



TheGredeCompany

30-SECOND MARKETING TIP



Media Flighting

Here's a great way to stretch your media budget.

It's called "flighting" and it means staggering your media purchases.

For example, let's say you can afford 10 radio spots a week for 12 weeks, a total of 120 radio spots. Rather than running the 10 spots each week, consider running 20 spots every other week.

You'll double your impact while creating the illusion you're around all the time.

Listeners won't know you're not on the air during the off week. They'll simply assume they just weren't listening when your ads were running.

In your trade magazine, try running a half-page ad every other month, rather than a monthly quarter-page ad.

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