

Frequently Asked Advertising Questions

NorthWave Communications, Inc. (KVAK Radio * www.kvakradio.com * KVAK Insider Newspaper) specializes in helping local businesses grow through cost-effective targeted advertising. With the right audience, and enough frequency, your advertising dollars can provide a tangible return on investment. Our goal is to make your job easier by reaching enough of the right customers to positively impact your business. The secret formula for advertising success comes down to this: What you say times how many times you say it!

Below you'll find many of our most frequently asked questions. Scroll and search the list or if you cannot find what you are looking for call Gary at 907-835-5825.

Should I advertise?

If you need to ward off increased competition or generate additional customers, then advertising is a necessity. Because you can't yell loud enough to let the entire town hear why they should do business with you, you need to select an advertising platform (radio, print, digital, etc.).

When you advertise, you are buying an audience. We provide unique audiences so your advertising dollars are not wasted reaching people who are unlikely to do business with you, while focusing on those that will!

Is radio right for me?

If people who listen to radio do business with you, then radio is an option to explore... and 96% of us listen to radio every week*. (**Radio Advertising Bureau*)

- Radio can expand your market reach
- Radio can target your best prospects
- Radio can generate sufficient message frequency
- Radio can motivate people to shop
- Radio can establish a relationship with customers
- Radio can break through competitive clutter
- Radio can make a lasting impression
- Radio can maximize your advertising investment

If radio were invented today, it would be all the marketing rage. Why? Because we live in an on-the-go society, and unlike newspaper or television, radio is with us everywhere... in the car, in the office, and all over the house. Radio's mobility, intrusiveness and target ability makes it a cost-effective marketing platform for nearly any type of business.

How do I get started?

Research our Web site to answer your basic questions. Then, contact us so we can perform a custom plan and quote for you. After answering a few questions and telling us what you want to accomplish, we can put together an appropriate promotion, or provide you with a custom marketing plan.

How much does advertising cost?

That depends on how much of an impact you want to make. Though you can purchase an occasional special package for a few hundred dollars or less, our most effective advertisers pick a sponsorship that keeps their name "Top of Mind" or invest in consistent, long-term advertising. Finding the budget you're comfortable with is important and we can help you figure out the Return on Investment you will need to accomplish with your advertising plan. Those who advertise with a long-term plan or sponsorship, are considered "Premiere Clients" and receive discounts on promotions and discounted ad rates.

What are the most frequent mistakes advertisers make?

1) Not filling up one cup before moving to the next. Many business managers think they need to do a little of everything instead of doing one thing well. It's been said, "I throw my advertising dollars against the wall and hope some of it sticks." Almost any business can get all the customers they need by simply attacking and owning a radio station's audience.

2) Quitting before the advertising can work. Advertising is like trying to get in shape. The beginning is the hardest part and the benefits truly begin when you think you've given your all. In order to get your desired body shape when working out, you must earn it by sticking to your plan. Successful advertising is no different.

I want to build my business, what do you suggest?

Be honest with your expectations and investment you're willing to make. Then call us at 835-5825 and we'll conduct an in-person marketing analysis interview. We can then provide you a custom marketing plan that matches your goals.

What's the best way to advertise?

Unless you're having a special event, continuous advertising yields the greatest long-term benefits. Not everyone needs your products or services today, so advertising for a month is a crapshoot. Reminding a large group of consumers who are most likely to do business with you about your unique selling position over and over is most beneficial. When any of our listeners need your product or service, our goal is to have your business or organization in their top-of-mind recall.

How long does it take for advertising to begin working?

This depends on what you are selling and the offer you're making. Tell people to visit you for a free \$20.00 bill, and you'll have a traffic jam outside your business. Otherwise, advertising is similar to pushing a car - it's tough at first, but the more you push, the easier it gets. Soon enough you can move the car along with minimum effort. We tell our large custom marketing plan clients, "In three months you'll hate me, in six months you'll talk to me and in ten months you'll be inviting me to your house for dinner." Stick with your plan and you'll be provided a healthy return on investment.

What is TOMA?

TOMA (top-of-mind awareness) advertising yields great long-term benefits. Not everyone needs your products or services today, so advertising for a month is a crapshoot. Reminding a large group of consumers, who are most likely to do business with you, about your unique selling position over and over is most beneficial.

Who makes my commercial?

We can write your commercial from a list of goals you want to accomplish or with information about your special event or promotion or you can write it yourself. You can read it, or our staff will find a voice just right for your message.

Production is free for all our advertisers.

Our custom marketing plan advertisers receive quality production. We have in-house voices, many local voices we can call in to do production and we also have access to the voices of on-air talent from more than 300 radio stations across the United States and Canada. KVAK is a member of a group of 100 radio stations who share talent to ensure our small stations create top ranking advertising messages.

Our mission is to create top quality advertising that works for our client's custom marketing plan. How? By Listening to the client to find out what their true needs and goals are. Spending the time required to develop the right message to serve the client's needs.

What should I say in my commercial?

Ask yourself, "Why should someone do business with me?" Be specific. "What truly makes me a better choice than my competitors?" "What makes us special?" "What is our Unique Selling Position?" Take a look at your strengths versus your competitor's weaknesses that can result in taking business from them. Our goal is to grow your business by getting you your unfair share of the market's dollars from your competition. A completed marketing analysis can help us fine-tune your message to the right audience(s).

How much is commercial production?

At KVAK, both writing your ad and producing it are free.

How can I guarantee success?

After ensuring your business is in fine operating order, stick to a well-constructed advertising theme month after month. If you deliver your message consistently to the right people, your advertising will yield rewarding results.

I'm a small business with a small budget – can I still advertise effectively?

The bare minimum recommended spending for long-term advertising can be as low as \$294 per month. That would perhaps get you one magazine ad, but we can develop a plan that delivers consistent advertising throughout the month. Contact us so we can suggest a plan of attack.

Do you have sales or specials?

You betcha! As a client of KVAK, you will receive information on how to become a part of some of our big city-wide promotions like Frosty Fever and Buccaneer Basketball.

I'm a retailer, what's best for me?

Do you live and die by sales events or do you want more consistency for your business? Sales event advertising can drive customers, but it's the "caffeine of marketing." The more sales you have, the more advertising you need. However, if you want a steady, non-fickle customer base, we recommend the more consistent approach.

I'm NOT a retailer, what's best for me?

Consistency, consistency, consistency! Whether you're a doctor, lawyer or carpet cleaner, a well-developed commercial stating your unique selling position will keep you in the consumers mind when the day comes form them to need your services. We firmly believe the best approach is **Long Term Consistency**, with a minimum of 4 ads a day, forever.

I'm having an event, how should I advertise?

Heavy. We recommend six to fifteen commercials a day for a minimum of three days prior to an event or major sale. For **Short Term Impact** we recommend determining a budget and scheduling a minimum of 1 or 2 ads per hour from the time an event or sale starts scheduled backwards until you run out of money.

When should we use KVAK's Website & E-Mail Newspaper Blast?

Buying a banner ad or putting additional information on the www.kvakradio.com website is a great way to provide listeners with more information. We strongly believe in the power of radio, coupled with our website and e-news. In fact, we do not sell the website and e-blast without radio ads. The radio ads are used to drive people to our website where we can provide them with more information, a form, a flyer, etc. KVAK's E-mail blast gets your message to the inbox of close to 1,000 people. A short message or display ad in this publication can link to our website or to a form or flyer.

What's a positioning statement?

All major companies use positioning statements. It's a necessity. Wal-Mart's very effective positioning statement is "Always the lowest price, always". This statement lets you know exactly what this business is about! You can use your positioning statement in all your advertising (radio, print, TV). Just try to keep it 3 to 5 words and be sure it hits on your unique selling position.

What is image advertising?

When you advertise image, you're establishing "mind share" as versed to market share, and avoiding the "I've got to have a sale" syndrome. Establishing your unique selling position(s) with clarity, creativity and consistency is at the heart of image advertising.

What is branding?

Establishing in the consumers mind your unique selling position(s). It helps prospects understand why they should do business with you rather than your competitors.

How does a buying cycle affect my business?

We all have needs that create buying cycles. As a business owner, you want the consumer to think of you when they need your goods or services. A specific listener may not need an attorney, dishwasher, new sidewalk, or retirement plan today. But, what about those who need these items next month... or next year? Create your business as a point-of-destination in the mind of the consumer. When they have forgotten about your competitor's ad minutes after they pass over it in print, you'll be there to TELL them your story, with consistency, day after day. That's how you create **Top-of-Mind-Awareness** and that's how to fight through a consumers buying cycle.

Should I do a "remote" (live broadcast)?

Live broadcasts are great for grabbing attention for a major event or sale. Our radio stations provide talent, engineering and great visibility. In most cases, weekend broadcasts are booked a month, or more, in advance. Contact us to check on available dates and times. We can also do "Live Spots" where a representative from your business would call the station and we could talk on-air about your business. If you're shy, our staff can talk about your business for you.

What is reach and frequency?

An advertising term that calculates how many people you'll touch with your commercial (reach) and how often they'll hear that message (frequency). Research shows if you can reach two-thirds of a radio stations audience 3.5 times each; your ad will break through and be heard. Contact us and we'll provide you the number of ads needed to achieve exceptional reach and frequency.

How and who do I contact for more advertising information?

Gary Pauly is our sales representative and he can be reached at 835-5825. Laurie Prax can also assist with sales. It's a small office, so if you need to get something on the air quickly, anyone who answers

the phone should be able to help you out.

What's a "Custom Marketing Analysis?"

KVAK has a worksheet we use with new clients to discover what your needs and advertising goals are. Once we have asked a few questions, we can provide you with a free quote and recommendations. There's no obligation, so give us a call. It's not a bad idea for people who have been clients for years to meet with us every six to twelve months as goals and objectives change and we all want to be working in the same direction.

What are your payment terms/credit policies?

We accept cash or check. We are also pleased to extend payment terms with approved credit. We bill at the end of each month Net 30.

Do I have to sign a contract?

Signing off on your approval to run an advertising campaign is standard procedure, although they're maybe a few exceptions. It protects you with a low rate guarantee and provides written permission and consent for us to promote your business.

I tried radio once and it didn't work, why would it work this time?

Because we go through an interview with you and put together a marketing plan approved by you, the odds of success are high.

What is co-op advertising?

It's advertising paid partially by you and partially by one of your vendors. For instance, you may carry a new widget from Acme Company. Acme would pay 50% or more of your advertising bill for sharing time in your ads. Contact your vendors and ask if you have co-op dollars available.

I don't have a large budget, what do you suggest?

First, complete a custom marketing analysis. We can then suggest if the occasional special would be best for you, or if you can afford to invest in a small name awareness marketing plan.

What is drive time?

Morning drive is 6am to 10am, and afternoon drive is 3pm to 7pm. The other primary radio "day parts" are mid-day, 10am to 3pm and evenings, 7pm to midnight. Though drive-time rates are available, the most cost-effective rates are ROS (Run Of Station plan); where your commercial is heard equally in all four primary day parts, including drive times.

Should I advertise during nights and weekends?

It's not cost effective to "anchor" your commercials in drive time only. When our clients buy "BTA/ROS", their commercials run equally in all day parts, including drive times.

Attacking a night and weekend audience is a great way to stretch a small advertising budget. Think we're kidding? Think of the hundreds of possible customers you could easily influence who work night and weekend shifts at hospitals and plants in our area and the hundreds who are running errands on the weekends. For just a small percentage of the number of people listening on the weekend drive through the parking lots of the area and imagine all those car radios turned on. Plus, there's less advertising in the evening and weekends, which mean you're commercial, will be noticed even more than usual.

What is a "Unique Selling Position"?

These are the primary reasons why you are truly a better choice to the consumer than your competition.

Is there a charge for a Business Development Specialist to meet with me for a marketing analysis?"

Never.

Why are your advertising sales reps called "Business Development Specialists?"

Because we're a different kind of radio company. Our Business Development Specialists have been trained to help our clients develop their businesses through effective marketing campaigns. They're not here merely to sell you advertising because that's not what we are about. We're here to help YOU sell YOUR stuff!