

The Simple Guide to Radio's Role in Full-Funnel Marketing



In today's competitive media landscape, radio is often seen as a powerful tool for building awareness. However, it's so much more than that. Radio can play a critical role at every stage of the marketing funnel, helping advertisers reach their goals whether they're building brand awareness, driving conversions, or fostering customer loyalty.

This guide is designed to help radio sales teams understand how to position radio as a versatile solution for clients, no matter where they are in the funnel. With the right strategies and insights, you can demonstrate the full range of what radio can achieve.

Top of the Funnel (TOFU): Awareness

How Radio Fits:



- **Mass Reach:** 80% of Americans listen to AM/FM radio weekly*.
- **Storytelling Power:** Engaging audio spots create memorable brand experiences.
- **Frequency:** Repeated exposure builds recall.

Example: A national clothing retailer uses jingles to launch a new collection.
Sales Tip: Highlight radio's broad reach and its alignment with advertiser demographics.

Middle of the Funnel (MOFU): Consideration

How Radio Fits:



- **Host Endorsements:** Trusted recommendations from DJs.
- **Educational Spots:** Highlight features and solve pain points.
- **Promotional CTAs:** Drive web traffic or event attendance.

Example: A car dealership partners with a morning show to explain leasing vs. buying.
Sales Tip: Emphasize credibility from host endorsements and how they drive action.

Bottom of the Funnel (BOFU): Conversion

How Radio Fits:



- **Promo Codes:** Measure direct conversions.
- **Time-Sensitive Offers:** Create urgency.
- **Localized Messaging:** Drive foot traffic to local businesses.

Example: A restaurant's lunchtime ad boosts sales with a discount code.
Sales Tip: Showcase radio's measurable ROI through trackable campaigns.

Post-Purchase: Loyalty & Advocacy

How Radio Fits:



- **Customer Spotlights:** Build loyalty with testimonials.
- **Brand-Driven Content:** Sponsored segments keep brands top-of-mind.
- **Event Partnerships:** Connect brands with local audiences.

Example: A fitness brand sponsors a segment featuring listener health journeys.
Sales Tip: Demonstrate radio's ability to foster community connections and loyalty.



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