

## Top Ten Ways to Increase Sales with SoundADvice



Why does e-marketing still work? You don't hear much about e-marketing anymore because it's not new. But like radio, email still works, even though social media currently receives all of the headlines and the lime light. In a December 2012 study conducted by inside digital media, marketing industry experts identified email as the single more important marketing channel for driving sales. 93% of marketing experts said email can increase overall spending. The study revealed that in the business to business worlds, email has 3 times as many users as Facebook and Twitter combined.

"We monitor all results and we are proud to announce that our [SoundADvice] open rate is nearly 5 times the industry average."

-Wayne Ens

### TOP 10 WAYS TO INCREASE SALES

#1. Always get \_\_\_\_\_ to add a new prospect to your database or subscription list.

You'll see some sample approaches to capturing new SoundADvice subscribers in your SoundADvice user's manual.

Sending unwanted or uninvited emails can create more enemies than friends.

Offering free tips to increase your client sales is a great way to establish your brand as a helpful marketing professional and a sustaining resource.



#### In This Workbook

- Top Ten Ways to Make Money with SoundADvice

#2. \_\_\_\_\_ the talk.

The most successful SoundADvice members have SoundADvice at the core of their selling process and their sales culture. They studied the advanced releases and the accompanying field and application guides and they preplan every call to open more dialogue about radio's important role in increasing advertising sales.

#3. Use SoundADvice to \_\_\_\_\_ cold calls.

Make it a practice to always offer to add free SoundADvice subscriptions to every new contact you make – by phone, in person, by email and any marketing you do.

We have 1 market where an account executive has added over 700 advertisers to their SoundADvice subscriptions. We are told that results in an average 4 ½ new advertisers on the air every month.

#4. Advertise SoundADvice \_\_\_\_\_.

The client version of the SoundADvice marketing tips makes great content for local commercials. Stations that use that content to drive advertisers to their webpage to sign up for SoundADvice consistently uncover new prospects and new sales. You'll see samples of some of those commercials in your SoundADvice user's manual.

#5. Think out of the SoundADvice \_\_\_\_\_.

Our wide range of topics from how to make your grand opening grand, to how to use testimonials in commercials, to how to budget for advertising, to how to drive more web traffic are all great door openers for you. You can email or print and deliver strategically appropriate topics to help you open more dialogue about radio's key role in the new marketing mix

As a SoundADvice member, you're also licensed to cut and paste strategically chosen SoundADvice tips into your sales presentations

#6. Follow up on the click through \_\_\_\_\_.

Never email, drop off, or fax field guides that your prospects request. When an advertiser or prospect does request a field guide it's an important buying signal. They're basically saying "I like this stuff, this topic is important to me, and I trust you to help me with my marketing." You owe it to your prospect, your station, and to yourself to follow up promptly, and to study the application

guide to help you sell more radio advertising. Our average SoundADvice member only receives an average of 5 click throughs per month, slightly more than 1 per week. This is not an onerous task to make an appointment to discuss the field guides in person.

#7. Scan your list every week and identify 2 prospects that would \_\_\_\_\_ from the content.

Simply review the weekly SoundADvice topic and ask yourself "which 2 accounts would benefit most from discussing this information?" Make an appointment, deliver the field guide, and discuss its application with your prospect.

#8. \_\_\_\_\_ your clients are receiving SoundADvice.

In spite of your best efforts, and ours, SoundADvice occasionally gets blocked by anti-spam software or in your prospect's junk mail. Your SoundADvice user manual clearly identifies how to approach your prospects to ensure SoundADvice is whitelisted and it is received and read by your clients every week. Even when your client has whitelisted SoundADvice, if there is a particular issue you feel is important to them – do not assume they have opened it. Bring it to their attention and discuss it.

#9. Make SoundADvice a collaborative effort between you and all of the

\_\_\_\_\_.

If there's an issue or a topic that would further your cause or help sell more radio in your market, let us know about it. We'll do the research and write that topic to help you increase your sales. Also If We may be able to adapt this into a future SoundADvice.

A reminder: once per quarter, with your input, we'll custom produce a SoundADvice specifically for your stations and your market situation.

#10. Your SoundADvice memberships includes no charge mentoring, coaching, and counselling on

all issues relating to \_\_\_\_\_

Many of our members use us as an outsourced resource for their clients. We welcome the opportunity to coach you through some sales issues or to arrange conference calls with you and your

clients to help them with their marketing. Your clients sincerely appreciate the fact that you cared enough about their business to bring in outside expertise into their equation and solve their marketing problems.

Notes:

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---