



Intimidation Elimination

Intimidation Elimination:

Intimidation Elimination is one of the workshops in our Reboot Camp series. This workshop teaches reps basic internet knowledge to boost their confidence whether facing an agency or internet savvy client. To be seen as a professional marketing consultant (which is what we all should strive to be), you don't need to know the details—but you do need to know the language—and the possibilities.

1. Basic Terms & Definitions

This section of the workshop teaches reps to understand the basics of internet marketing terms, banner types & positions, ad functions, etc. Knowing the language is often critical to your credibility...and puts you in a position to turn the tables and talk about stuff that really matters...like results.

2. Tracking & Measurement

Agencies have a knack for taking anything we present and making it quantifiable...whether the numbers they are measuring have any bearing on getting real results. So again, it's important to know how they are planning on buying, tracking and measuring a campaign. Eliminate the intimidation right away! Once it's clear to the agency that you know your stuff, you put yourself in a better position to be able to argue what truly matters...results.

3. Shifting the Focus.

Having launched many integrated campaigns with radio, we understand what it means to shift the focus. When an agency/client is so focused on buying a banner at the lowest CPM, you often feel trapped. After all, your radio station web traffic will likely never be able to compete with TV and newspaper site traffic. That is due to two main reasons—radio is already more targeted than either TV or daily newspaper AND radio does not own its own content (with the exception of local new/talk formats). Yet again, radio is left to negotiate starting at the bottom. We say...not so! Shifting the focus often simply means sharing a success story. Radio is in a perfect position to shift the focus from the 'wrong numbers' to the 'right numbers'. From CPM to Qualified Prospects! From click-thrus to RESULTS. (Seeing a pattern?)

4. Integration Strategies.

Let's face it. Internally, we have one strategy. To get more money than we got last time...for a targeted idea that produces results. We hear many times, "I don't want my guys to focus on internet so much that they forget radio". We remind them..."Forget the separation of the two. Radio and internet go hand in hand. They're part of one body." The future of radio IS integration. Maybe not with every single client. But every single idea would probably benefit from an internet component. If you simply keep in mind the consumer path as you're bringing ideas to the table, you'll begin to see that it's not difficult. If the consumer is going online for information in your client's industry before they purchase, make sure radio drives them online to a compelling message. Bring better, more targeted ideas. Your client may not want you to sell him a package. But he'll buy a good idea almost every time...because they bring results.



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5. Selling Integrated Campaigns.

When you are bringing a client a great idea that involves radio and the internet, please DO NOT separate the two investments on paper. Always present your ideas as ONE SOLUTION...ONE INVESTMENT...not two components of a 'package'. You're most likely accounting for each budget separately in your billing system...but that still does not mean that you should present two separate investments to your client. Memo bill your client if you must...but never separate the two. The point of integration is taking two powerful mediums to bring one amazing solution...that gets (you guessed it) RESULTS.