



PRACTICE  
MASTERY  
INSTITUTE

# POWER STRATEGIES

Essential Marketing Strategies  
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **RADIO ADVERTISING** MANUAL

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What can be said but not practiced...  
is better not said.

What can be practiced but not spoken of...  
is better not done.

[So] ultimately [you] will be able to speak without  
trouble and act without disgrace.

– *Thomas Cleary*



Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary



# POWER STRATEGIES



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# **POWER STRATEGIES**



## **RADIO ADVERTISING**



# POWER STRATEGIES: RADIO ADVERTISING

Radio advertising is a power strategy for marketing. Here are the benefits:

- It gives you an opportunity to reach a large number of listeners simultaneously.
- It allows you the opportunity to tailor your advertising time to specific niches (example: advertising on a morning show, advertising to stations with your specific demographics and advertising at a time when you have a known listening audience).
- It provides you with small or large time segments in which to deliver your message. You have 15, 30, 60 or even 120 second blocks of time.
- It gives you the opportunity to provide story-telling, image creation and the ability to use sound to be memorable.
- It provides for a direct response communication.
- It provides an opportunity to capture listeners' attention immediately and directly.
- It allows you to evoke emotional and imaginative responses within the listener.

And provides all of this at less than the marketing budget of television.

There are other factors that make radio advertising appealing, bringing it into consideration as a power strategy:

- Many people listen to the radio at work, in the car and at other times during the day.
- Many people listen to the radio for extended periods of time.
- Unlike television, many people do not switch off the radio or do something else during advertisement periods (however, many people do change the station).
- People tend to remember more easily and readily things that they hear rather than things that they read, thus making radio advertising highly responsive.
- Many people listen to the radio during the day, when people are more alert, awake and focused, as opposed to television, where much of TV watching is done at the end of the day or in the evening, when many people are tired or less motivated to take action.

It is for these reasons that radio advertising is an effective media and should be considered in marketing campaigns.

## HOW TO GET THE MOST OUT OF YOUR RADIO ADVERTISING

As with any form of advertising, to maximise your marketing dollar it is important to follow effective strategies.

- Similar to print advertising, it is important to have a headline or opening statement that attracts the attention of the listener.
- It is important to have copy that translates well to the spoken word and maintains the interest of the listener throughout the entire advertisement.
- It is valuable to allow the listener to know what the nature of the product or service you are advertising is, the offer that is specific to the advertisement, and to provide a call-to-action defining what needs to be done, by when, and the contact details for whom it is that needs to be contacted.

Approaching your advertising in this way helps especially if you can separate yourself out from other advertising by a level of uniqueness, either through the headline, the copy or the offer. You can also differentiate yourself by being distinctive with the voice, the sound effects or even the inclusion of elements such as testimonials or community announcement statements in your radio advertising.

To get the most out of your radio advertising, you need to know three key factors:

1. Reach...the number of people who will hear your advertising. This will depend on the station and the time the ads run.
2. Frequency...how often you play the ad.
3. Duration...how long you play the ad for.

The greater the frequency and duration of your advertising, the more reach you will have in the audience already defined by your station's audience profile. Of course, there is a maximum profit point. You can run an ad for too short a period with too little frequency and it will not get the response you desire.

Equally, you can run your ads too long and too often, saturating the market and then the expense of greater penetration will not return sufficiently for your investment. There is a specific frequency and duration of advertising that gets the maximum response rate for your marketing dollars spent.

Naturally, buying more ad time allows the price of advertising to come down on a fee-per-ad basis and therefore allows a greater repetition of ads. However, it is important to test the efficiency of your ad before a full campaign is launched to avoid unnecessary expense.

The sales representatives at the radio station will be able to advise you about reach, frequency and duration to get the maximum return for your marketing dollars. Be warned, however, they get paid based on what they sell, not whether you are successful in your campaign. Do your own research first. Your success will be based upon generating saturation through frequent repetition of ads and appropriate timeliness of the ads based on the target audience you are seeking to communicate with. You will need to work this out with your ad representative and through your own market research.

Of course, there are many things you can do to enhance your response rate. Placing testimonials in the ads and using sound effects or music may enhance the ad's aesthetics and therefore retention.

One other thing to consider is the voice you use for your advertising. Do you use your own voice? Do you use a voice-over? If your voice can communicate the message effectively, sounds pleasant or powerful on the radio, it is often better to use your own voice. You may also want to use multiple voices within one ad, mixing the sounds and styles of communication to draw and attract attention and to break the ad up. Make sure that when you select a voice for your advertising that they convey the message you want in the way that you want it.

## **AD SPECIFICS**

An important aspect of successful radio advertising is to focus on getting the right number of words into the ad. For example, a general rule is to use between 65 and 85 words for a 30 second commercial. Less than that runs the ad too slowly and doesn't maintain the focus of concentration of the listener. Greater than that clutters the ad, creates too much intensity and loses listeners also. Do not try and make too many words fit into too small a space... it takes away from the effectiveness of the ad. The goal is to read the commercial only slightly faster than you would read aloud at normal speed.

The opening lines of your radio ad should read like a headline in a newspaper ad. The goal is to get the attention of the listener and to maintain their interest while you communicate the marketing message to them.

Equally, as with newspaper advertising, it is important to have an offer within the radio ad that is compelling and desirable. Also, ensure that you have a call-to-action that causes the listener to act now, to remember your name and number and call later, or at the very least be consciously aware of desiring what it is that you are marketing.

As with classified advertising, it is important to have succinct and concise copy in radio advertising. You have a limited time in which to convey your message. Ensure that you do that by ruthlessly eliminating words that are unnecessary or do not produce the desirable outcome of the radio advertisement which actioning the offer by making a phone call or sending in a letter to purchase that which is advertised.

To help structure your radio ad, here are the key copywriting elements taken from the *Practice Mastery Copywriting Manual*:

1. Headline... a powerful attention-grabbing statement that demands interest and attention.
2. Sub-headline... telegraphs the headline, drawing the reader further into the letter.
3. Compelling copy or body copy... the written word that maintains the interest of the reader, carrying him through the entire document.
4. A listing of benefits... the benefits, advantages and results a client can expect are imbedded within the compelling copy, creating immense interest and desire from the reader.
5. The description of an irresistible offer that the reader simply can't refuse.
6. The premium... the value added elements that enhance the offer.
7. Empathic communication... you communicate that you understand the reader, you know their problems, challenges and difficulties. You feel what they feel and you truly know who they are and what they are searching for.
8. Solution finding... because you know their pains and their problems, you can provide them with a solution. You are the solution to the pain and problems that they have in their lives, and the benefits and advantages you provide give them the outcomes that they desire, transcending the pains and problems that they are experiencing.
9. Logical reinforcement... explaining why the offer makes so much sense and why it is in their best interest to take it. Here we also define the features of the product or service.
10. Call to action... you give them every reason to take action now, immediately, and not to wait any longer!
11. You tell them what to do... you don't just get them excited and ready to take action, you tell them what action it is that you want them to take, explicitly and in detail, leaving nothing out, not allowing for any uncertainty or confusion in what is necessary for them to do and what is required of them.
12. Testimonials... you have strategically placed testimonials to give the client the references and evidence for the claims that you are making, supporting them being comfortable in making the decision to move forward.

13. Guarantees... you guarantee their satisfaction, the performance of your product or service, and indemnify them of any risk, minimising any uncertainty or lack of confidence they may have.
14. Restate the offer... don't just tell them what you are offering once, tell them again, in another way that builds the interest and desire.
15. Your PS... summarises the benefits and advantages they will receive, the irresistible offer and compelling reason for them to take action.
16. Slogan... a punch phrase that is representative of your business you want to be remembered for.
17. Vocal choice... who will be the voice for your ads?
18. Sound effects and music... the professional finish to a compelling ad.

## RADIO COMMERCIAL STYLES

As with newspaper advertising where there are many different styles of advertising (display ad, classified advertising, advertorial, etc.), and as with headlines where we can use different styles of headlines to generate interest... radio advertising has different styles as well.

When considering writing your own radio advertisement, use the following style templates to generate ideas:

- Community announcement... begin your advertisement with a community announcement designed to generate interest by use of the word "announcement" and for direction to the community for the listening audience.
- Visual story-telling... create a story, supported by sound effects, to generate a visual or mental image in the mind of the listener to support the purpose of the advertisement.

You may want to use a sound effect of a person in pain. "Ahhhr...", and then, create an image of a person holding the small of their back while bending over in pain to alleviate the pressure of a disk injury.

Now that you have demonstrated the problem and created an image and feeling of that problem, link that to the fact that you have the solution for that problem.

- Alarmist... you can use alarmist advertising to dramatically emphasise the need for some form of action.

For example: "Warning... Do Not Take Another Pain-Killing Medication Until You Have Listened To This Ad."

Here, you have taken an alarmist attitude that demands someone's attention. As long as you have a message following that attention-grabbing headline that is legal, moral, ethical and within the guidelines of your association and registration body requirements... you have a winner.

- Building a character... many advertisements begin by building a character, a persona or personality that becomes associated with and representative of your practice. We all remember the Louis the Fly ads in association with Mortein. Use this form of advertising to create a character or personality that promotes your practice.
- Testimonial advertising... use testimonials as part of the radio advertisement to tell the story of the benefits, outcomes and advantages the clients could receive from the care you deliver. Begin by emphasising the pain, a problem that the community or audience have and how you offer the solution to that.

For example, you might ask at the beginning of the ad, "Do you have headaches?" Then, provide a testimonial from a person who has been to your practice and resolved their headaches. And then provide an offer to the existing listeners for a consultation that is representative of the solution to their own headaches.

- Interviews... use an interview-style advertisement to attract attention as though it is a news snippet providing information to the community.

For example, begin the ad by saying, "Our next caller, here's (Name) from Forrest in the ACT. What do you do when you experience lower back pain and headache?"

Now, a new voice will then answer that question representing that they attend Integrated Natural Therapies... the only place to go if you want a solution to your headaches!

- Theme advertising... use a consistent theme, whether it is music, background sounds or an evolving story within a series of ads to promote a specific niche market via the radio.

Most importantly, be sure to write scripts... read those scripts aloud and check them with other people. And then have them professionally produced for maximum impact.



## NOTES

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## *Transforming **your** health care practice **your way***

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