

Radio Detective

Myths Busted: 8 Shocking Findings

**Business Sleuths Discover
Startling Truths About
Their Local Marketing**

97.9 WHAV[®]

WHAV.NET

Catch the Wave

Mark and Maryanne's family have owned a local business for more than two decades, but lately "tried and true" techniques to grow quality, high-paying and repeat customers just haven't been working the way they used to. And, they're paying way too much in advertising costs for the little new business they do get.

Something changed and they set to find out what it is and what to do about it. They began by scrutinizing what used to work, but doesn't perform any more. Turns out almost all of their assumptions were wrong. This is the story of their detective work and eye-opening conclusions.



Finding 1: Majority of People Don't Read a Local Newspaper or Magazine

Thanks to a proliferation of media choices, today's demand for instant access to information and the loss of classified advertising to the internet, print—particularly newspapers—have lost readers every year for nearly 30 years, according to a Pew Research Center analysis.

While Mark and Maryanne enjoy seeing their ads in print—the ability to hold and display them—they found their best prospects didn't share their enthusiasm. Vox, an online site led by former *Washington Post* columnist Ezra Klein, explained why.

“Older Americans are newspapers’ most loyal readers, while people born after 1980 largely don’t subscribe to newspapers. So each year, a few million newspaper readers die and are not replaced by new readers.”

Finding 2: Older and Younger Go Where There is Local News, But There Is Less of It in Print

While different age groups look for different things from local news, both young and old favor media that give them community information.

“Local news enthusiasts are interested in many local topics. This group is more likely than other adults to follow 12 out of 16 local news topics asked about – including weather, breaking news, politics, crime and schools/education,” according to Pew

Research Center. “In many cases, interest in particular topics is driven by older local news enthusiasts (weather, politics, crime, traffic, taxes, and local government activity, social services and zoning), while interest in other topics lies mainly with younger local news followers (job openings, restaurants).”

But, news consumers aren't getting that much news in print anymore—turning away not only readers who see ads, but also the advertisers themselves.

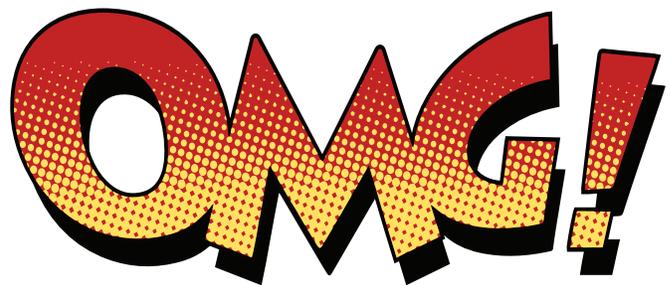
“Newsrooms are shrinking and most papers are printing less news. The industry’s revenue has fallen by more than a third since 2005, its best year, when sales reached \$60.2 billion,” *Bloomberg* reports.

Residents here are instead tuning to 97.9 WHAV FM because the radio station turns out more local news than all other area media—print, broadcast and online—combined.

Finding 3: More Than 90% of Local Audiences Turn to Radio

Although coming up on its 100th birthday, it surprised Mark and Maryanne that radio still commands an enormous audience.

According to Nielsen, radio reaches an impressive 91 percent of all Americans age 12 or older every week. Listeners continue to turn to radio for local news, information and entertainment they cannot find elsewhere—despite an ever-increasing selection of media options. That's because radio meets the needs of modern consumers—instant information. People are curious and swarm to WHAV, for example, to find out about the screeching siren they heard, hear about what's happening at their child's school and learn whether elected officials voted to raise taxes last night.



Finding 4: And the Internet...Where Radio Drives Clicks

New research confirms the combination of digital and radio is a winning formula for advertiser success. A study by Sequent Partners found a 29 percent lift in Google searches when a company advertised on radio.

It makes sense. Radio reminds people to search the web for products and services by the local names they heard on the air. As small business marketing guru Roy H. Williams notes, “The company most likely to get the click, the call, and the sale is the company the customer has heard of and has good feelings

about.” The prestigious *Harvard Business Review* backs that analysis. “As most businesses still do, (an advertiser) measured how its TV, print, radio, and online ads each functioned independently to drive sales. The company hadn’t grasped the notion that ads increasingly interact.”

Radio is also on the internet. With stations like WHAV heard on every device—the Web, phones, apps, voice-based personal assistants and smart TVs—clicks are only a screen away.



Finding 5: Turns Out Younger Consumers Love Mom and Dad’s Classic Rock and Roll

Mark and Maryanne are also thinking about their future customers and wonder how to reach younger people. It turns out, according to Dr. Ronald E Riggio, young people listen to classic rock music like that played by WHAV.

Writing in *Psychology Today*, Riggio discovered the “staying power of classic 60s and 70s rock-and-roll.” He says that stems from more involved parenting; Baby Boomers’ control of much of the music heard in movies, commercials and what’s on the radio; and “filtering” that leaves only the most popular songs from the Rock Era getting regular airplay.

“Newer music doesn’t have the benefit of this filtering, and its newness means that it’s less memorable, and the ‘duds’ are played right along with the songs destined to be classics,” Riggio notes.

Finding 6: The Largest Audience Comes at the Lowest Cost

Closer to solving the marketing puzzle for their business, Mark and Maryanne had a new worry: “What does success cost?” The business duo needed an accurate method of comparing the cost of radio, print, internet and other vehicles.

One common measurement is cost per thousand (CPM). A review of the top vehicles found radio had the lowest CPM at only \$4 compared with local television, \$10; newspapers, \$6.99; magazines, \$6; entertainment websites, \$4.75.

Some look at spending \$100, \$250, \$500 or \$1,000 in print as affordable, but don’t realize the same investment in radio delivers far more consumers who will do business. WHAV’s cost per person reached is the lowest of all local marketing vehicles—the best return on investment (ROI).

From Nielsen, a “sales effect study examined radio’s return on ad spend in four retail categories—department stores, home improvement stores, mass merchandisers and quick-service restaurants. The research showed that, depending on the category, every dollar spent in radio advertising could generate up to \$17 of revenue from listeners exposed to ads.” One reason for the high return on investment is radio’s relatively low rates.

Finding 7: Amplify Your Appeal with the ‘Halo Effect’

Listeners to public radio stations such as WHAV are 39 percent more likely to consider doing business with companies that “consistently sponsor public radio.”

Studies conducted in 2003, 2011 and 2016 all confirm this “Halo Effect” of public radio. As a 2016 study by Lightspeed Research confirms, “Companies that consistently sponsor public radio are more likely to be perceived by listeners as having the best reputation or offering the highest quality.”

Finding 8: Save More by Buying Only Your Market



Brick and mortar businesses attract customers relatively close to home. That is, the local restaurant, bank, insurance agency can’t reasonably expect to attract ongoing business from people 20 to 50 miles away.

Yet, many of these local businesses pay extra to reach distant people they’ll never meet.

Mark and Maryanne discovered WHAV has solved the marketer’s dilemma. That is, trying to target just those qualified customers they want close to home without paying extra to reach distant audiences they don’t need.

Conclusion: On-air or online, WHAV’s reach is locally focused, respected and eminently affordable. Even though it offers, by far, the largest local audience, it delivers at the lowest cost per consumer reached.





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189 Ward Hill Avenue • Haverhill, MA 01835-6973 • 978-374-1900