



## Internet

The business community is enthusiastic about online opportunities, and most businesses have developed at least a moderate level of sophistication in their online efforts. More importantly, we have reached the point where the internet is no longer an interesting experiment for marketing departments. It is now considered an essential part of conducting business in the modern marketplace.

Banner ads and online coupons are not going to generate much excitement or revenue. The good news is that advertisers are paying bigger money for better online ideas, and the inventory is infinite..

By combining Radio advertising with traditional promotions and a dynamic online presence, you can deliver impressive results to your in virtually no time at all.

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### Advantages

**Direct Response:** With the Internet, you can reach highly educated and affluent consumers who are able to purchase your products or services with a click of the mouse.

**Interactivity:** The Internet allows your customers to communicate directly with you; they can tell you what they do and don't like, what they want, and what they will buy. They spend as much time as they choose with any amount of information you provide.

**Tracking:** Internet technology allows you to measure exactly how many people saw your message...and how they responded.

**Immediacy:** Thanks to online commerce, your message can reach consumers just before they buy online...and offer detailed information to shape the buying decision.

**Enhanced Capabilities:** As more and more households upgrade to faster broadband Internet connections, advertisers will be able to incorporate rich media formats, which include streaming video, into their ads.

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### Disadvantages

**Perception:** Advertising is becoming more accepted on the Internet. However, the flip side of increased acceptance is decreased awareness. Many Internet users simply tune out ads or even block them with software designed for the purpose.

**Consumer Concerns:** Legitimate ads are hard to distinguish from those

that are malicious. Individuals using the Internet for spreading viruses or electronic fraud have created worries among Internet users. Phishing (pronounced “fishing”), where apparent legitimate businesses ask for credit card and security information, gives rise to identity theft.

**Time:** Despite the growing broadband penetration rate, there will probably always be a core base of dial-up Web subscribers. Hardware bottlenecks make navigating the Net a slow, tedious process. Many users, turned off by the time it takes to view graphic-heavy pages, move on quickly when they don't think the site is worth the wait.

**Infrastructure Problems:** As an increasing number of consumers access the Internet looking to shop and buy, sites that don't prepare for the growth in traffic (particularly around the Christmas holidays) will be plagued by painfully slow loading times or outright crashes. Moreover, e-tailers are very dependent on timely shipping, a possible weak link that could break down just when it's needed most. Loss of online visitors means your advertising will be less effective.

**Rising Costs:** Much of the advertising on the Internet is being sold on a bid basis. The higher the advertiser bids, the better placement of the ad. Premium positions are often higher on a Cost-Per-Thousand basis than Radio.

**New Technology:** The Internet, with its rapid advancements in hardware and software, creates confusion among consumers who turn away from many of the newest attention-getting forms of advertising.

**Age Concerns:** A 2008 BurstMedia survey of 13,000 adult Web users revealed that only 38.6% of the respondents believe Internet advertising is focused on people their age. It is only among respondents 18-24 and 25-34 years that a majority feels online ads are directed at their age groups. (*Burst Media, )*

**Retailer Concerns:** According to a 2008 Booz Allen Hamilton survey, which focused on marketers' possible objections to online advertising, 62% of the respondents cited ROI as a chief concern. In addition, 98% of the respondents said a lack of standardization in reporting of Internet statistics (page views, etc.) inhibits spending. (*BrandWeek, 2008*)

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## **Plus Radio**

**Perception:** Radio is reducing clutter at a time when the Internet is becoming more cluttered. Draw attention to the advertising message by supporting Internet with Radio.

**Trusted:** From the beginning, consumers have expressed caution in using and believing the Internet. Radio is consumers' local, trusted source for information. Add credibility to your advertising campaign with Radio.

Efficient: Cost-Per-Thousand impressions is still a bargain on Radio.

Easy to Use: Radio is fast and simple. Turn on the receiver and begin enjoying a favorite station immediately. The Internet's complex, confusing, and often slow processes turn the user's experience into a negative one. Reach consumers within a positive environment.

Marketing Partners: Radio and the Internet make perfect marketing partners. Radio has proven its ability to drive consumers to advertised Web sites, and many Radio stations have their own Web sites offering advertisers unique multi-media marketing opportunities.

Target Specific Customers: With Radio, you can target specific customers by demographic group, lifestyle trends, and specific product affinity. And since the average Radio listener spends almost three hours each weekday and five hours per weekend with their favorite stations, it's easy to generate enough message frequency to get them to check out your online advertisement. As Radio draws consumers to your online message, it can encourage them to print special coupons directly off the Web and redeem them at your place of business. (*Radio Marketing Guide, 2009*)