

How Much Should Plumbers Pay for an Effective Radio Advertising Campaign?

First, Radio has proven to work to help plumbing companies generate enough leads to make it a profitable marketing investment. However, it's been done wrong so many times that many plumbers will tell you "I've tried radio and it doesn't work". We are not only going to share with you information to teach you how much you should pay for an effective radio campaign, but we're going to show you the strategy that you must use so that Radio becomes the "Profit Faucet" you expect it to be. This strategy makes radio work every time, *all the time*.

The fastest, easiest way for you to tell if radio is working for your competitor is to calculate the number of years they've been using it.

How many times have you heard a plumbing ad on the radio and the next month it's gone! It's a sure sign that radio ads didn't work for them. Nobody keeps spending money on advertising that produces little or no results.

Our plumbing clients have been using radio effectively for the entire length of our relationship. Our oldest plumbing client was signed 9 years ago. We built their radio advertising campaign correctly. That's why they have been advertising on radio 3 weeks per month, every month, every year, for the past 8 years without a break. Why? Because it's a large profit faucet; and it produces leads consistently, and not just leads, but qualified leads, and not

just qualified leads, but leads that are easier to convert to appointments, job quotes and sales.

So, what do we mean when we say “effective“ radio marketing campaign? Webster's dictionary defines “*effective*” as follows:

successful in producing a desired or intended result.

Prepared for use or action, especially in combat. Efficient, serviceable, or operative, available for useful work.

Is it your desire to receive a steady and profitable flow of plumbing leads from your radio advertising campaign? Do you want the leads produced from your radio advertising campaign to convert to a sale more easily? What about awareness for your brand? When people need plumbing services, whose name is it that appears at the top of their “mental list”? Is it yours?

When people think about needing a plumber do you want your name forefront in your prospects' minds? This is a shared goal between us and our clients. It is what we do every day; what we eat, live, breathe and sleep – and that’s creating effective, profitable radio advertising campaigns for plumbers.

How Much Does an Effective Radio Advertising Campaign This Cost?

For you to completely understand how much you should spend for an effective radio ad campaign you have to understand the landscape of radio. Knowledge is power and the knowledge you're going to receive will give you the power to make radio advertising work for you and give you an insight as to how much that's going to cost you.

**A typical radio station will air about 17 commercials per hour
that's 408 ads per day (24-hour period)**

During radio's **primetime**, which is between the hours of 6am to 7pm, a radio station will air 221 commercials per day or 1,547 ads per week (Monday through Sunday, 6am-7pm)

1,547 ads per week

**The Number of Prime-Time Commercials a Typical Radio Station Will Air in 1-
Week**

1-Day 24 hrs.	1-Week 7 days	1-Month 4 weeks
408 ads	2,835 ads	11,340 ads
1-Day primetime	1-Week 7 days primetime	1-Month 4 weeks primetime
221 ads	1,547 ads	6,188 ads

Here’s the problem advertisers face, especially plumbers. 96% of all radio reps will not propose the minimum number of ads required in prime time for you to get a significant ROI from your radio advertising. Why do they do that? Because when they multiply the number of ads required to be successful times the going rate; they see a total price that is far more expensive than **“they would pay”** they’re building a schedule based on their **“wallet”** and doing you a disservice in the process.

Most radio reps will propose running 12 to 20 commercials per week in prime time and then fill in the rest of the schedule with fringe (evenings, over-nights and broad rotating ads). While they’ll present you a schedule that may have 40 ads in it, up to 30 of those ads are a waste of budget.

42 Primetime Ads per Week

If the radio station you choose runs over 6,000 primetime commercials in a month, how effective would it be if you purchased 50 of those ads for your monthly advertising campaign? 50 ads out of 6,000 ads! You see, even if you are not a radio marketing expert, you intuitively know that the other 5,950 ads (that aren't yours) will bury your ads.

Those other ads will bury your "voice". In fact, that's what it is called your "voice" on the radio and the percentage of ads you purchase versus the percentage of total ads that the station will air is called your "**share of voice**".

No matter what radio station you choose to advertise on, regardless of what listening format they are, a plumber needs to buy at least 2.7%-3% of the total ads available in any particular time period. Since radio advertising is purchased in weeks, your weekly, primetime "**share of voice**" should be no less than 2.7%-3% of the available primetime ads per week.

Accordingly, if the radio station airs 1,547 Primetime commercials per week you need to purchase at least **42 Primetime Ads per Week**.

Real world Application: let's say that your local country radio station's listening audience is the same kind of customers you want for your plumbing company. In order for you to calculate how much you should spend for an effective radio advertising campaign you would multiply 42 times the station's rate in prime time (Monday-Sunday, 6am-7pm). If the

average rate of the radio station in this time period is \$100 per commercial then your weekly advertising cost is \$4,200.

KEY- if your budget is less than \$4,200, then you must negotiate the station's \$100 rate to a rate that comes in line with your budget. You never reduce the number of commercials in order to lower the budget to meet your requirements. In the same way that you do not lower the number of gallons of paint to paint your home because ultimately there will not be enough paint to get the job done because you did not reduce the number of commercials because there won't be enough commercials to get the job done.

So, what happens if you can't afford \$4,200 per week in radio ads? Suppose your budget is only \$2,100 per week? Then you go find a radio station that targets your ideal customer profile, then charges \$50 per commercial. In many markets there are 10-30 radio stations to choose from so you can always find another station that targets your customer profile where you can find an average rate that fits your budget. For example, our Los Angeles plumber wanted to be on the number 1 radio station in the market, but the commercials were \$1,500 each and there was no way they could afford that price. So rather than lowering the number of commercials to fit their budget we found another radio station that targeted their customer profile where the average rate was \$200. Even though the radio

station ultimately chosen was number 23 in the market it performed better in generating leads than our client ever thought possible.

So, whether your budget is \$1,000 a month \$5,000 per month \$10,000 a month or \$100,000 a month the key to your radio success is going to be purchasing the correct “**share of voice**”

Here's What Your Radio Schedule Should Look like:

- Radio Station Time Periods,
- Days of the Week,
- Number of Commercials in Each Time Period.

Your Next Steps

While picking, negotiating and purchasing your radio ad schedule is important, what's also critically important are having effective radio ads.

[Click here](#) to learn the four components that will make your ads perform better than you ever thought possible, **interrupt**, **engage**, **educate** and **offer**.

If you have any questions this paper didn't answer, please contact us to set up an appointment. We look forward to helping you.

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