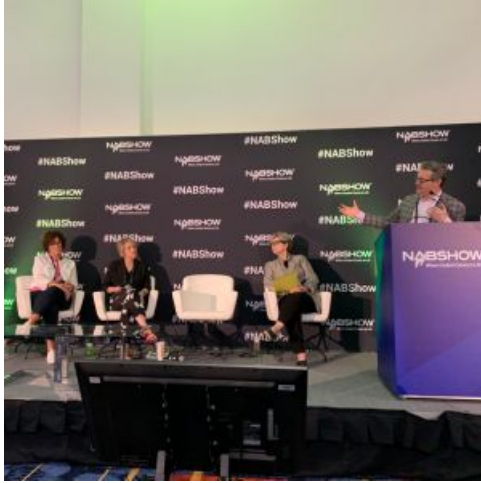


How Does Radio Position Itself In 2023?

By **Radio Ink** - April 18, 2023



The Positioning Radio session at the NAB Show brought together some of the most successful radio advertising executives to discuss the power of radio in advertising. The panel included Jenna Miller, GSM from CMG Tampa, Zimmer Communications GM Carla Leible, and Pierre Bouvard from Westwood One and Cumulus.

Jenna Miller shared a success story from Tampa, where an HVAC seller had been using radio for eight years and saw a remarkable 60% increase in gross revenue. As a result, CMG Tampa became the company's advertising provider across all

fronts, both digital and traditional. Similarly, Carla shared a story of a pest control company that started advertising with Zimmer and made a regular 7% investment in radio ads, which led to exponential business growth over 23 years. The company is now a staunch believer in radio advertising and regularly gives testimonials for the medium.

Pierre Bouvard presented research that showed advertisers who choose radio-only campaigns and skip TV see a much higher ROI and market penetration. According to Bouvard, the share growth for every dollar spent on radio ads is \$28.

The panelists also shared some insights on the art of selling radio advertising. Jenna Miller emphasized that persistence is key, and that sellers should not give up after just three tries. Carla emphasized the importance of showing decision-makers that you can help them, not just by selling to them, but by finding creative solutions to their problems.

Interestingly, none of the panelists reported hearing people complaining that "nobody listens to radio." Instead, they noted that negativity about radio often comes from within the industry itself. The panelists urged their fellow radio professionals to focus on the positive aspects of radio, such as its high reach and engagement rates, and to use those strengths to help businesses grow.

In conclusion, the Positioning Radio session at the NAB Show provided valuable insights into the power of radio advertising and how it can help businesses grow. The success stories shared by the panelists serve as a testament to the effectiveness of radio as an advertising medium, and the insights on selling radio advertising can help sellers succeed in their jobs. By focusing on the strengths of radio and its positive impact on businesses, radio professionals can help the industry thrive for years to come.



