

Radio Gets Results

We asked Henry Labonte of Labonte's Auto School...

How long have you advertised with WMRC-First Class Radio???

“About four years...and since we started our Bellingham office has increased more than my other two locations.”

Where are your new students coming from???

“A lot more Milford than we ever had before as well as the surrounding towns, Medway, Franklin, and even Framingham.”

How do you track the effectiveness of your advertising???

“We survey all our students constantly, where they heard about us...radio, TV, newspaper, postcards.”

Have you tried radio advertising before WMRC???

“We tried some radio stations in larger areas and it hasn't been as successful...WMRC will always remain in our advertising budget.”

Any other thoughts???

“WMRC has been the best...It's done the most for us!!!”

Ideas—Creativity—Success