

5 RADIO AD QUICK TIPS

- 1. Know the audience you're trying to reach.** In any type of writing, especially advertising, it pays to know your audience. If your company makes snowboards, don't advertise with a grim, serious announcer on an oldies station. If you're advertising insurance, you don't want to have a humorous ad. Try to think of the type of person that you want buying or using your product or service and write what they want to hear.
- 2. Don't read off a laundry list of products or services.** There's a great temptation to do this, especially with first time radio ad writers, but resist the urge. "Laundry lists" don't work and take time off of your valuable ad time. Instead, make a solid case for why your business is better than the competition, or if it's a really unique business, explain what you do.
- 3. Repeat the contact information at least 3 times.** Otherwise, your audience won't remember to contact your business. In the radio ad, give them clear instructions to log on or call NOW, as soon as they can. Try to impart a sense of urgency, and remember that repetition is key.
- 4. Use a web address rather than a phone number.** They're more memorable, and that's everything in radio advertising. Most people don't drive around with a pad of paper in their hands, but if you have an easy to remember web domain, you'll turn out a lot of business from your ad. If you don't have a website, now's the time to make one--they're inexpensive and can make radio ads twice as effective.
- 5. Get attention by being unique.** There's no more important thing to remember. You've got 15, 30, or 60 seconds to get your listeners' attention, and radio ads are by nature competitive with each other for this reason. Do something unique. Maybe start the ad with a few seconds of silence (if the station will allow it), then have your announcer talk

about that silence. Put your listener in a situation that they wouldn't normally be in while listening to the radio; start with a question, and address them directly. Use humor sparingly. Above all else, remember that every great ad is memorable and unique.