



SOCIAL MEDIA

Class 2 – Radio Spots and Street Marketing



Online Case Study

Company 1
Car Dealership

Company 2
Kindergarden

Company 3
Restaurant

Company 4
Fashion E-Com

Company 5
Gym

- Social Media Selected
- Communication Strategy
- Slogan
- Promotional Design

- Online Ads Platforms
- Other MK Actions



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SPOT RECORDING IN GRANADA

- Follow the process explained in order to be prepared to record the spot this afternoon OUTDOOR.



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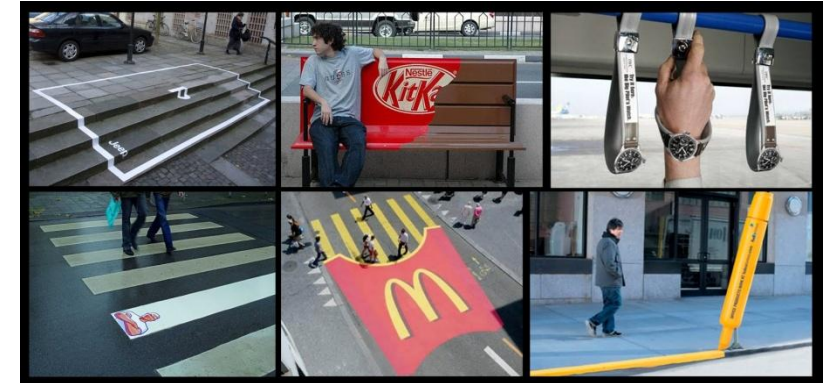
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- Redact a News Article for your Case Study focusing on an event you will organize.
- Use the structure explained.
- 250 – 300 words

Social Media – Face to Face Course

- Class 1 – Articles and Spots (14th November)
- Class 2 – Radio Spots and Street Marketing (15th November)





Radio Spots

Radio Spot is really just another term for a radio commercial.



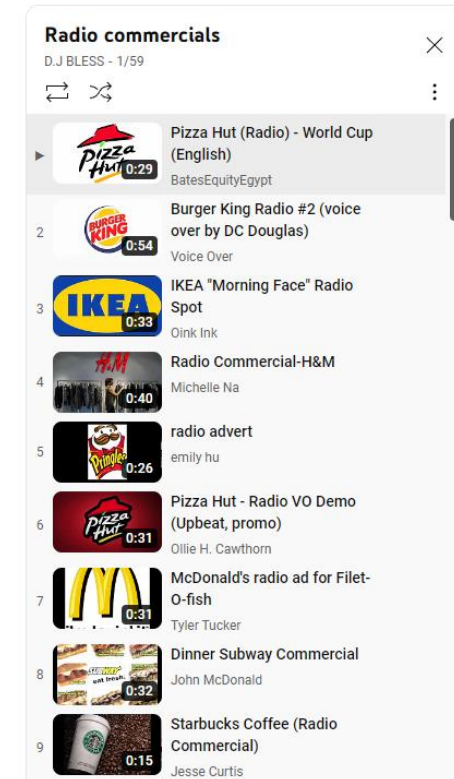


Radio Spots – Types of Spots

- Radio Wedge → They are perhaps the best known, they are produced between programs and are paid for duration and repetition. For an advertising spot to be effective, it must be repeated a lot throughout the day.
- Advertising space. Radio shows may sponsor companies or products on the show itself, usually in the voice of the host who hosts it.
- Words. Announcements issued by the interlocutor.



Radio Spots – Types of Spots





Radio Spots – Characteristics

- Immediacy → It allows you to provide direct info to your audience
- Duration → Due to the spots length, it allows you to impact several times during a day.
- Closeness with the audience → We normally hear the radio during our daily activity, so you become part of its day.
- Creativity → Being a media that focuses solely on the voice, it allows the audience to imagine.

Steps to Create an Effective Radio Spot



Steps to Create an Effective Radio Spot

STEP 1 – THINK AND IMAGINE



Which is your call to action?

What do you want the audience does after hearing it?

BRAINSTORMING





Steps to Create an Effective Radio Spot

STEP 2 – VOICE AND TONE



It's important to think about the tone of your ad to select the proper voice.





Steps to Create an Effective Radio Spot

STEP 3 – WRITE DOWN THE SCRIPT



Organize your ideas and write them down



Catch the attention of the user → You just have 5 sec to do it



Call to Action – Don't forget about it!

Steps to Create an Effective Radio Spot

STEP 4 – TEST YOUR RADIO SCRIPT



Read loud your script to make sure that it sounds logical and attractive



Read it to different people in order to get their feedback.





Steps to Create an Effective Radio Spot

STEP 5 – TIME TO RECORD IT!



Radio Spots normally has 30 secs of duration



More or less, each 25 five words written takes 10 secs to be read.



REMEMBER – 5 secs to catch the attention; 15 secs for your idea and 10 secs for Call to Action



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RADIO SPOT RECORDING

- Take your phone recorder to do it.
- Follow the process and go on!

Street Marketing



<https://www.youtube.com/watch?v=k8Z2B6bH6Kc>

Class 2 – Radio Spots and Street Marketing





Street Marketing

- Street marketing is a marketing modality that consists of carrying out different advertising actions that take place in public space, with the aim of attracting the attention of the public on the street.
- A well-executed street marketing campaign can attract a large audience with low investments.
- Street marketing manages to get closer to the consumer by invading their space and gaining their sympathy and attention.



How to organize a Street Marketing Action?

- Define the target and the space you will need.
- Brainstorm and think about a creative idea.
- Which will it be the 'surprise' factor?



4 Street Marketing Techniques

1. Talking to people → Prepare surveys or try to convince somebody to test your product with the right pitch.
2. Use Art → Do something different – turn your marketing into art.



4 Street Marketing Techniques

3. Offer Samples → Difficult in our cases as companies 'doesn't' exists'
4. Organize a performance





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STREET MARKETING

- Think about an idea to prepare a street marketing action with your case study for the afternoon.



THANKS!

Class 2 – Radio Spots and Street Marketing
Javier Plaza



Social media crash course

A result of „6 digi_tours in Europe“



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