your advertising as successful? Be sure to track your campaign's progress and adjust as needed.
6. Quality Creative: Invest in good sound quality and graphic design for your ads.
7. Clear Call to Action: Lead listeners to a specific action.

