

## RADIO REACHES BROADER SEGMENTS OF CUSTOMERS

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**EASTLAN**  
R A T I N G S

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Purchasing Google Ads and other platforms can be a way to effectively reach a portion of the people who are actively searching online for your products or Services. Radio can help you reach the majority of your customers that you are missing out on with online ads and other online marketing.

***Did you know that only about 6% of people searching for a product or service will click on a Google ad?*** Facebook, Instagram, TikTok and other similar platforms are similar or worse. That leaves about 94% of potential customers unreached by your ad. If your website is not in the top 3 search positions for popular keywords you are also missing out on most of the online traffic looking for your products or services.

Google Search Feature	CTR
Ad Position 1	2.1%
Ad Position 2	1.4%
Ad Position 3	1.3%
Ad Position 4	1.2%
Search Position 1	39.8%
Search Position 2	18.7%
Search Position 3	10.2%
Search Position 4	7.2%
Search Position 5	5.1%
Search Position 6	4.4%
Search Position 7	3.0%
Search Position 8	2.1%
Search Position 9	1.9%
Search Position 10 (if present)	1.6%

## Why Do So Few People Click On Online Ads?

A declining number of people clicking on ads can be attributed to several factors, including increased competition among advertisers, rising **"zero-click searches"** on Google where users get answers directly on the search results page without clicking through, user ad fatigue, poor ad relevance leading to people not trusting ads, changes in user behavior, and privacy regulations impacting targeting capabilities, all leading to a potential decrease in click-through rates (CTR) for online ad campaigns.



## Am I Missing Potential Customers?

Focusing solely on online ads can lead to significant missed opportunities for capturing potential customers who are not actively searching for your products or services or unlikely to click on an online ad.

Research indicates that nearly **70% of consumers are open to purchasing a new brand** if they feel a strong connection to the marketing message, yet online ads typically only engage potential customers who are already searching. As discussed earlier, your online ad is only reaching a small percentage of active buyers online.

Furthermore, relying on online advertising may also mean missing out on re-engaging your loyal customers, who could be incentivized to return but aren't being nurtured through online marketing strategies. Even on online platforms like Facebook, Instagram and others only engage a small portion of your loyal customers. **Did you know that fan engagement on a business Facebook page averages less than 1%?**

This untapped segment also includes individuals who may be considering buying in the future but need that extra nudge, as well as those who consistently purchase from competitors and have not yet considered you. In fact, a staggering 56% of consumers don't even realize they need a solution that your product or service could provide.

By only targeting active searchers, your campaign leaves out a sizeable portion of potential customers who could be persuaded to choose your brand now, discover a need they didn't know they had or rediscover a need they had forgot about. Embracing a broader marketing strategy using Radio Advertising can ensure that you reach this critical audience, ultimately increasing your customer base and driving sales growth.



**With Radio, you need far less impressions to get higher conversions to customers because you are reaching people in all phases of the purchasing process with a much higher trust ratio and better recall.**

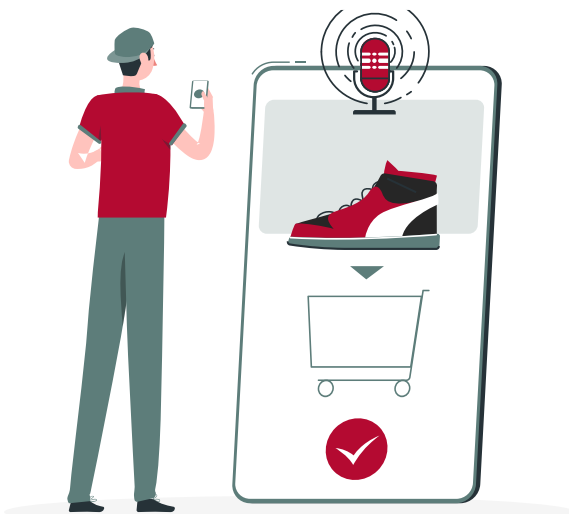
## When Is The Best Time To Reach A Potential Customer?

The answer is simple: as early in the buying process as possible, ideally even before they realize they want to make a purchase. This critical phase represents your best opportunity to capture their attention and influence their decision. **95% of purchases are planned** but often, those plans begin with an intention that hasn't yet formed into a search.

This is a prime moment when customers are just beginning to think about making a purchase, but they aren't actively searching yet. Studies show that once consumers start searching for information about products or services, the opportunity to engage them effectively declines rapidly; in fact, you'll compete with numerous brands all vying for their attention. Google Ads primarily engage customers later in the buying process, targeting those who are already searching meaning you're only reaching a fraction of potential buyers at a time when they are already leaning towards competitors. To maximize your impact, you need to adopt strategies that can reach customers earlier in their journey, convincing them to consider your brand before they even think about making a purchase. Radio advertising only increases your chances of conversion but also helps to build brand loyalty from the ground up.



**NOTE:** One strategy advertisers have historically employed to attract customers early in the buying process was to create informative help pages on their websites and invest significantly in search engine optimization (SEO) to rank those pages highly. For example, a plumber might develop a page detailing how to fix a leaky toilet, anticipating that many consumers would search for DIY solutions before considering professional help. By providing valuable information, the plumber not only addresses potential customers' immediate concerns but also builds trust, positioning themselves as an expert who can be contacted if the DIY fixes prove ineffective.



However, with the rise of AI-driven search features on platforms like Google, the landscape has shifted dramatically. Recent statistics indicate that up to **55%** of search queries now result in users receiving direct answers through AI-generated content at the top of the search results, meaning fewer users are clicking through to traditional web pages (Zero Click Searches).

This change has diminished the effectiveness of the classic help page strategy, as AI often satisfies users' informational needs without prompting further exploration of additional resources or services. As a result, businesses may need to rethink their online engagement strategies to effectively connect with potential customers in this evolving digital environment.

## Are Radio Commercials Impactful?

Yes! Radio commercials offer a unique and powerful advantage over image ads, making them a compelling choice for marketers seeking to engage consumers. Research indicates that radio advertising can achieve a higher recall rate up to **75%** compared to a mere **44%** for visual ads, highlighting its effectiveness in memory retention. Additionally, radio reaches approximately **93%** of the U.S. population each week, fostering a sense of community and connection that image ads often lack. This auditory medium creates an emotional bond through storytelling and voice inflection. In a world saturated with digital distractions, radio provides a focused platform, ensuring that your brand's message is not only heard but remembered.



By investing in radio advertising, brands can tap into this proven medium to generate more substantial consumer response and drive conversions that extend well beyond mere online ad impressions.

## Comprehensive Customer Engagement Strategy Using Radio

### 1. Target Actively Searching Consumers

Both Radio and Google can help you to reach potential customers who are currently searching for your products or services. (Radio can help increase your click through rate by building trust and familiarity of brand and offering). (source: Wordstream).

### 2. Engage Interested But Uninformed Buyers

Radio Advertising help you to focus on the **68%** of consumers who express interest in a product but are not actively seeking it online. Engaging this segment early and throughout the buying process significantly influences their purchasing decisions (source: Google Consumer Insights).

### 3. Persuade the Unaware Market

Radio advertising lets you tap into the **50%** of potential customers who may not be considering a purchase but could be persuaded to buy now. (source: Google Ads Research).

### 4. Enhance Brand Recall for Customer Acquisition

The power of radio commercials through storytelling and audio imagery strengthens your brand's presence and creating Top-of-Mind recall; studies reveal that **59%** of consumers prefer to buy from familiar brands when making purchasing decisions (source: Nielsen).

### 5. Convert Loyal Customers from Competitors

Radio Advertising provides an effective means to target the **25%** of consumers who routinely purchase from competitor brands and therefore have no reason to search for your product or service online. By highlighting the unique advantages of your products, you can effectively present a compelling alternative. (source: PwC).

### 6. Move Beyond the Average Google Ads Click Rate

With Google's average click-through rate at only **3.17%** across industries, it's essential to expand your marketing strategy to reach a broader audience so as not to let the bulk of the other **97%** go to

your competitors. Radio helps you capture this missed opportunity that comes with online marketing. (source: Wordstream).

## **7. Ensure Exclusive Ad Placement**

Online ads often display your advertisement alongside those of your competitors (local, regional, and national competitors), which can diminish its effectiveness. In contrast, radio advertising guarantees that your ad will not air concurrently with competing messages, providing a unique opportunity to connect with listeners without distractions from competitors. This makes Radio a powerful platform for delivering your message in a less competitive environment.

## **8. Create Lasting Emotional Connections Through Storytelling**

Utilize the power of Radio advertising storytelling; research shows that emotionally connected customers exhibit a 306% higher lifetime value. That translates into customers gained through radio advertising can have a higher lifetime value. (source: Harvard Business Review).

## **9. The Hidden Risks of Google Ads**

With Google Ads, advertisers lack control over the specific websites where their ads may be displayed, which can lead to potential risks for their brand image. If an ad appears on a site that does not align with the brand's values or is associated with controversial or inappropriate content, it can negatively impact public perception and damage the brand's reputation. This lack of control can result in loss of trust from consumers who may associate the brand with the content of the websites where their ads appear, leading to decreased engagement and potential sales.

## **10. Maintain a Consistent Cost Per Impression**

Radio advertising involves a constant cost, as advertisers pay a fixed Cost Per Impression. In contrast, online ads operate on a bidding system, where advertisers compete for placement, leading to fluctuating costs based on demand and competition. Not to mention, being out bid can impact how often your ad appears or what position it is placed in, causing your ad to be unreliable on its effectiveness.

## **11. Generate a higher frequency per potential customer**

Research indicates that repeated exposure to an offer significantly increases the likelihood of a person making a purchase or taking action. While Google and many other online platform don't provide specific metrics on how frequently an individual encounters your message, radio advertising embraces minimum campaign buy requirements to ensure a higher frequency of exposure. This strategic approach is effective in enhancing top-of-mind awareness, which plays a crucial role in motivating potential customers to engage and ultimately convert.

With Radio Advertising you not only enhance conversion rates among a broader spectrum of potential customers but also creating top-of-mind awareness and foster lasting relationships, turning initial interest into brand loyalty and advocacy.

## Additional Information:

Online Advertising does not work for a lot of small businesses. The primary reasons are that to be effective requires a lot of time and effort and in the case of Google Ads it is a complex process to be really effective. Small businesses often have no idea if it has really been successful. Often, small businesses approach DIY advertising, including Google Ads, with limited budgets and knowledge. While it's true that Google doesn't set a minimum spending requirement allowing business owners to invest as little as \$50 a month this can lead to ineffective campaigns that hardly make an impact.

Consequently, many small businesses may feel compelled to "advertise" without a clear understanding of how to maximize their return on investment.

Cost per thousand impressions on Google can run between **.51 to \$1000** depending on the industry. With an average of **\$3 to \$10** for small business but with an overall average of **\$38.40**. However as seen above, this is not reaching a large section of the potential customers.

Google employs a metric known as Quality Score to evaluate the quality and relevance of your ads. A lower Quality Score can significantly decrease your chances of appearing in top search positions or even on the first page of results. This score is influenced by various factors, including the quality of the ad content, the click-through rate (CTR) achieved by the advertiser, and the use of contemporary marketing trends. Managing and optimizing for Quality Score can be a time-intensive process that demands up-to-date marketing expertise.

Online advertising can be challenging for many small businesses, especially in 2024. Many small businesses fail at being effective with their online advertising. One major issue is that successful online marketing demands significant time and effort to manage, particularly with platforms like Google Ads, which has become increasingly complex. Many small business owners find it difficult to gauge whether their advertising efforts are genuinely yielding results but continue anyway so they can spend a small amount and feel like they are doing something.

In contrast, radio advertising can be a compelling alternative for small businesses. Radio offers a more straightforward approach, connecting directly with local audiences who tune in regularly and reaching buyers at all points in their buying process. With targeted demographics and the ability to craft a clear and engaging message, radio is often easier to execute as the advertiser is working directly with copywriters and production directors to craft a compelling message that drives sales. In addition, the use of radio can make your online advertising more effective, through recall, branding and building trust with consumers. By radio switching to a Cost Per Impression presentation for schedules, they speak in the marketing language that advertisers believe they need to be thinking in.

Moreover, radio spots can be produced relatively quickly, allowing small businesses to reach their audience and change messaging without getting bogged down in the complexities of digital platforms. Local businesses can benefit from the familiarity of radio in their communities, fostering brand recognition and loyalty. Using radio can ignite your advertising goals and accelerate business growth.

**To learn how to sell radio using Online types of Metrics see our report**

***"SELLING RADIO LOCALLY WITH COST PER IMPRESSION"***



IMPACT	GOOGLE ADS	RADIO ADS
Reach People currently looking for your products or services	X	X
Reach people who are not searching online but interested in buying		X
Reach people who were not thinking of buying but can be persuaded to buy		X
Build brand awareness so top of mind when they are ready to buy		X
Convert people not searching online because they already shop somewhere for those products or services you offer		X
Reach more than the 2%-6% of the people willing to click on a Google ad. (The vast majority will click on the first organic search result)		X
Ads will not show up right next to competitor ads		X
Can create a strong emotional connection and trust through story telling and auditory branding to help people remember you		X
The cost per impression will not fluctuate during the campaign as the result of a keyword bidding war.		X



