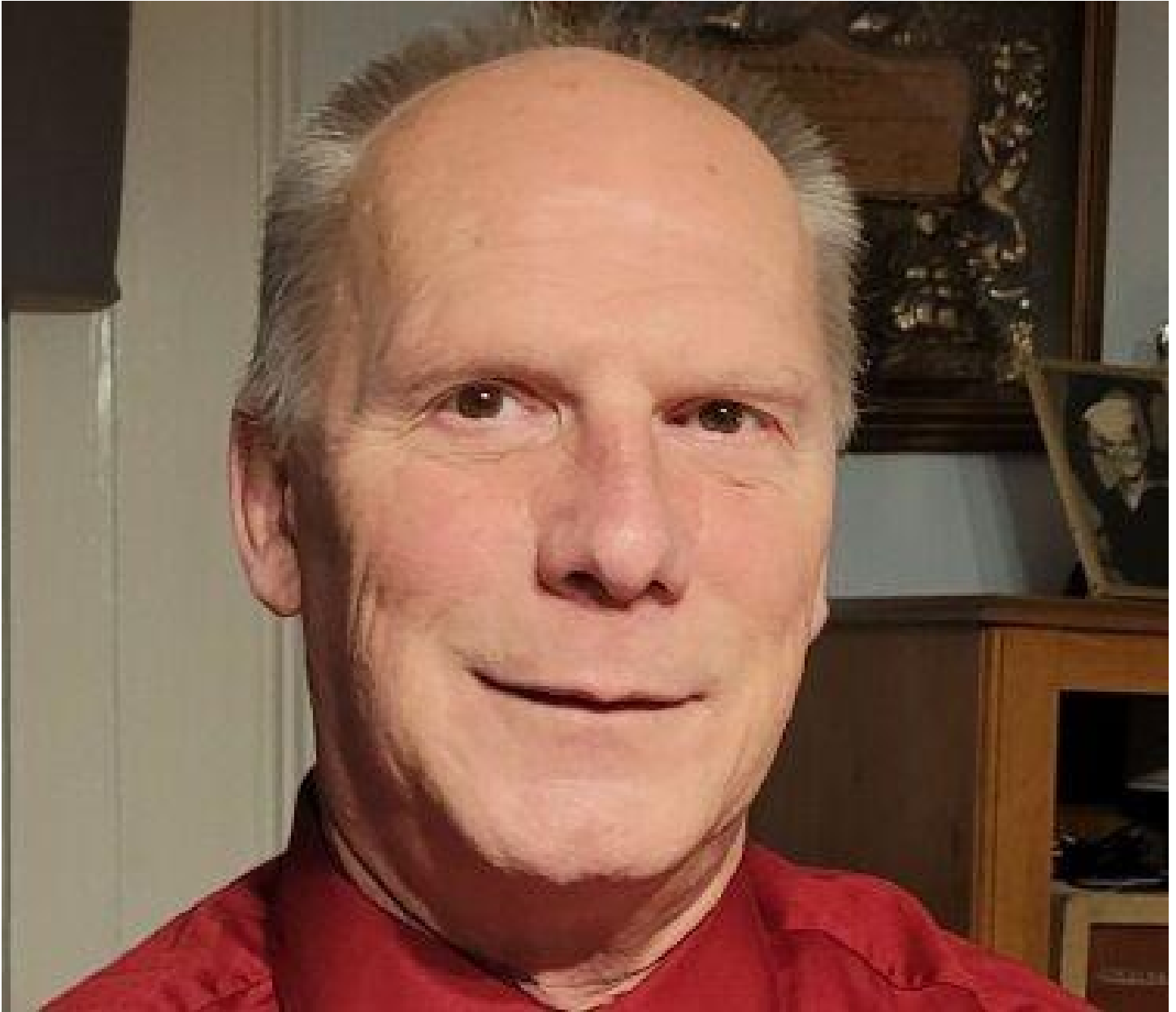


Converting Facebook Advertisers Into Radio Users, One Client At A Time.

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When Facebook serves Bob Woodley an ad for a business he can't patronize because it's hundreds of miles away, the Backyard Broadcasting & Digital Portfolio Manager dashes off a note – not to Facebook but to the advertiser that placed the ad. "As I wish for every advertiser to get the most value for their investment, I began sending messages to Facebook advertisers alerting them to the fact that the ad that I saw was wasted," Woodley tells **Inside Radio**.

Residing in Williamsport, in rural Central Pennsylvania where Backyard Broadcasting owns a cluster of radio stations, Woodley gets lots of Facebook ads for businesses he can't support. So he has been writing notes to auto detailers, home improvement companies, cleaning services and driveway pavers. "Your ad is being wasted in Williamsport, PA," he says.

Turns out most of them are clueless. And most that responded to his email sent a positive reply and many expressed thanks for the heads-up, he says. "It felt good to help these advertisers. That's when I realized I could not only help the advertiser, but I could also help a radio station somewhere else, and they'd never even know it."

When he gets a reply, Woodley makes this suggestion: try locally-owned radio. Early results are positive, he says, with responses ranging from we already use radio to we never even thought about using radio. "My hope is that the phone will ring at a radio station in Charlotte, NC or western Washington State, and it'll be somebody to whom I sent a message, calling to ask about advertising," says Woodley. "It only took ten seconds to send that first message, and begin a short dialog that might create an opportunity for another radio advertising rep somewhere else."

Woodley shared his experience with **Inside Radio** with hopes that others might follow his lead. "What if we all did it? A lot of advertisers forget that sales people are consumers, too. We're subject to the same impressions as everyone else, but we know the difference between a good investment and a bad one, and using a digital impression where it will never work opens a door for all of us, if we take a moment to send a simple message to a Facebook advertiser whose ad is being wasted," he says. "We can all do each other, and the industry as a whole, a service by educating these advertisers about proper geotargeting, and how radio is great at it."

The way he sees it, sending a note to an advertiser might not create a sale for the sender. But it might help some other salesperson create a relationship with a new client. "Radio isn't known for promoting itself very well, but if we all take a moment to create an opportunity for somebody else, and more people are touched with the option of local radio, then we'll be practicing what we preach: Reach and frequency."

By his math, within six months, thousands of businesses could receive good advice when they need it. "We can introduce those businesses to radio, and let another person show them why local radio is a great value," Woodley reasons.

Since he doesn't live near any of the businesses whose misdirected ads he's seeing on Facebook, Woodley says they know he has nothing to gain by taking the time to tell them that their ad was wasted. "They might assume that I have a connection to the radio industry, and that's okay. Now they know there's a nice guy in the radio industry who wrote to them to try to help."

The way he sees it, if the receiving sales rep does a good job and serves the new client well, everyone benefits: the person who sent the note, the advertiser, and the radio industry.