



www.centralcoastradio.com

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Secrets to Effective Radio Advertising

How Can Radio Advertising Boost Your Business?

Radio advertising offers you the opportunity to deliver a simple yet powerful message to a targeted group of consumers that may be interested in your product or service.

We find that radio advertising can be highly effective in quickly building your sales whether you are starting a new business or running an existing business.

How Much Does Radio Advertising Cost?

The cost of a 15-, 30-, or 60-second radio commercial will depend upon the frequency of the ad broadcast and the time of day that the announcement runs. Morning and evening drive times are usually more expensive than middle-of-the-day or late-night spots because the radio audience tends to peak during commuting hours.

There are production costs to consider in addition to the spot expenditure. These will be determined by your need for music backgrounds, sound effects, and use of professional or amateur actors, such as yourself, to read your copy.

In general, because you know your product or service better than anyone else, we suggest you write the copy yourself. Make sure you communicate the **benefits of your product or service** in such a way that listeners will immediately identify with it.

You're Not Buying a Commercial—You're Buying an Audience

We sell time, and access to markets. The key feature of a centralcoastradio.com is its format—the type of programming it features and the style of the announcers. The format determines the audience the station appeals to, and the audience it delivers to advertisers. Some of the most common descriptions are:

Top 40, All talk, Progressive rock, Golden oldies, All news, Classical, Adult contemporary, Beautiful (easy listening)



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When Booking your Radio Time: Pick Your Day-Parts

Central Coast Radio.com designs its programming to attract certain listeners, and then sell those listeners to advertisers in tiny increments. Central Coast Radio.com has an ad time inventory of about 18 minutes per hour, which it sells in increments of 15 seconds, 30 seconds, and 60 seconds (:15s, :30s, and :60s). But not all minutes are valued equally. Audience size shifts dramatically throughout the day, and radio rates vary to reflect the change in the estimated number of listeners you are reaching.

The day is divided not into hours but into day-parts:

A.M. drive time, 6 a.m. to 10 a.m., has the most listeners. They are at their most receptive, too—ready for the news of the day, and the news of your product as well.

Midday, 10 a.m. to 3 p.m., will have considerably fewer listeners, but they are often very loyal to a certain station. These people are listening to the radio while they work, and they follow very predictable habits in their listening. If you do too, by advertising at the same time daily with the same message, you will build awareness quickly with these people.

P.M. drive time, 3 p.m. to 7 p.m., will have almost as big an audience as the morning drive time. These people may be in more of a buying mood than those rushing to work in the morning.

The Evening day-part lasts from 7 p.m. to midnight, and Late night from midnight to 6 a.m. At these times you'll find fewer, but fanatically loyal, listeners. These listeners have made a conscious decision to listen to radio rather than watch TV. With the right creative approach and the right match of station format to product, the evening hours can lend themselves to breakthrough advertising. If evening gives you access to the right market, it could be your best time to buy.

Writing Radio Copy

- Gets people's attention



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- Gets across one or two powerful, simple, and easily conveyed messages that will drive people to buy your product or service
- Has a call to action, such as a limited-time special offer
- Clearly states the next step, such as the location of the store to visit, the website to go to, or the phone number to call
- Has plenty of repetition

Even if you decide to write your own ad and it is a simple so-called talking head, I suggest you don't read it yourself, much as you probably want to. Get the radio station to provide a great-sounding voice that works for you.

Q&A

Q: What are some last-minute tips for writing my own ad?

A: Take one or two key selling features of your product or service and blast them repeatedly during the ad spot. Restate them slightly each time. You don't need a fancy advertising jingle. Also, stay away from humorous copy. It is extremely difficult to get humor to work in an ad.

Q: Should I be concerned if a presenter makes fun of my ad?

A: Amazingly, many on-air people do make fun of the advertising they present or run during their shows, even though this very same advertising provides their living. Oddly, however, the effect of their sarcastic, ironic, or otherwise deprecating remarks is often positive. It tends to make the ad more memorable.

However, there is the occasion when you may feel that a negative impact has been created. Swallow your pride and try to weigh the impact rationally. Ask other people for their opinion of the "funny" comments. If you still feel that the comments really hurt the ad, then ask us for a "make-good," or free, advertising space.

Our Suggestions

Radio Advertising Can Have Spectacular Results When Everything Goes Right



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It can be spectacularly successful if everything clicks—**the right offer, the right message, the right copy, the right time slot, the right presenter.**

Radio ads require repetition to work. A minimum run of at least 15 ads during a one-week period is recommended. Furthermore, if your entire advertising run is solely with centralcoastradio.com and will be fewer than 60 spots during a month, try to keep the ads within a particular time slot. This way, you will reach the same listening audience often enough to create an awareness of, and ideally a desire to buy or inquire about, your product or service. If your spots run on an erratic schedule, you might reach the full listenership of the station, but you won't be reaching any one group often enough to motivate them to take action.

A great way to zero in on the same people and have added impact is to buy a sponsorship of a daily feature, such as a news or weather broadcast. A sponsorship guarantees your ad will run at a particular time and typically affords you a brief “sponsored by” message in addition to your ad spot.

How to Write Your Own Radio Ad Scripts

Brief Intro on Radio ad Scripts

As online platforms become more and more important, the need to craft better and more efficient radio ads increases. Having researched on the matter and read expert advice, we've found that there is a consensus on the steps you should remember when creating radio ad scripts.

We've summarized them into the Three Stages of Radio ad Scripts:

Prepare

This stage is all about knowing who our audience is, making sure we target them specifically. Also, figuring out what type of ad it and how long it will be.

Deliver

The formatting and conventions we must take into consideration to produce a top-notch ad.



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Improve

Here we have to measure the ad's impact and also provide and embrace feedback to improve next time.

Let's take a closer look.

How to Write an Radio ad Script

Stages in Production

The creation of Radio ads can be generally divided into three sections, with around two to three steps in each section.

The idea is to grab the attention of the listener from the get-go. A clever way to do this is to place the product in a context where it solves a problem. Posing the issue and offering the solution is always a good idea. Hooking the audience in, generating attention, empathy, emotions, and ending it all with a call to action is usually the way to go.

The point is this: don't just describe the situation; you have to propose something to solve it too!

Stage 1: Prepare

This is the first and perhaps most essential stage. Research will make sure radio ads are appropriately targeted and will reach the correct audience. It's of great importance to spend time here and avoid issues later.

It's time to get your research-mode ON!

Audience

Ask yourself: Who, exactly, are we targeting? Who should be reading what we are going to say?



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Targeting the right audience is going to be crucial for the success of our ads. Make sure you know what audience it is you want. That's the great thing about radio ads: the online platforms are generally able to provide precise information about the listeners: age, income, gender, etc.

Once you choose your target, write a copy for them, pointedly and specifically.

Purpose

The question to answer at this stage is quite simple: what will the radio ad do?

To be more specific, we have to talk about the benefit and reaction. We need to understand if what we are looking for is increasing sales, boosting the awareness of a brand and company, introducing a particular product, asking people to come to our show, etc.

Benefit

The idea is to elicit a response from your target audience as you tell them that they stand to benefit from what is being advertised. What are the benefits that the listeners are going to get? What problem will it solve for them?

Reaction

Very closely related to the previous point, what action do we want the listener to have? What exactly will they do once the ad is over?

Time

In audio, simplicity is the base from which we can build. How so? Well, first of all, most radio ads are about 30 seconds long.

The average rate of speech is usually around 150 words per minute. That means that a 30-second ad would have about 75 words if produced at a conversational pace of speech. However, this is a sort of baseline, from which to begin experimenting.



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For instance, a hard sell may require a sense of urgency and therefore, this would require around 90 words in those 30 seconds. Perhaps a slower speed is a good idea in an ad that demands a more reflective tone and therefore around 60 words per 30 seconds.

Obviously, more convoluted wording and phrases or more syllables, mean more time, and simpler texts can be read out very fast.

Stage 2: Deliver

Let's get down to the nitty-gritty of things. These are the instructions we need to bear in mind to end up with a great product.

Formatting

There are several things to bear in mind always: give it a title, the company's name must feature prominently too and jot down the duration as well. The writer should put his name down too.]

Conventions

Time is of the essence. Write a strong opening hook, include just enough information to give some context to your listener and then roll on towards the finish line.

To start things stop, make sure the ad script is in the proper format.

Some people write it like they would a television script. Others may decide to divide it up into two columns; the left column will have speaking characters the right column will be dialogue, action, and sound effects. The left column would have all capitals, and the sound would be written in the right column.

Remember that you might want to use a double dash if you wish to use pauses.

Length and Wording

Now then, let's talk a bit about length and wording.



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We mentioned earlier that there is a sort of rule of thumb which should prove to be particularly useful. Usually, people speak at about 2.5 words per second. This is a typical conversational tone, which you may want to replicate in your radio ads. This means that a standard 30-second ad will have about 75 words, and usually no more than 90 words.

The typical rate is 2.5 words/second. Therefore 30 seconds x 2.5 = 75 words. This conversion means that shorter or longer versions will adhere to the same rule, such as:

15 seconds ad: 37 words

30 seconds ad: 75 words

60 seconds ad: 150 words

90 seconds ad: 225 words

But whichever you choose, remember to keep track of who is listening, and how long are they going to be listening for?

Tone

Regarding tone, this will be mostly dictated by the audience of your ad.

It will be one thing to make an ad that appeals to a young crowd for a hair salon, for instance. Also, this will have several advantages: you can target your ads specifically and not waste any money on a demographic which is not desired.

Knowing your audience will dictate how personal you may be able to get and how you are going to speak to your potential customer; this helps spark their attention so that they really listen to what you have to say.

Conversational

Usually, a conversational tone is going to be the best suited for your radio ad.



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Structure

This is the basic structure of an radio ad script:

Hook

A strong, immediate, attention-grabbing phrase that's there solely to grab your listener's interest. There's often not a lot of time to do this, so remember to be bold and memorable.

Body

The "meat" of your ad. What's in it for your listener and what you're offering them. We recommend using the AIDA (Attention-Interest-Desire-Action.) Format which you can check here, which has proven to relate and attract listeners immediately and effectively.

Call to Action

Call to actions are what you want your listener to do specifically. Surely things like awareness, branding, and the like are essential but most important is what you want your listener to do specifically.

Some recommendations: place the call to action with enough time to let them click the banner, give the website URL verbally too in case your listener is doing something else and can't quite click at this time.

Ending

Before you know it, the ad will be over, so what will they remember from you? People have short attention spans and they will be off to their next song, podcast or ad – what do you want them to remember from you?

Remember we all have a "Recency Bias", which means we tend to remember what we recently heard rather than something we heard before. So read up on it and use it in your favor!

Testing & Iteration

This is an essential part of the whole process that's often forgotten.



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There will be some trial and error in preparing radio ads. That is inevitable. In this step, make sure the word count is right and that you don't go overtime. Practice makes perfect, and we only want to go to the public with our best possible ads.

Stage 3: Improve

Here we need to assess what we did, measure the impact, and see how improvements can be made. At this point, it is all about taking a long hard look at the ad and planning for the next time.

Measure

Tracking and looking at the impact that the ads are making is of the essence. Here we have a significant advantage because online platforms can provide us with very detailed information on the results of our ads.

Feedback

Feedback for a better ad next time is invaluable. Listen to the customers and clients and be very self-critical. This is no time for discouragement. However, the next time you create radio ads incorporate these lessons and keep getting better.

Best script for an radio ad

Important Tips to Remember

Research the Competition (Stand Out from the Crowd!)

Be sure to find out accurately who your competition is, so that you may stand out from the crowd. Don't go out with the same old type of ads as them.

Less is More (Keep it Simple!)

Our natural inclination is usually to pack as much information as possible into an ad. However, remember that as with most things in life: less is more.



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Be concise. Your listeners and audience will appreciate it. Every word counts, so edit profusely. Remember we are talking about 30-second ads. Brevity is of the essence and you only have a very limited time to pack a punch.

Also, remember that your last words are going to be key. That is when you might want to remind people of the URL and similar crucial information.

Avoid Clichés

Also, try to write copy that is not like everything you listen to all the time. There are certain parameters, sure, but within them, your ads should not sound like everybody else's. Try to boil down the information you want your listener to take away to the bare minimum.

There is no need to repeat an address and cram your ad with all sorts of location information. Giving out a URL will usually be enough.

Value Proposition Early On

Name the primary benefit of your product or service early on. Remember, there's not a lot of time, so it's best to show how you can solve the problems of your potential clients right away – or they will doze off sooner than you expect.

Speak Slowly

As we mentioned earlier, a conversational tone is usually best: not too fast, not too slow, plus it has the added value of making something seem relatable and close.

But, if you want to be emphatic, make sure you speak slowly and enunciate properly so people remember what you said.

Avoid Weasel Words

Always avoid lousy words that everyone uses. Try to use synonyms. Weasel words are things like "quality", "value", "service" and "performance". They are used to death in all sorts of copy. Try to find better synonyms or simply craft a better message and ad altogether.



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Now, a Step by Step Example

Ok, we've covered the theory. Now comes a more tangible example of what we've been describing. Here we will see how to create an ad from start to finish as an example of what could be.

"Central Coast Radio ad Script"

Lottofrewards Studio

Writer: Central Coast Radio.com

:30 Audio

Step 1: Prepare

Audience: We will target people who wish to outsource their creative needs. Purpose (Divided into the following two specific areas):

Benefit: The listener and potential client will get peace of mind with top-notch creative products that fulfill their expectations and needs.

Reaction: We want the listener and potential client to get excited about being able to receive quality family portraits confidently.

Type: Radio ads

Time: 30 seconds.

Step 2: Deliver

Format: Two-column script.

Wording and Tone: Conversational, close and sincere in a "we've been there" kind of tone.

Hook: Tired of outsourcing to artists and getting less than expected?

CTA: Go to lottofrewards.com and see what we can do for you!



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Ending: lottofrewards is your ideal partner for family portrait creative outsourcing.

Deliverable

Here is a sample script, in full:

SFX: BUSY STUDIO.

PERSON: I just can't find the time to do this family portrait painting ! And the freelancers just don't make the cut!

NARRATOR: Tired of outsourcing and getting less than expected?

PERSON: Yes!

NARRATOR: At Lottofrewards Studio we know the feeling: too much work, not enough time, nobody to help.

SFX: UPLIFTING MUSIC BEGINS.

PERSON: I want to know more.

SFX: UPLIFTING MUSIC AT FULL BLAST.

NARRATOR: Lottofrewards is your ideal partner for creative family portrait outsourcing. Visit lottofrewards.com for more!

Final Thoughts on Radio ad Scripts

We've taken a long, hard look at radio ad scripts. We've seen almost everything that's necessary for the

Preparation, finding the right audience, purpose, type of ad and length is the first big step in crafting that amazing unforgettable radio ad. Then, proper formatting, wording, tone, and structure will craft an ad you can begin testing and refining. Finally, after all has been said and done and the audio has been put out into the world, measure its impact and always look to improve. ENJOY WRITING YOU OWN RADIO SCRIPT! HAVE FUN!