

RADIO ADS MADE SIMPLE

Mention the Product

The product should be introduced immediately at the beginning of the radio commercial. Ideally, it should begin with creating or identifying a need. For example, if you are selling a headache remedy, your 30-second radio spot could start with, "Do you suffer from crippling headaches? Headache Away is the solution you've been looking for." With this strategy, you have managed to introduce the need and the product within the first 10 seconds of the ad. The beginning of the ad always should grab the listener's attention by offering to solve a problem. This helps the listener pay attention to the rest of the message.

Discuss Its Benefits

Now that you have your listening audience's attention, it is time to quickly discuss the benefits that your product has to offer. Focus on the main benefits to consolidate what you have to say. You don't want to rush through your ad and have the information come out jumbled. You could say, "Headache Away has been a proven solution for tension, migraine and sinus headaches for 20 years. It even helps ease back, joint and muscle pain."

Offer an Enticement

After you have told your listening audience what your product does, you need to offer the listener an enticement. This can be a special offer that is only available to those hearing your 30-second spot on the radio. For example, "You can try Headache Away today and take advantage of our radio-only special offer. Get two bottles for the price of one." Make your enticement a powerful incentive and make sure to remind the listening audience that only they qualify for this special deal.

The Call to Action and Reminder

Lastly, you need to close your ad with a quick call to action and a reminder about what your product does. For example, "Call our toll-free number right now to claim your free bottle of Headache Away before it's too late. You don't have to suffer from crippling headaches and pain

anymore." You have closed with a reason for the listeners to call you. They don't want to miss out on your offer, and you have reminded the listeners what your product does. Make sure that your toll-free number is easy to remember or use the corresponding letters on a phone keypad to make it even easier. Many listeners might be in their cars and unable to write down your information. Some companies specially order toll-free numbers that can be given as phrases, such as 1-888-End-Pain.

TIP SHEET