

4 Tips for Effective Radio Ads



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Source: www.formula52.com

1. Make your message **RELEVANT** and about **THE LISTENER**

By creating a message that's relevant to your target demo's life, they'll create an interest in your commercial, and want to know more. Once you get a listener **WANTING** to learn about your product or service, their minds are open to absorb information, and you can brand your company's name into their long term memory. Illustrate the experience of using your product, show how your service benefits them, and use terms and concepts that paint a picture. If listeners can see it in their life, they'll create a need for it. If you start an ad only with information about your company, you may lose the listener before they even realize they want what you sell. Give them a relevant reason to care about you first.

2. Make your message **INTERESTING** and **HARD TO IGNORE**

A common ad is a common mistake. When creating, don't fall into the trap of worrying about what a radio ad should or typically sounds like. Try to avoid being like others. If your commercial has unique elements, it'll better stand out in the commercial clutter and make people curious to learn more. If it's filled with common clichés and generalities, not many will remember it. Since today's consumers are hit by over 5000 advertisements a day (signs, tv, online, etc), you really need to be different to make an impact. Find one or two really interesting and beneficial points, and don't let people ignore the message, or even worse **FORGET** it. But how do you avoid being ignored? Be entertaining, make an interesting point, tell a story, be anything but the usual!

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3. Make your message **SIMPLE** and **CLEAR**

Many ads out there are too complex. Being too clever can sometimes go over listener's heads and they'll never remember it. Or promoting too much information that distracts or bores them can lose them. You can't expect a person that has work, family, health, daily chores, errands, street signs, etc on their minds, to figure out a complex message. Narrow down what you want to say to only the most compelling point(s), and **KEEP IT SIMPLE**. Repeating the main point is also never a bad thing. While it may sound redundant to you (the business who's close to the product) consumers can sometimes need reassurance of what they just heard is correct. If it's clear how your business can help the consumer, simplicity will help you be Top Of Mind. Help the listener, don't outsmart them.

4. Know your **TARGET DEMOGRAPHIC**

By understanding the people you're trying to reach, you're already on the right path to an effective radio ad. Ask yourself, Are you trying to reach someone that's already interested in your product (today's buyer)? Or are you trying to reach someone who may someday be interested in your product (tomorrow's buyer)? Ads for Today's buyer can be easier to create, as the target demo is already interested in your product. They may just be looking for a good price point, special promotion or extra service to get them to buy, so a hard sell or direct ad can work effectively in this case. However, Tomorrow's buyer may not even know about your product and won't currently care, so you really need to interest and educate them with unique creativity. But if you do this well, your company will be Top of Mind the day they decide to buy. You'll also want to keep in mind the age range, gender, and professional status of your target demo so your ad relates to them in their lingo, and you choose the appropriate kind of radio station to advertise on.

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