

# Radio's Not Dead

## How to Use Radio to Generate leads in the 21st Century

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# Table of Contents

## Section 1: Introduction

Chapter 1: Message Over Methodology

## Section 2: Lessons from Internet Advertising

Chapter 2: Two-Step Marketing

Chapter 3: Tracking and Analytics

Chapter 4: Advertising Is An Investment, Not a Budget Item

## Section 3: Running Your Radio Ad

Chapter 5: How to Craft a Radio Ad

Chapter 6: Your Radio Ad Tracking System

Chapter 7: So What Now?

# Section 1

## Introduction

### Lessons From Online Marketing To Make Radio Effective



# **Chapter 1**

## **Message Over Methodology**

**Lessons From Online Marketing To  
Make Radio Effective**

## Why Message is More Important Than Methodology

Behind every person saying “X marketing method is dead” is someone who doesn't know how to do it, or doesn't see the opportunity.

I have heard people say radio is dead, social media is dead, Facebook is dead, email is dead—all of it's dead.

For a long time, radio has been labeled “dead.” I think that it's because people don't know how to use it.

Radio has made a lot of people a lot of money for a long time. It was early in the advertising game and was one of the earliest forms of mass marketing.

When radio advertising began, it wasn't very sophisticated.

Advertisers could get away with really simple ads because attention wasn't such a hot commodity. There wasn't a war being fought over every individual's attention.

## Winning the Battle for Attention

In the modern world, our attention is so valuable and sought after. The average American sees thousands of ads in a day; and remembers very few of those because our attention is pulled in so many different directions.

As attention has become a scarce resource, advertising has still been effective; because advertising has evolved.

In the online world, advertising is very competitive because a lot of modern marketing is driven by an auction-based systems where the price for attention is set at the value of the highest bidder.

The person who's most effective at turning attention into money is the person who sets the price for everybody.

If you're lagging behind, if your ads aren't as good as other people's, you're probably not going to be profitable because your competitors, whose ads are profitable, will keep spending more money until their ads are no longer profitable.

Advertising online has been so competitive, that it's forced advertisers to evolve and get good at what they do. That same evolution never happened on radio, which makes a lot of people say, “Oh, radio's dead”

It should be seen as a massive opportunity instead, because in this advertising landscape that's so competitive, we have this niche where everybody's written off radio—it's not as competitive as online advertising is.

If we apply the same principles that we've learned that make advertising successful in a super competitive environment, we can make it extraordinarily effective where it isn't as competitive.

Marketing is about the message, not the method.

A message that's going to be effective in one medium is going to be at least somewhat effective everywhere—anywhere that a percentage of our audience might be.

## What Makes a Good Marketing Message

There's this saying that I like to use. You'll hear me say it often: *Beliefs* are more effective than *benefits*, *benefits* are more effective than *features*, and *features* are more effective than *pricing*.



Simon Sinek said it well in his book "Start With Why," which is a masterclass on branding and marketing. He explained people don't buy *what* you do, they buy *why* you do it.

Effective marketing messages focus on elements higher up that ladder. They're going to focus more on *beliefs* than they do on *benefits*, they're gonna focus more on *benefits* than they do on *features*, and they're gonna focus more on *features* than they do on *prices*.

Ads on the radio have not evolved to use the higher levels of effectiveness such as beliefs and benefits, because attention was so easy to get.

Advertisers could say, "Hey, come on into Hal's bookstore, we are doing 20% off." or "We're having a flash sale, come on down!"

20% off and flash sales are a big focus on *pricing*. The lowest rung of marketing effectiveness.

Or if they talked about the features (just barely up the next rung).

"Hal's has been in business for 47 years. They're the only person in this area who can do x, y, z, yada, yada, yada."

## Flip the Script

We want to flip that script on its head. We need to spend less time promoting flash sales and more time discussing ourselves.

Instead focus on the benefits our customers will see in their lives. Continuing with the Hal's Books analogy, we might say "Life is so dry without a good book" or "Books are a way that we can dive into other worlds" or "It gives us an escape from this monotonous reality".

We can hit on some of our beliefs, those things that we care about. We might talk about how we think it is affecting society, that books are not as prevalent as they used to be, or how not enough people are reading these days.

Then once we've resonated with them on a belief or a benefit level, and they know how their life would be better from working with us, then we tell them, "There's lots of people talking about poor attention spans. Hey, you can improve your attention span by reading every day. Come to Hal's Bookstore, and we're going to help you create a reading habit."

Showing them that we share beliefs that our customers care about and we have benefits that will make their lives better, that's the real work in marketing and advertising.

Customers are going to figure out features and prices on their own. At the point that they are hearing your ad, they probably don't care about the price. Unless your price is so ridiculously low that it's going to spark this emotional reaction. (However, It is difficult to run a business that way).

With online advertising, we typically rely on visuals and written things, maybe some videos to be able to create that emotional reaction. With radio, you're relying entirely on the verbiage and the way that you use that verbiage.

## What Are the Strategies You Need to Use Get That Emotional Reaction?

It's worth noting that we can use audio, and music to help craft an emotional reaction, but the majority of the focus is going to be on the words you choose.

The way to do it is to take the time to walk through and identify what you care about and what your customers care about, **(I have some worksheets that I would be happy to share with anybody who's reading this)**.

Then, take the time to identify what difference your product makes in their lives; what their life looks like *before* they work with you and what their life looks like *after* they work with you.

Then build your ad focusing on those two elements, and walk them through what their life looks like now.

If you can call out what their life looks like now, you're going to get their attention, especially when you follow that up by saying, "This is what your life could look like."



# Section 2

## Lessons from Internet Advertising

When You Teach First, Sales Follow



# **Chapter 2**

## **Two Step Marketing**

### **Grab Attention, Give Value, Get Leads**

# What is Two-Step Marketing?

Online marketing has given us incredible lessons. Lessons we've learned as advertising has gotten more competitive.

Earlier I was talking about ways that marketing has had to shift online to stay competitive, and here are some of the big ones.

Two-step marketing is a strategy that's been used on social media for the last 10 years, and it has shaken the online marketing game up.

It's been used on social media for the last 10 years. Everything in internet marketing was almost born on this idea.

We put out a piece of content, a radio ad in this example, but in the online world, it would be a social media post, a social media ad, or a directory listing.

## Free Problem Solver

We're going to put some piece of content out that's going to grab someone's attention by highlighting the problems that they have or the problems that we could solve. And then we're going to give them a valuable tool or a resource or a short mini book or a guide or a video.

In our original piece of content saying, "I'll give you this for free if you just follow this simple step. "As part of that simple step, we're going to capture their contact info. They may give us their email or their phone number. We'll then send them that free resource that we promised.

By offering the free resource you are building trust through low-risk interaction, It also allows us to follow up and see,

"Hey, what made you interested in this and how can we help you?"

That's two-step marketing: A free valuable item, for their contact information.

It makes ads feel a lot less pushy, instead of pushing someone to an ad that's "Hey buy my stuff," we can capture interested people. The only people who are going to ask for this free thing that you're providing, are people who have the problem you're talking about or want the solution you're providing.

We're going to reach people that are interested. We are going to catch people at all stages because if someone's super ready, thinking "I need this today," they're gonna give you their email and they're gonna be like, "Hey, how can I get help today?"

Somebody who's just thinking about it is also gonna say, "Well, I'm not sure if I want it or not, but I'm interested enough that I'll give them my email or my phone number."

## Targeting the Spectrum

Radio is a spectrum where it can't be targeted ads, at a specific audience. It's just going to whoever listens to that station. You will reach people in a wide spectrum of different situations.

If your **radio ad** only generates revenue from people in a very specific situation, it's going to be a lot harder to be profitable than if your radio ad can reach people across a variety of stages of readiness.

That's the way you're going to make money the fastest. It will also pull people closer to be ready to buy if they're not ready yet.

# **Chapter 3**

# **Tracking and Analytics**

## **How to Track Radio**

# How Are You Going to Track and Analyze This With Radio?

In the online world, tracking and analytics functions are pretty easy. With the click of a button you can see that you are getting people's attention and then you can have this massive database slowly growing of people's emails and phone numbers.

## The Online Strategy

In the online world, your analytics are gold. With the data that you get in the online world, you can run an ad at any point, you can go today, tomorrow, in the middle of the night, a week from now.

At any point, you can log in to see Exactly:

- How much you've spent on an ad
- How many people have seen your ad
- How many people clicked on your ad
- How many of those who clicked purchased or took desired actions

At any point, you can see that exact data. You can make informed advertising decisions. And it is vital in a very competitive advertising market because the only way you are going to make money is if you can make ads more profitable than everybody else who's trying to run ads on the same platform.

Then you have got to make sure your ads are really good, and you will need all that information to make informed decisions.

## The Radio Dilemma

In the radio world, nobody knows how to track it. We can get surveys from the radio stations that give us a rough average of how many listeners there are.

We don't know:

- How many listeners saw or heard our ad
- How many listeners listen to our ad
- We don't know how many people were influenced by that ad.
- We don't know how many people were interested

We don't have a way to track results from those ads, so our decisions, instead of being informed by solid data, are made off of feelings and vibes and a general gut sense of,

"Oh I'm getting a lot more calls than I was before I was running radio. That could be related, therefore I'll keep running radio ads."

## Tracking Radio

We can implement a way to track how our ad is doing on the radio. If we do some sort of two-step marketing. Where we have a page on our website that we are sending listeners to give a free resource.

You could do something as simple as a coupon, not that you should use discounts and pricing in your advertising.

Then you'll say, go to "halsbookstore.com/coupon" or "/hello" or "/radio" or wherever you put that on your website.





You'll have this simple web page where you can install the same tracking that powers online marketing.

We can go to that page and we can see how many people came to that specific URL. We can watch the people who came there and can see how many of them clicked the download button. We can track those emails and we can see how many of them become customers later on.

It takes a little work to build out, but with just a little bit of strategy we can apply all of the tracking and analytic skills that the online world has developed, and we can apply it to something like radio.

## How Important is it to Have a Database Of Emails and Contacts?

It's gold, having an email and contact list is gold. On average, the ROI of email marketing is \$36 for every \$1 spent.

One of the biggest opportunities missed by local business owners is not keeping emails and not advertising to those emails.

Because even if you're a small business with a really small clientele, you could put a little bit of time and effort into email marketing and you could bring big returns.

The \$36 for every \$1 spent, is a statistic that includes the companies that spend thousands of dollars for someone to just write the ad. Where you as the owner wouldn't have that expense.

## Low-Cost, High-Returning Marketing

You could easily write up a quick email and send that email out a couple of times a month. Without spending any additional dollars, you could make hundreds or thousands or tens of thousands of dollars, even as a small, small local business.



If you can get people to give you their phone numbers and then opt-in to let you send texts to them, that's even better.

Almost everybody opens all of their texts, whereas a lot of people don't see their emails. You can get some really huge results there.

It can be a really good way to stay personal with your customers and be more involved in their lives and they'll appreciate it.

# Chapter 4

## Advertising Is An Investment Not a Budget Item

# What is the Difference Between an Investment and a Budget Item?

In the early days of advertising, advertising was seen as an expense. It's still this way in a lot of the world that's not familiar with online business.

For example, I'm gonna say that I can afford to put \$500 a month for radio ads on my budget. I'm gonna hope that the \$500 turns into more dollars but I don't really know, and I definitely don't know the timeline.

I don't know how long it'll take for me to put \$500 into radio ads and for me to make more than I have spent.

## Online Advertising Mindset

In the online world, entrepreneurs found out pretty quickly that the goal should be to spend as much money as they possibly could on advertising, while also guaranteeing that it made them more money.

They're creating a black box with really detailed data. For example, if I know that if I spend \$1,000 on sending this ad out to more people, I am going to get \$5,000 in revenue.

I'm going to try and spend as much as I can and still keep those numbers in place.

As a marketing consultant, what I encourage people to do is set up an ad in a way that we're confident that we can make money back from people who:

- See our ads
- Will buy from us within 30 days
- Will pay us within 30 days

And if I can make money from someone who hears my ad within 30 days and I'm tracking how much money I get from the people who are hearing my ad, then suddenly it becomes a really easy math equation.

Where I'm spending \$500 a month on my radio ads and I know because I'm tracking the data that is making me \$5,000 a month in revenue.

Instead of saying I can only afford \$500 a month in radio ads, what I'm going to say is I can afford 10% of my sales in radio ads.

## The Growth Process

This is how the flow goes. I'll start with advertising as a budget item.

I have \$500 that I can put into testing ads. Once I run those ads and I'm tracking the results, I'm going to know how much money that ad made me.

Then I'm going to commit to putting a percentage of the money that ad made me back into keeping the ad going.

If I run an ad, and I spend \$500 on an ad, and that makes me \$5,000, I'm going to put 20% of that into running that ad, or similar ads. Then I'm going to spend \$1,000 and probably make (If I made \$5,000 on 500) \$10,000 on \$1,000.

If you spend a lot of money you'll see at times the diminishing returns.

The goal should be to see how much we can spend and still keep good, profitable numbers.

But if we approach it, like I'm going to put a percentage of the money I make from this ad back into running this ad or similar ads, Then every ad can kind of feel like an investment account.



I know exactly how much I should spend on this ad because this ad is making me money and the amount of money I'm spending on this ad will continue to increase as long as the investment is performing well.

# Advertising ROI vs Traditional Investments

In the investment world we often talk about ROI. A lot of people are really happy to put their money in a long-term savings deposit and get like 2, 3, 4, 5 percent APR or ROI.

In the advertising world, it's not uncommon to see 700% ROI in 30 days instead of in a year (If you get good at advertising), you can turn \$1.00 into \$7 in a month instead of \$1.00 into \$1.06 in a year.

It's a really powerful investment vehicle, especially if you're already running a business. Most business owners are better off investing in themselves and their business through advertising than they are investing in a 401k or stocks or something like that.

# Section 3:

## Running Your Radio Ad

### Crafting a Message That Sticks



# **Chapter 5**

## **How to Craft a Radio Ad**

### **Anatomy of a Great Ad**

# The Anatomy of a Great Ad

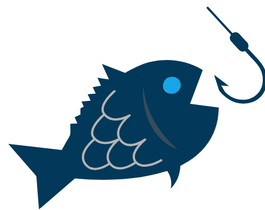
We know from the online marketing world about the anatomy of a good ad. First, we have the hook. There's a lot of different things that work well as hooks.

The hook can be something really striking, some sort of pattern interrupt, something so wild that it catches people's attention, or it can be something funny.

We need something that gets them listening. The average American sees or hears thousands of ads in a day.

If they're listening to the radio, the most likely time for them to tune out is during the ads.

## Hooking Their Attention



In the online world, your hook might be breaking a glass bowl.

We need something that's going to catch their attention.

We could do something to break up the monotony of ads on the radio by getting their attention. Doing something loud or making a specific noise that would get them to pay attention to what you're saying or say a certain phrase so that they're paying attention.

We want it striking enough to get their attention so that then the next line you can open with a benefit.

Then we want to highlight the benefits. The hook and the benefit could overlap, but not necessarily. You'll have some form of hook and then some form of benefit



# Benefit-Problem-Benefit Sandwich

We want to either highlight the problem first or the benefit first. I like to do a benefit problem benefit sandwich.

We're going to lead with a brief intro to the benefit which could be a bold question or it could be a statement that highlights their dream life.

We could say...

"You could be sitting on a beach in Mexico right now! The problem is that you're caught up in XYZ, you're struggling with this 'issue' that's keeping you from being on the beach in Mexico"

"You can't take a vacation because you're too busy at work, you could get 60% more done during your work day by learning Lean Six Sigma. And then you'd be able to spend more time on the beach."

We start with a benefit like you could be sitting on a beach in Mexico right now.

Then we highlight the problem, you're not going to be right now because you have too much work on your plate.

Next comes the benefit, you could get X% more done if you use Lean Six Sigma. And then we tie it back to the original benefit, then you could be on the beach.

## Call to Action

Then we finish with the last part that's in the anatomy of a good ad, which is your call to action.

Every good ad needs a call to action. The call to action could be 'come into our store and shop', that's really hard to track though.

Your call to action could be something like "call this specific number" or "call this number and use a certain keyword". You want to really utilize the wisdom of the online world and make your ads really practical, really effective, and trackable.

Send them to your website, "go to mywebsite.com slash 'one word' ". An easy to remember, easy to type, page on that website.

# The AIDA Framework

A popular framework in the online world is AIDA So it's Attention Interest Desire Action. That could be a really effective framework to follow for radio.

Attention or hook is what the more modern internet marketing world calls it.

Interest is going to be like building curiosity by addressing a problem or an opportunity which is where that benefit comes in.

Desire is going to make the listener want that product or service you offer.

Then action is just going to be telling a really simple way of how they get it.

## How Long Will a Radio Station Give You For an Ad?

Every radio station is going a little bit different.

You're typically going to be given between 15 to 60 seconds, with 30 seconds spots being the most common. 60 seconds spots are usually going to be pretty expensive.

They are not long at all. It's actually a benefit of radio advertising because In the online world, most of your ads have a three-second limit, at least for catching attention.

With radio ads, you will have some people who change the channel when it goes to ads, but the people who are sticking around and not changing the channel are going to listen to your whole ad.

Versus YouTube, or Facebook, or TikTok, or any of the other online platforms. They're probably only going to listen to the first three seconds of your ad. With Radio, you have a relatively captive audience; that's a huge opportunity!

You've got to make sure you're using those 30 seconds really well, and you want to make sure you can catch their attention in the first three seconds.

Then you have 10 to 15 seconds to capture interest, and you have another 10 seconds to highlight their desire.

Lastly, you have five seconds to give them a call to action.

# Chapter 6

## Your Radio Ad Tracking System

# How Do You Get Set Up To Track it With Radio

1. Record your ad
2. Create a free resource
3. Create a web page for resource

There are lots of good ways to create a free resource. You can do graphics, or videos, or little info guides, or eBooks (just like this one).

You could do something as simple as going into Microsoft Word and just creating a PDF.

Creating a little document, just typing out some information that would be helpful. Doing a little bit of training, something that's going to be a value or a benefit.

This doesn't have to be anything more than, price sheet, or a quote guide, or "here's the three steps you need to do to make X happen".

Really all that value or benefit needs to be is just a clear way for you to describe your business to them and how it helps.

We have a lot of tools to help you create any of those resources we just listed out. Set a consultation up and we'll get you all taken care of.

You don't need to have some super amazing thing for it to be valuable to the right people.



If we can give some sort of guide, or something that's really going to make their lives better and teach them about what we do, that's going to be the best, even if it's just a case study, something we can still get good results from.

You're going to need to create that. And then the next step is going to be creating the system for you to give it away.

Well, there's a lot of really easy technology to make this extremely easy.

## Set Up Your Tracking System

Ultimately, you need to use a tool that's going to let you create a page on your website.

You're going to need to have a system that will take their contact info, with a system that will automatically send that resource to them after they put their contact info in.

Most people, if you have a website, have the tools that you need to do that. If you hire a web designer, they will know how to help you with all of that.

The next step after you create a web page is going to be just make sure you're setting up the tracking on that web page.

The easiest tool for that is Google Analytics. And it takes just 10 or 15 minutes to set up.

It's really, really, really easy. You walk through Google's form and paste a code into your website.

That's gonna give you everything you need to track how they interact on your website. **Make sure** that you get that installed and set up.



Once you're running your ad, you're going to want to go back in there and check. Look at what's called the behavior flow.

You'll be able to see how many people make it to your page and what pages on your website they looked at after and how many people downloaded your free resource.

Go back through once your ad's been running for a few days and you'll want to periodically log into that analytics account and check the behavior flow.

## Troubleshoot With Your Data

With that behavior flow we're going to see if we only have one person follow through on our radio ad, come to that page. That means we need to improve our ad.

We will need to make sure there's something more interesting in our ad, or we're getting attention better, or we're highlighting the desire better.

If we're getting a lot of people to the page but we're not getting a lot of people to give us their contact info, then we need to fix something on the page.

They obviously were interested before they came and we did something that made them feel like it wasn't worth it to give us their contact info. We need to fix that.

If we are having a lot of people who are on the page and then click the button and they give us their contact info and they download the resource, we know our ad is really good and that's really effective.

If those people aren't making us money, we need to either improve the effectiveness of that little guide or we need to make sure that we have better systems to call them and follow up and talk with them so that we can get them to come into our doors and generate some real business.

## What Does it Mean to Follow Up and How Do You Go About Doing That?

# Overcome Follow-up Reluctance

A lot of small business owners are intimidated by the idea of needing to call and follow up on leads.

There's a lot of really easy ways to automate or systematize.

If you are dealing with a lot of leads for your business, that's bringing in say tens or hundreds of leads in a day on some radio ads.

There are several ways we can create systems to do that, so that you don't have to spend a lot of time reaching out.

Such as:

- Automated email responses
- Automated SMS Responses
- Automated AI Phone Calls
- Redirect to a Facebook Group or Other Online Community

## High ROI Activity

If you, as the business owner or one of your employees, are spending the time to call every one of these leads every day or calling them as they come in, it can be a lot, but you calling daily is ideal.

That could be the highest ROI thing you do in your entire day. You will be talking to people who have told you that you are interested in what you have to offer.

They have indicated they have a problem that they need help with.

If you spend 60 seconds to call someone who has shown you they have a problem that your business solves.

They know you exist. They know your business well enough that they have already given you their contact info, it's almost impossible not to make money from those conversations.



It doesn't have to be salesy or spammy. You can just call and say, hey, "I saw you downloaded this guide."

"Is this something that you need more help with? Is this something that we could help you with?"

All you have to do is offer to help and you can print money from that.

# Chapter 7

## So What Now?

# So What Now?

You've seen how radio advertising can be a goldmine when done right. Don't just throw money at radio without any way to track results—that's gambling instead of investing.

At Firesong Marketing, we don't just create radio ads that hook attention—we build complete systems that give you the power to track, analyze, and act as if you are using Facebook.

Imagine knowing exactly how much money your radio ads are making you. Imagine building an email list that prints money month after month. Imagine turning \$1 into \$7 instead of hoping your ad “works.”

I've helped hundreds of local businesses transform their advertising from an expense into their most profitable investment. My clients aren't wondering if their ads work—they know their ads work.

Let's create a radio campaign that gets you Seen, Understood, and Remembered.

Visit <https://firesongmarketing.com/schedule-a-consultation/> to book your free Radio ROI Strategy Session. I'll show you exactly how we can make your radio a profitable marketing channel.