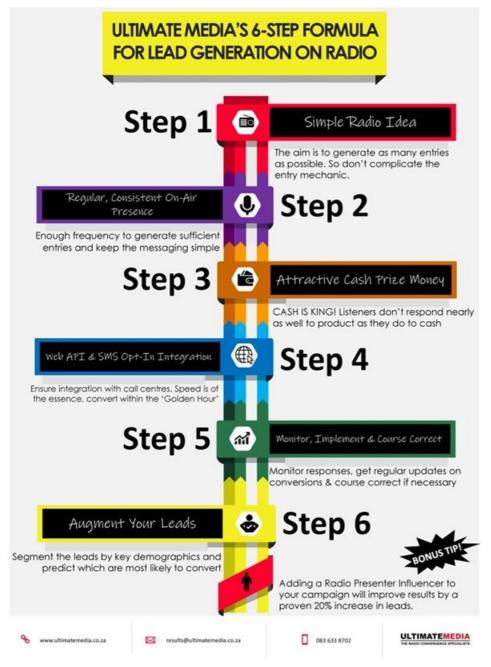


Ultimate Media develops a 6-step formula for lead generation on radio

Issued by Ultimate Media

Radio is an immediate medium with high engagement levels yet, despite this, radio has consistently failed to deliver quantifiable lead generation on a cost per acquisition basis.

Through continuous trial and testing over the past four years Ultimate Media have developed a six-step formula to ensure consistent and successful lead generation on radio based on cost per acquisition.



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