

From: Automotive Inspection <inspection@arach.net.au>
Sent: Saturday, April 11, 2020 6:50 AM
To: Golda Murr <goldam@coastradio.com.au>
Subject: testimonial

Good morning Golda,

My name is Jono Squires and I am the Director of Automotive Inspection Services & Diesel Remap & Dyno Mandurah.

I would like to reach out to the Peel Community and express the positivity about our experience with Coast Radio for local radio advertising.

I was never committed to radio advertising as our Business has mainly been built through word of mouth.

After successfully growing my Business for over 10 years now, we decided to give radio advertising a go and it certainly proved me wrong.

After weeks of sitting on the fence thinking should I, should I not or should I use the money to invest in the business elsewhere (like I am sure most business owners think) – we decided to go ahead and I can confirm we are so grateful we did.

We firstly used radio advertising with the opening of Diesel Remap & Dyno Mandurah to get the word out and promote the new section of the Business.

The turnaround time between drafting an ad with the team of producers and hearing it on the radio was outstanding - within just a few days we were on air. The day our first ad went on air, the phone action did not stop with people calling saying we heard your ad on the radio.

As time has proven radio advertising to be beneficial, we have expanded to having both Automotive Inspection Services & Diesel Remap & Dyno Mandurah on air and run a numerous amount of ads for different sections of each business.

As a Business Owner, I can confirm radio does work and I was amazed with the feedback and extra business we have gained – I would highly recommend it to any business looking for extra successful marketing options.

Thank you,

Jono Squires – 0438 949 061 1

Jono Squires
Director

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