



**TheGredeCompany**

# 30-SECOND MARKETING TIP



## **Media Front Loading**

Here's another good way to create more impact with your media budget.

It's called "front loading" and it means spending more of your budget in the early stages of your media flight.

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 each of the first two weeks, and eight spots per week thereafter.

The heavier schedule in the first two weeks will create greater awareness for your product, with little loss in frequency.

Combine it with Media Flighting [see Tip #6] for maximum impact and no loss of frequency.

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