

By Wayne Ens

Ens On Sales



Practice What You Preach

Solve Your Advertiser's Marketing Problems By Solving Your Own First

My father once told me, "Never buy a car from an auto mechanic. After he's been paid to work on cars all day, the last thing he wants to do is come home and maintain his own car for nothing."

Many broadcasters suffer from that same syndrome. We create innovative solutions to our clients' marketing and advertising problems, and leave our own marketing efforts to flounder.

Scan most broadcasters' websites and you'll see what I mean. I did a random spot check of 20 broadcaster websites, and only three of them contained useful information for the people who pay our bills — advertisers. The others delivered entertaining or informative audience content, but had absolutely no content for their advertisers.

Most of us talk the marketing talk. We tell our clients that marketing is no longer about products, pricing, and promotions. We tell them it is about connecting emotionally, creating a unique customer experience, and making it easy for the customer to buy.

But from an advertiser's perspective, are we easy to buy? Are we connecting emotionally and delivering a "Wow!" at every level, from the initial inquiry to the delivery of the invoice?

Many advertisers I talk to find the wide range of new digital media to be "sexier" than traditional broadcast advertising. With an ever-expanding variety of media choices, advertisers today are empowered with higher expectations. But in reality, radio and TV still capture 51 percent of consumer time spent with media versus the Internet's 16 percent.

It is essential that broadcasters connect emotionally with advertisers and create exciting advertiser experiences. We must make traditional broadcast media easy to buy while we still have media-use dominance on our side.

Here are a few touchpoints where you can enhance your advertisers' experience:

YOUR WEBSITE — If a new business, prospective Internet advertiser, or current print advertiser goes to your website, they must encounter an informative and entertaining page about the benefits of advertising with you. Make it easy to find, easy to understand, easy to buy, and yes, even sexy.



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- Make traditional broadcast media appealing and effective while we still have media-use dominance on our side.
- People — not products and services — define the customer experience. Hire people with the right attitude to enhance your brand.
- Don't treat your own marketing as an afterthought.

YOUR STAFF — At every level — from the initial contact with your receptionist to the sportscaster who might meet a client in the stadium — your staff must know how to handle advertiser inquiries.

KNOW YOUR CUSTOMER'S EXPECTATIONS — Each of your customers may define value differently. Find out what they expect, then over-deliver after the sale is made.

HAVE A CUSTOMER LOYALTY PROGRAM — Create a preferred-customer loyalty program that offers advantages other than price to your key accounts: Offer sampling opportunities, promotional tie-ins, creative ideas, customer focus groups, and more to deserving clients. Just as important, do not offer lower package rates to fly-by-night advertisers.

ATTITUDES AND SKILLS — Ultimately it's people, not products and services, that deliver the customer experience. Hire people with the right attitude, and train them with the skills necessary to enhance your brand as a sustaining and creative advertising resource.

MAKE EVERY CONTACT AN EVENT — BMW's motto is: Make Every Drive An Event. There should be a valid business reason for every customer contact from the customer's perspective.


VIP SEMINARS AND EVENTS — Make your customers feel important with invitation-only events. Entertain them while building your brand as a powerful consumer influencer.

I recently interviewed two advertisers for one of my radio clients. One said meeting with his advertising salespeople was the highlight of his month. He explained that the opportunity to be innovative and talk about creating exciting new ad campaigns was the bright spot in an otherwise boring business day.

The other advertiser told me she dreaded talking to the "snake-oil advertising salesmen" who all claimed to be number one and made promises they never kept.

I'll bet you know which of these clients spent the most, and perceived the best results.

The most powerful driver for creating perceived value is the customer experience.

Remember the mechanic's syndrome. Look after your marketing first, not as an afterthought. Today's marketing is all about the customer experience and connecting at an emotional level. 

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