

Radio Makes Dentists Smile RAMP Targets Upper-Income Listeners For Better Radio ROI



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- Joe Barton, Vice President, RAMP



RAMP, an agency in Blue Bell, PA, specializing in local-radio marketing for dentists for over 12 years, has made both an art and a science of turning small budgets into big returns. Its founding concept, designed by dentist and founder Dr. Michael Silverman, was simple—use radio to target a specific clientele with specific scripts. Dr. Silverman wanted to reach persons with an annual income level of \$75,000 or more who also had extensive dental needs. Having worked with several hundred dental practices, RAMP employs its strategy of using radio research to build a targeted media plan for other high-end dental practitioners with lofty expectations for return on investment.

The Detail Is in the Data

RAMP is laser-focused when pulling together radio buys for its clients. Through targeting by complex geography and household income levels, it is very tactical when putting together a campaign. As a subscriber to Arbitron Respondent-Level Data, RAMP drills down to specific demographics and increases its ability to target specific demographic groups. According to Joe Barton, Vice President at RAMP, “What Respondent-Level Data does for us is it allows us to zero in on specific areas; then, most importantly, the qualitative criteria of \$75,000-plus household income. Once we zero into an area and overlay the

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Joe Barton, Dr. Michael Silverman

household income, it gives us guidance and could narrow our focus down from 38 to 4 stations." Barton continues, "We use radio as a reach medium."

Higher Frequency Equals Faster Results

RAMP's philosophy of looking at the data with a detailed process has paid off for the agency's clients by allowing them to get ground-level intelligence. For example, when putting together a new business plan, RAMP looks at audience composition. Barton explains, "Composition is so powerful. Pull up a quick station ranker. Fictional station WAAA comes up number one with a 1.5 rating, but the demographic

composition for Persons 35-64 with 75K household income is 61%. That means you are wasting 39 cents on every dollar." He goes on to illustrate: "Go down the ranker to where the composition is 95 for your target, then you are only wasting 5 cents. We isolate every dollar and every spot. If we can buy a cheaper station that has a higher composition, but still a decent rating, then you can buy more spots within budget, therefore with a higher frequency. Higher frequency equals results faster."

Tracking Return on Investment

Dr. Silverman's vision, Joe Barton's keen buying and planning skills, and their shared belief in radio has paid off for RAMP clients. Each campaign has a highly sophisticated system for measuring campaign success for their dentists. Barton explains, "We can put tracking mechanisms in place with a phone number and even a web address too. We generally see six to seven times the ROI for each dollar spent on radio." For example, RAMP reviews overall campaign response with clients on a monthly basis, focusing on appointments

made, appointments kept, and the resulting production. This tracking system can even monitor down to the lifetime value of the dental client in terms of procedures from the first visit. Barton clarifies, "If a dentist spent \$3,000 last month on advertising, they could track that \$30,000 was received on that investment."

Message and Station Harmony

The success of RAMP with radio can be tracked to careful planning. By utilizing specific media planning tools to drill down to zip code groups for specific demographic targets, it can reach its dentists' intended targets. Understanding the demographic profile of its clients' practices has been crucial in crafting media buys that provide results.

RAMP uses radio to go beyond targeting the traditional top stations in a market and instead targets specific demographic groups with relevant messaging. This strategy has created a combination that has led to sweet music for both the agency and its clients.



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