

Published based on [What's Your Call To Action For Your Radio Advertisement?](#)

What's Your Call To Action For Your Radio Advertisement?

Transitioning a consumer from merely an interested party into a potential customer, is one of the most important steps in advertising. This period is known to marketers as a call to action and can take on numerous forms. Traditionally 0800 numbers and websites have been the most popular methods utilized across all advertising forms. In the world of radio advertising though, the website is currently the most popularly utilized call to action. But is it the most effective?

In the world of radio advertising, the most common call to action traditionally used was the website. But it begs the question, where are consumers listening to the radio? Generally, it's not somewhere with a computer in immediate range. Right then and there, potential customers are lost because of their inability to engage with the advertiser.

Mobile phones on the other hand are generally on hand wherever the customer may be, presenting a viable option for easy interaction between the consumer and the advertiser via SMS Marketing.

So in this day and age a web address may not be the most effective way to appeal to customers and the case studies are backing it up!!

A New Zealand Tourism company would give a definite yes. By implementing a SMS marketing component to radio advertising, they experienced some excellent results the easy way. For the duration of their campaign, two separate calls to action were offered - the traditional website choice and a SMS marketing option. The addition of the SMS marketing option nearly doubled the total responses received by the company, drawing hefty praise from their marketing team.

Far from a unique case though, when a multinational financial company offered three separate calls to action in their radio campaign, which one do you think received the most responses? SMS marketing proved to be by far the most popular and effective choice, receiving twice as many responses than the internet and three times as many responses as a free-phone number.

SMS marketing is a proven and highly successful marketing option in today's lifestyle.

Looking to find the best deal on [SMS Marketing](#), then visit www.txt2get.co.nz to find the best advice on using [SMS Software](#) for your advertising.

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