

“And You Are...???”

I hate to tell you this K'ai, but the person who wrote about why radio does not work does not understand the most basic thing about buying radio. Here was my response:

Golly gee, I was trying to sell my carwash in Portland Oregon and I did an SEO for sponges in Portland Maine and I got zero response. Therefore I conclude that social media does not work. Maybe I should have put in a gazillion hours and I can learn it as it is not as hard to buy as broadcast. On the other hand, maybe I should have brought in an expert???

The number one problem with [Mark Sheridan's] article is [he does] not talk about target audience. If you are trying to sell widgets, radio stations will come out of the woodwork to take your money and most clients will go with the salesperson with whom they have the best [rapport]. Does that make sense???

You need to hire a competent media buyer who will objectively determine who your target audience is and which media best reaches them. If the media professional determines radio is fine, then he determines the station, the format, the daypart and the reach and frequency and the price. If this is done correctly, then Dan is right and you still have to develop the right message. However if you do this correctly, radio will deliver better results than most social media. Radio, Cable and TV have more success stories because right now they all out preform social media.

This will all change down the road, but for the most part if you have the budget for Radio, Cable or TV you will get better results. Social media takes a lot of man hours and is fine as an additive or if you have a small budget. To save valuable time and to better target it too should also be done by a professional. [self-promotion alert] “If you are thinking about buying broadcast in any market in the country, you need to contact me at todd@mediabuyingdecisions.com If you are presently broadcasting, I can analyze your contracts and invoices and show you how to reach more of your target audience without spending more money including my commission.”

What is even better is that since my health issues, I have picked up 3 accounts and I just received this email from one who was already doing cable in SC:

“I think we r [sic] seeing an uptick from tv calls!! Seems to be about what you predicted!!! Thanks so much.”

I told her she should see about a 40% increase and she was already turning a profit from what she was doing. The big thing about broadcast is that it will also enhance your other advertising especially social media. People will respond much better to your social media if they recognize your name.

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