

Discover "No Results, No Pay" Radio Advertising And

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Discover "No Results, No Pay" Radio Advertising And

By Charles Kangethe

Discover "No Results, No Pay" Radio Advertising And by Charles Kangethe

Discover "No Results, No Pay" Radio Advertising And
Generate New WebSite Traffic.

Charles Kangethe (c) Copyright 2004

Here's a simple way to use "No Results, No Pay" radio
advertising and build traffic for your website.

Step #1 – Understanding "PI" – Per Inquiry Advertising.

Radio has a unique advertising format known as "PI" or per
inquiry advertising.

"PI's" main benefit is that your commercial is aired and
you ONLY PAY for inquiries phoned into the station from
listeners !

Inquiries are in the form of callers asking for more
information.

The radio station counts each caller, and re-directs
them to your web site address.

Step #2 – How To Start a "PI" Campaign.

Find a good directory of all commercial radio stations
where you intend to advertise.

Some sample Internet resources :

Discover "No Results, No Pay" Radio Advertising And

<http://www.mediauk.com> – UK

<http://www.web-radio.fm> – USA

<http://www.radiodirectory.com> – International

Other online resources can be found by searching for keywords like "Radio Directories."

Alternatively, visit your library and in the references section ask for the Yearbook of Independent Local Radio Stations.

Note details such as :

- * Ad manager's names,
- * Telephone numbers,
- * e-mail addresses
- * Programming and schedules

Listener profiles :

- * Age,
- * Income,
- * Sex,
- * Location.

Step #3 – Decide on Strategy and "Wanted Response."

Before you contact the radio stations, be clear on strategy, goals and have your draft commercials in outline.

- * Are you advertising a product offer at your website ?

Specify product details fully to avoid paying for "tyre kicker" inquiries.

- * Is your "Wanted Response" to build an opt-in list ?

Decide how you will entice visitors to your web site.

Will you offer FREEBIES, or a competition of some sort ?

- * Are you advertising for market research purposes ?

Tell listeners how and why they should participate.

- * Decide how much you are prepared to pay per inquiry.

Step #4 – Use Your Strategy To Build A "PI" Proposal

Two aims in this step :

* Make it as easy as possible for the station to schedule your commercial.

* Negotiate the lowest Per Inquiry cost during the best advertising time slots.

Keep in mind :

* Listener profiles you want to reach.

* Times you want your advert to go on air.

* Which commercial will best deliver your "Wanted Response".

Write to the ad manager by e-mail or normal mail. In your letter :

* Introduce yourself.

* Inform them this is a "PI" Per Inquiry advertising proposal.

* Inform them you of what you are trying to achieve, refer to your strategy.

* Detail your product or service prices and how much you are considering paying for each inquiry.

Sidebar

If your "Wanted Response" is not selling a product, you must pay for inquiries out of your "own pocket". Negotiate a keen cost per inquiry !!

* Explain how you will handle all the administration

For instance writing the commercial Outline, handling product fulfilment, dealing with refunds and product support questions.

Depending on your negotiation skills and size of Radio station you might be able to work a deal where you only pay for *Converted Inquiries*.

Discover "No Results, No Pay" Radio Advertising And

This is practically *FREE* advertising, because you only pay for referrals once a sale is made !

Step #5 – How To Deal With Radio Ad Managers

If you do not hear back within a few days, call the station.

Commercial radio is a busy environment. Be prepared to explain yourself and answer questions quickly and clearly.

Radio ad managers are always looking for advertisers. That is their job and advertising fees are the lifeblood of Commercial Radio.

However, "PI" is not the only money earner for stations, so be prepared for a polite but cool reception.

If this happens, pick another station and start the process again.

The rewards of a successful "PI" campaign will pay back your effort many times over.

Step #6 – The Commercial Ad

Write your commercial's outline to maximise your "Wanted Response."

Write the outlines for at least two 30 second, and two 60 second commercials.

Writing commercials for broadcasting is very different to writing ad copy for printed media. However, stations will help you by taking your outlines and turning them into finished commercials for a fee.

Alternatively, if your copy writing is good and you have time to tweak it for broadcasting, then do it yourself.

Listen to the station's ads, jingles, and catch phrases and pre-record your own following a similar model. Ask objective people to listen to your ad and give you critical feedback.

Sidebar

When recording for radio you may or may not want to use your own voice. Radio stations have "Voices" to record your commercial for a fee before it goes on air.

They also have royalty free music to include with your ad.

Make your commercials memorable, with clear contact information for listeners to follow up on.

When such ads go on air during relevant programming, you can generate considerable traffic.

In closing, "just do it" and learn more than I can show you in a brief article.

Radio is often overlooked by online advertisers, but it can bring good results depending on your "Wanted Response" and at a surprisingly low cost.

Ad Managers are tasked with maximising revenue for the

broadcaster. They are flexible and as long as you demonstrate a financial benefit to the station, they will listen to your "PI" proposal actively.

This is good news for you because for minimal outlay and sometimes for free you can drive quality traffic to your site, product and services.

"PI" is the lowest cost form of broadcast advertising. Make this a new part of your overall advertising strategy.

Charles Kangethe of <http://www.simplyeasier.com> is a leading new wave Netpreneur and a published author from England. The "Simply Easier" brand name is your guarantee of high value, quality Marketing Products, Services and Resources.

Charles Kangethe of <http://www.simplyeasier.com> is a leading new wave Netpreneur and a published

author from England. The "Simply Easier" brand name is your guarantee of high value, quality Marketing Products, Services and Resources.

Will Howard Sterns Major Move have a Dramatic Effect on Radio Advertising Revenue

By Louis Victor – New Age Media Concepts

Will Howard Sterns Major Move have a Dramatic Effect on Radio Advertising Revenue by Louis Victor – New Age Media Concepts

Recently the "King of All Media" Howard Stern announced his agreement with SIRIUS Satellite Radio, the question is what type of impact will that have on the world of radio and it's advertising revenue?

Well lets just look at the impact that Howard Stern himself has made on the world of radio, he is undeniably one of the most popular figures in the world of all media not just radio. He has made his mark on media as being the pioneer of what they have dubbed the "Shock Jock", but before that was popular he was one of the only radio personalities that had the vision and more importantly had the heart, for lack of a better word, to make his own path and not follow the herd.

He created a revolution of sorts in the world of radio spawning a new breed of Disc Jockey in all of the major radio markets. Stern has overcome adversity and has been pinned to the cross more times than not. He has commanded loyalty from his audience and from his team, this has helped him conquer any market that he was allowed to enter.

So him being one man, how is this going to possibly have any major effect on radio advertising?, Howard Stern is a leader and an innovator, his listeners are loyal to him, these are ratings, high ratings equal increased advertising dollars. He is essentially the "Pied Piper" of the radio but this doesn't only hold true for his listeners but it holds true for the industry. Is it out of the question that he will attract the best of the best to follow him to SIRIUS?, I think it's more of a reality than most radio stations want to admit.

So will his jump will have an effect on the advertising revenue for his station 92.3 and the affiliate stations that he is airing on, time will tell, but if ratings equal advertising revenue, what happens when the ratings drop?, it doesn't take a rocket scientist to figure that out. Now its also not hard to figure out that SIRIUS is going to want to tap into everything that Stern brings with him so do not be surprised when the cost of subscribing to satellite radio drops, which will allow a greater fan base to listen to the program.

The question is how much of an effect will this have on radio advertising revenue in general, will this be a domino effect and have the results of the AM station?, I can't predict the level of impact but if I were the "Radio Advertising Bureau" president I would take a deep hard look into it, because whether you love him or hate him, Howard Stern has become an Icon in broadcast radio.

Louis Victor, New Age Media Concepts

Discover "No Results, No Pay" Radio Advertising And

I have been involved in the investment, advertising, marketing and public relations industries for close to two decades.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!