



FEB 2007

# The Dog's Bark

A PUBLICATION OF MAD DOG WIRELESS, INC.

## Local Advertising - Should I, or Shouldn't I?

By Chris Rolando - President



**T**his past month, a customer of our radio stations came in to meet with me. He was concerned because he had gone to a "dealer association" meeting of his particular business and was told that spending money on local advertising was a complete waste. He was advised he should rely on National advertising done by his brands and put the six figures a year he spends in local ad dollars in his pocket! I told him that I understood, but had some questions for him. Specifically, if he knew what the market penetration of Mitsubishi is in the home appliance market compared to what it was just 10 years ago. I

also asked him who was going to manufacture the most new vehicles in 2006 (since for as long as anyone can remember, it has always been GM). I asked if he knew how far people will drive to buy a car (average 120 miles).

The fact is, in any category, there are always new players out there doing what you do, some cheaper and some better. Your business has a reason for existing. But what is it? If you say "superior service", then you had better be able to qualify that, as everyone says they have great customer service, though in most cases it is nothing more than lip service. If you say that you guarantee the lowest prices, then be prepared to prove it. And if anyone tells you to rely on national or "co-op" advertising, look at that

advertising and see what it does to promote what you sell. The car business rolls out great creative TV advertising. But does it advertise in a way to bring people to you? Whirlpool has done great ads in all media, and Maytag has the loneliest guy in the world, the Maytag Repairman. But do these image ads move merchandise from your shelves? Only YOU know for sure.

So, as I told this customer sitting in my office... look at your market and your competition. Look at each of your unique selling propositions. Then look at the people you are trying to reach. Look at the media available to you to reach these people. Then look at your nation/regional advertising and see if it is doing the trick to bring people in. If not, well local advertising could be an important part of the mix.

## Don't Ask What Brought Them In...

**T**he way most advertisers attempt to track results is by asking their customers what brought them in. Allow us to elaborate:

When Michael was getting started in the advertising field, he was responsible for the successful grand opening of a new "lumber" store. This was a complete store that carried almost everything imaginable.

Michael, his boss and the storeowner, stood at the front door of this huge place and polled customers as they walked in for the grand opening weekend. As they entered the store, each shopper was asked, "What brought you in?" Roughly 50% said radio, 30% said TV and 20% said newspaper. What interested the polltakers most was the fact that *they never ran an ad on TV*. The grand opening was advertised only on radio and in the newspaper.

How could it be that 30% of the people who came into that store that weekend said they saw the ad where it had never been? And when questioned about how sure they were, they were sure.

After speaking to scores of local advertisers who have had a similar experience when they polled their customers in an attempt to evaluate the effectiveness of their advertising, we've learned some things about polling, about people and about what not to do with the polling results:

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## Good Service... Invaluable

By Rick Murphy - CEO



**L**ast week, I flew into Lake Havasu City in my trusty Cessna 206. It's been a while since I have

flown into Havasu and things have changed. For those who do not fly, the thing you are looking for when you arrive at an airport is an FBO, which stands for Fixed Base Operator. Now, Havasu has had an FBO for some time. But now D2 Aero has opened, and there is competition on the field.

What does this mean for me? When I landed, there was a golf cart with a "Follow Me" sign on the back telling me where to go for fuel. But wait, there was a second one too! Having flown into Havasu many times in the past, the sight of one golf cart on the field was new, but now two? Two people in competition for my business! I followed the D2 golf cart and was greeted by a person to help me park, a cold drink and help with my luggage all just because they wanted to sell me the fuel for my airplane. In addition, they directed me to Arizona Aircraft Maintenance who came in over the weekend to take care of a fuel pump problem.

As for the gas... well the other FBO said their gas was cheaper. But for me, the level of service I received was more important than a few cents a gallon for gas. I guess I just don't mind paying for good service.

## K-Hits Karaoke Benefit Winds Down...



Andy Anderson hangin' with Dad (left), sister (far right) and friend at the K-Hits Benefit Karaoke contest.

The Anderson family and Murphy Broadcasting would like to say thank you to the community for the tremendous support given during the Andy Anderson Benefit Karaoke Contest. Tim McDonnell, Manager of Murphy Broadcasting says, "It was beautiful to see the River Communities come together and support this family in their time of need". The six events raised a substantial sum that

has been deposited in the Andy Anderson Health Fund.

First place winner in the 6 week long Karaoke contest goes to 'Flyin' Bryan and Baby Jane, taking home an '06 Sea Doo from Sun West Express.

Second place went to Mike Moore. He takes home a Mini Sand Rail from Extreme Mini Rails donated by Brack



Construction.

Third place winner, Joe Bramanto landed a kayak package provided by Desert River Kayak. Joe generously donated back his prize to be auctioned later with the proceeds going back to the Andy Anderson Health Fund.

Donations can still be made to Andy Anderson Health Fund, 4747 S. Hwy 95 Fort Mohave, AZ 86427. The Karaoke Benefit Contest will return next year as a benefit for West Care.



Tim McDonnell, Sales Manager of K-Hits, congratulates the 1st Place winners...



...and the 2nd Place winners...



...and the 3rd Place winners

## Don't Ask What Brought Them In...

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- People don't know what brought them in.
- People don't realize that they don't know what brought them in.
- People don't like not knowing what brought them in and they want to be helpful, so when asked, they'll make things up.
- Never change your multiple media advertising plans based on what people say brought them in.

The only foolproof way to evaluate advertising effectiveness is by setting measurable growth objectives for your business, and by monitoring the results in the cash register. Period.

Michael Corbett with Dave Stilli  
*The 33 Ruthless Rules of Local Advertising*  
[www.33rules.com](http://www.33rules.com)

104.5 FM - Lake Havasu	
95.3 FM - Bullhead City	
95.9 FM - Kingman	
101.9FM - Lake Havasu	
93.5 FM - Bullhead/Laughlin	
99.1 FM - Kingman	
101.1 FM - Lake Havasu	
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