



The Dog's Bark

A Murphy Broadcasting Publication

How's it Going?

By Chris Rolando - CEO



Ever have someone involved in advertising walk through your door and ask you this question? Ever have someone who has SOLD you advertising ask you this question?

There was a day when a few Burma Shave signs on the side of the road could increase sales. Times were simpler. There was one store at the crossroads and the cars coming in were doing a break-neck 40 MPH on dirt roads. When someone reached for

the Burma Shave you knew why. Fast forward to the 21st century with an ad everywhere you look. There's the traditional radio, TV and newspaper, but there's also a half ton a day of junk mail, SPAM, signs everywhere including bathroom stalls and grocery carts and you start to see that the "where" of the message becomes a hard question to answer.

But the fact remains that in this day and age, ROI (Return On Investment) cannot be a punch line for someone buying advertising. ROI and Value Justification are must-have components of any

advertising equation. When you are purchasing advertising, it is not so important to know how many people the message reached as how many people it motivated to action. But how can you tell?

Some companies rely on the "where did you find out about us" exit interview. But time and time again this approach proves inaccurate. People just don't know or remember where the spark hit them. But that does not excuse the advertising sales professional from doing their job of quantifying results for their medium. It is incumbent upon

each sales professional to manage expectations for any sale, and then prove the results. The "how" of the proof is difficult at best in most cases, but working together with your sales professional, you can easily work out a system that tells you how your advertising is doing.

What's the difference between someone who is selling you something and someone who is helping your business?

The following letter which recently came into the executive offices at Murphy Broadcasting will show you the difference:

Are My Ads Really Working?

By Tim McDonnell - Sales Manager



Am I getting the highest return on my investment? Questions that should be asked and are difficult, but not impossible, to answer.

Most people's first thought is simply to ask the customers as they come in where they heard about you. On the surface this makes sense but how many advertising images do you remember from last week? Two, maybe 3? That's out of hundreds of advertisements impressed upon you from television, radio, newspapers, magazines and countless signs along the road. Their impact has an accumulative effect and when used correctly, will draw customers to your door. But the

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.... Thane, and his assistant Amy, take such great care of me over here and are just such an incredible pleasure to work with.

Several months ago, after one particularly horrid day when I had received what seemed like my umpteenth call from someone wanting to "sell" me something. I actually picked up the phone and called Thane just to say 'Thank you'.

I told him how much I appreciate it that he never tries to "sell" me anything. Instead, every contact I have with him is always about helping me improve business and making an impact where it really counts, which is, of course, our bottom line. What a difference a true professional makes. Thank you for having such incredible people on the Murphy team



While earning his degree in communications and Broadcast Journalism at Cal State

Fullerton, Thane's real life radio experience started while serving as afternoon campus jock, than later an internship at station KEZY-AM. He moved to Laughlin in '94 where he heard a recruitment ad for radio sales with Murphy Broadcasting. Since that time he has experienced tremendous personal and professional growth and is now Vice President of Sales. In addition to his god given talents, Thane has learned techniques and systems to help generate business and build a positive reputation for his customers in the community.

Are My Ads Really Working?

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day this person walks into your place of business to lay down their hard earned money, they may only be thinking about the last impression made. The conclusion would then be that the last impression is the only one that works, so drop everything else.

Another way to source ads is with coupons. People bring coupons into your store and redeem them. You feel like this is THE best medium because you can actually hold those coupons in your hands and feel very good about your decision. However, one crucial step is left out when determining coupon effectiveness... return on investment. The correct way to measure coupon profitability is to match each sale to each coupon, add up the total amount

sold, subtract the cost of goods, overhead and cost of the ads and see exactly how much money these coupons made you.

These are just a couple of examples that SEEM to make sense, but in reality are not all that accurate.

There is a way to know for sure if your advertising dollars are working as hard as they can. Assuming you know your target market and that you have taken the time to develop a unique selling proposition, the best way to measure your advertising is with traffic count. Knowing your target market will determine where you advertise, and your unique selling proposition will tell prospects why they should do business with you instead of your competitor.

Narrow your ad placement down to three places, using the SAME ad in all three places. Different ads will only dilute their effectiveness. Two weeks before your ad campaign starts, count the number of phone calls and walk-ins you have daily. At the end of each day, total these up and divide it by your total sales. Now you have a baseline for two things, traffic count per day and average sale per prospect. When your campaign begins, continue the counting process. If your traffic count does not go up you will know that something needs to change. If the traffic count goes up, but sales stay flat, you will know that you have a selling problem and can address that issue with your people.

Sourcing ads is tough to do and seldom accurate but this method

for sourcing results can be very effective. If you want more information, give me a call 928-715-8781.

And Baby Makes Three...



We don't like to gloat over someone's special story who happens to work at Murphy Broadcasting, but this is an exception. It's about the birth of a baby.

No, it wasn't sextuplets, triplets, or even twins - heck, it's only one. A little 7 pound, 2 ounce baby boy. Jackson Monroe Hughes is the new arrival and he's certain to be a future radio news director or President of the U.S. (whichever he chooses.) His mom is Murphy Broadcasting Operations Manager Misty Hughes and dad, Phil, is already planning future father/son expeditions.

All of Misty's colleague's here at Murphy Broadcasting offer our congratulations to the proud parents. And, to J.M. (Jackson Monroe) - Welcome Aboard!

Never Assume...

By Rick Murphy - Owner



Because of the nature of what I do, I've become an amateur student of negotiations. Over the years I have learned to be somewhat leery of my assumptions. Maybe it is just a man thing, but my intuitions are weak at best. Mine are likely to be as wrong as right. Just ask the women that know me.

Karrass® negotiators, www.karrass.com, suggest that during negotiations to never assume ...

A) They will never pay that much... B) They don't want to do business with us after the last mess-up... C) There is a lot of competition... D) They would never be interested in this option... E) He doesn't have enough money.

When I've made assumptions like this I was demoralized before I even started the process. These will lower your own expectations, influence the outcome, and in fact, you may be dead wrong.

These assumptions can cause you to make high offers when low ones are called for. Influence you to make low demands and quick concessions when opposite actions are warranted. Seduce you into believing deadlines when patience is by far the better course of action. Create potential hurdles that can move you in the wrong direction.

I try not to fall in love with my assumptions. Assumptions place boundaries on the potential outcomes of a negotiation. The better you validate these boundaries, the better position you will be in to create truly Both-Win outcomes. And, isn't that best in the long haul?

Lake Havasu City, Arizona | 800-582-7625

Mad Dog Wireless, Inc.

GROWTH ... CREATIVITY ... OPPORTUNITY ...

104.5 FM - Lake Havasu
95.3 FM - Bullhead City
95.9 FM - Kingman



101.9 FM - Lake Havasu
93.5 FM - Bullhead/Laughlin
99.1 FM - Kingman



101.1 FM - Lake Havasu
106.3 FM - Bullhead/Laughlin
100.7 FM - Kingman



96.7 FM - Lake Havasu
103.9 FM - Bullhead/Laughlin
103.9 FM - Kingman

