

Media Buying - Radio Advertising

“How much should I spend on radio advertising? On what stations? In what dayparts? How many spots should run? Is my campaign as effective as it should be? Are the radio commercials working as well as they should?”

These are many of the questions that advertisers look to get answered by our experts.

Let our professional team at World Wide Talent work with you to create a profitable media plan that best delivers customers to your business. Our proven media strategies allow you to maximize your advertising budget – and reach your target customers in the most efficient ways. The result is a more pinpoint- targeted media placement and a much higher return on your radio advertising investment.

Our Media Planning Strategy includes –

- Working with you to define media goals and objectives - including sales targets, Cost Per Order (CPO) targets, frequency targets, campaign length, and more.
- Using demographic, psychographic, and personality profiles to determine station, format, and daypart selection (for test campaigns and full campaign rollout).
- Working with you to determine infrastructure capabilities (i.e. are you ready internally with sales teams, call centers, etc.)
- Test market selection, negotiation of test market media buys with radio stations, test campaign execution, ongoing monitoring and station accountability analysis, and clear post-campaign analysis to determine maximum effectiveness of message and media placement.
- Refinements to media strategy, based on market testing.
- Negotiation and purchase of full rollout with radio stations
- Ongoing analysis of station performance and accountability.
- Daily reporting of media performance and comparison with performance benchmarks as defined in the media goals and objectives.
- Clear, easy to read tracking and measurement tools
- Post-campaign analysis.

If you are thinking about advertising on the radio, let the experienced radio advertising professionals at World Wide Talent make your campaign a success. Call us for a free consultation. We love to help companies succeed with their advertising on the radio.

Call (708) 536-8836

Radio advertising works - and when done right, it can achieve powerful results.