

HOW TO EFFECTIVELY USE RADIO FOR LEAD GENERATION



Radio + Digital = Leads

When radio and digital marketing are used together, they are the perfect combo for lead generation. Follow these five steps to begin generating leads with radio:

Why Radio?

- **Reach:** More than 9 in 10 Americans listen to radio each week
- **Frequency:** Strong recall
- **Trust:** Personal connections with radio stations

1 *Have a Compelling Offer*



You can't expect leads without a great offer! Some ideas include:

- Promo codes or coupons
- Giveaways or contests
- Free resources like guides and webinars
- Register or RSVP for an event

2 *Develop a Targeted Ad Campaign*



Choose a radio station (or stations) that fits your target audience, and develop spots that:

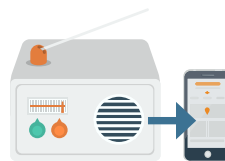
- Speak their language
- Resonate with a need or desire
- Feature your compelling offer

3 *Drive Listeners to a Landing Page or Website*



Use your website or set up a unique URL to send listeners to — and make that the call-to-action for your spot. Don't bury it in the copy or try to fit too much in.

4 *Tie Your Ad to Your Landing Page*



Make sure the listener experience is seamless when they follow through.

Your landing page copy and visuals should complement your radio ads, and clearly let the listener know they are in the right place.

5 *Make It Easy to Take Action*

Get to the point! It should be an easy, seamless process to take whatever action you are inviting them to take. This is typically done via a form that is mobile-friendly.



CONTACT US

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