

Radio Advertising



Once you have mastered the art of disability consulting and are established in your community, it's time for you to consider radio and or television advertising.

Many young entrepreneurs fear the radio and television advertising approaches because these media are believed to be the domain of big business. Nothing could be further from the truth! Properly used, both radio and television advertising can greatly enhance your company's image and appeal. Any new disability advocate that plans to utilize the full financial potential available in the disability consulting industry must at some point consider advertising on radio or television.

In this chapter we will discuss some of the important marketing considerations encountered in radio advertising. Radio is a unique advertising medium with enormous marketing potential for disability advocates.

In the United States alone there are more than a quarter of a billion radios tuned into a variety of airwaves and formats. The radio is a simple instrument of musical delights that is still a primary source of news and information in the US. Radio is the third largest news source in America, surpassed only by newspapers and television. With millions of individuals utilizing radio, the value of this medium to your consulting service should not be underestimated.

Creating Demand:

Radio has a number of characteristics that greatly increase its value beyond the simple fact that people are listening. Radio is one of the few media sources that enable an advertiser to evoke the imagination of his audience with nothing more than the spoken word. This inexpensive stimulus to the imagination gives you the advertiser the power to create demand for your service using a variety of verbal techniques.

Disability consulting is a new concept in many marketplaces. As with any new concept, the ability to create demand by stimulating the imagination of a

potential customer is critical to your success. Customer imagination and interest is stimulated by asking yourself that all-important marketing question, what is the customer after! Once you have identified the customer's needs, your task is to create a presentation that goes directly to the heart of that need.

The act of offering your service as a means to a customer's end is a creative process indeed. Your primary goal requires that you use your creativity in order to stimulate desire in others.

A commercial offer by radio must also be presented in plain and simple language. You should approach your ad with the assumption that your audience knows nothing about your product or service. Approaching an ad with the above assumption is the secret to creating highly effective radio advertising. Do not make the mistake of thinking that people understand your service. Only you have a true grasp of the full potential of disability consulting and it is your task to share that knowledge with the public as the basis of your marketing strategy.

In creating a radio advertisement, you should attempt to create common experience imagery in the minds of your listeners. Try to use a theme that the listener can relate to! If you can formulate a bond of experience between yourself and the potential customer, he is much more likely to become a paying customer. Creating a bond of experience should not be difficult if you are aware of some of the events experienced by individuals who have applied for SSA disability benefits.

Writing ad copy:

No one understands disability consulting like you do! No radio station copywriter can ever really understand what it is you wish to portray with your ad. Therefore, we suggest that you write your own advertising copy with the assistance of the radio staff. In other words, don't just hand the task of writing your ad over to the station. Get involved and make suggestion where appropriate.

The rules for creating effective radio advertising copy are basically the same as those for print advertising. You must:

1. Get the attention of your audience.

2. Deliver an interesting message.
3. Show the benefits of your service.
4. Build credibility by showing knowledge.
5. Deliver a call to action; usually a phone number to call for additional information.

All of the above must be done in simple, straightforward language.

The Rule of One:

An additional consideration in radio advertising is the "rule of one". The "rule of one" simply means that you must present only one theme or one concept to your audience at a time to avoid confusing your audience.

In a short radio advertisement, it is easy to lose your audience by mixing concepts. Pick an advertising theme and stick with it throughout the entire ad. Below, you will find a list of sample conceptual approaches that can be used in a disability consultant radio advertisement:

1. Everyone knows someone is suffering from a serious medical disorder. That person may have applied for SSA disability benefits and was denied. Take full advantage of this phenomenon in your marketing.
2. The government makes you pay for disability benefits then makes it difficult for you to collect that which you have paid for.
3. If you are suffering from a disability and are unable to work, you may be entitled to cash benefits from Social Security.

As you can see, the above three concepts are all reasonable approaches to use as a theme in a disability consultant ad. Note that all three of the above themes represent an experience common to most applicants for SSA disability benefits. The potential customer can relate to these themes because he may have experienced one or all of the above events.