

Radio Gets Results

We asked Sean Harris of Harris Carpet Center...

How long have you advertised with WMRC???

“Only for about 9 months, I had always thought about using radio but I decided to take the leap.”

Have you noticed a response???

“The response from it was unbelievable so we actually just signed up again, and did it again which is going strong right now.”

How is this response different from your other advertising???

“We’ve always advertised...we usually do the newspaper, and we’re in the phone books and all that, but we just really noticed with radio, and it’s actually hard to keep up with the business.”

How do you view the Return on Investment with WMRC???

“The money that we spend for the advertising comes right back to us and more, so it’s definitely something we’re going to continue doing.”

Any other thoughts???

“I never realized just how many people listen to WMRC.”

Ideas—Creativity—Success