



# Lead Generation 101: **TV / Radio**

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## TV/Radio

One of the more expensive routes to generating leads is to use TV and Radio advertisements to attract people to call an 800-number to request more information about your product.

The rewards of TV/Radio lead generation are great, but so too are the risks. If your company is willing to make an investment in one of the most powerful forms of advertising and have a system in place for leads to be routed to employees trained to nurture each lead with maximum efficiency, then TV/Radio might be a powerful tool for your business.

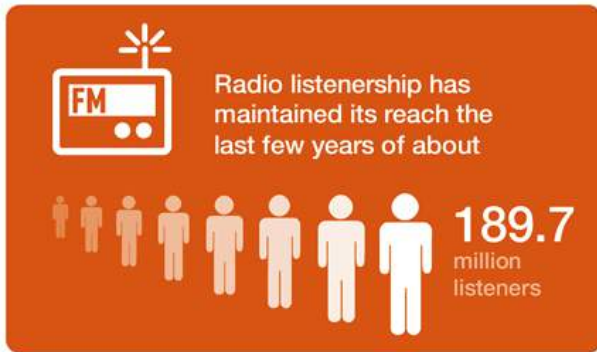
There are two big hurdles to overcome with TV/Radio advertisements. First, a company must find a great 800 IVR system that can route calls to any client, based on rules like round robin, price, zip code and voice prompt. ClickPoint boasts one of the most advanced IVR systems available in their LeadExec program. Without an IVR system leads will not be captured efficiently, or a company may get overrun with calls. It used to be difficult to move all the calls that come in and get a decent ROI, but now there are catch all accounts and resources marketers make use of to maximize their 800-number advertisements.

The second major hurdle is financing.

Television and radio advertisements cost more than any other form of advertisement because you are interacting with an engaged audience. Expect to spend more on radio and TV ads than any other type of ads. You can purchase radio ads through services like WideOrbit, which works pretty similar to Google's AdWords. One thing to keep in mind before you jump into running a TV/Radio lead generation campaign is to make sure your system is setup perfectly, and that you have a great pitch in your advertisement. If you take the time to properly set up your call scripts and execute a good pitch then TV and radio ads can lead to a trove of the highest quality leads possible.

The bottom line with TV/Radio lead generation is that it should never be attempted without a good 800 IVR call routing system in place. You will waste money, time, and credibility if you're careless. But if you have the financial backing to support a TV/Radio campaign you might find it to be the most effective way to generate a huge amount of leads quickly.

# TV/RADIO



Radio listenership has maintained its reach the last few years of about

189.7 million listeners

The infographic features an orange background with a white FM radio icon at the top left. Below the text, there are eight white human silhouettes of varying heights, representing the listener base.

## Time is spent watching ads.



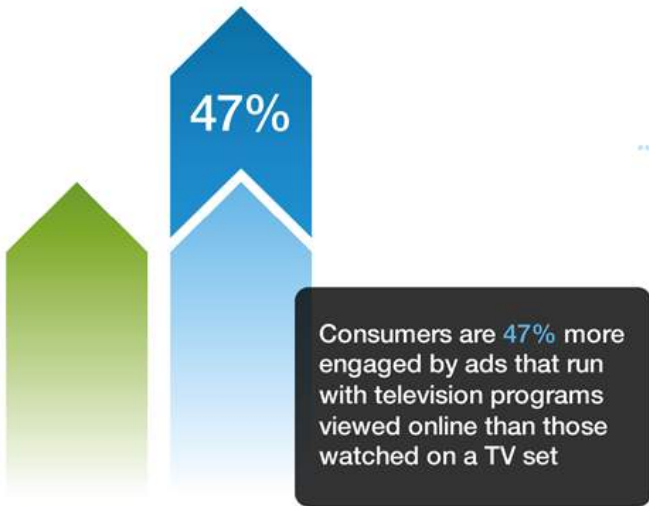
25% of TV Watching Time

The infographic consists of a blue circle containing a white TV icon with a play button symbol on its screen.



3% of Online Video Viewing Time

The infographic consists of a green circle containing a white computer monitor icon with a play button symbol on its screen.



47%

Consumers are 47% more engaged by ads that run with television programs viewed online than those watched on a TV set

The infographic shows two upward-pointing arrow shapes. The left one is green and the right one is blue. The blue arrow is taller and has '47%' written inside its top section.



90%

By 2013, ninety percent of Internet traffic will be video

The infographic is a large green circle with a white border, containing the text '90%' in large white font and the statement below it.

## About ClickPoint Software

ClickPoint Software is a lead distribution and lead management company dedicated to decreasing costs and increasing ROI for our customers. Our easy-to-use, easy-to-implement software gives sales and marketing teams the tools they need to distribute, track and manage leads in real-time, helping to increase conversion rates. Unlike other lead management software, ClickPoint offers a complete solution that can stand alone or integrate with existing systems.

ClickPoint Software products help our clients – from the Fortune 500 to small and mid-size businesses – increase efficiency and decrease cost so they can improve ROI in as little as 90 days, so they can focus on profits, not process.

## Want to learn more?

The Team at ClickPoint Software has created this series, Lead Generation 101, to provide marketing and sales professionals more detailed information on the best practices for generating more leads. Download the entire series at [www.clickpointsoftware.com](http://www.clickpointsoftware.com)

Schedule a LIVE Demo of our software solutions and receive a Lead Generation ROI Report at no cost.

