

10 Tips To Market Your Church Radio Station

Spread your message further by following these essential tips





① Share Your Content

Make sure to share all your broadcasts on platforms like Twitter and Facebook before and during your broadcasts, but it doesn't have to end there!

You run a radio station, so you have access to hundreds of hours worth of audio footage. Record all your broadcasts and share them on platforms like Soundcloud, Mixcloud, and make your stream available on directories like TuneIn.

This way you can make use of your content after it has been broadcast, but the best thing about this approach is that it allows you to continue promoting your broadcasts even after they have gone out.

This strategy is known as “Multi-Channel Marketing”, which essentially means getting a single piece of content into as many channels as possible. Your website for instance is one channel and probably the primary place people come to consume your content, but its important not to overlook other channels.



② **Think About What Your Users Are Searching For**

Often the easiest way of attracting new listeners is by thinking about the things that they might be searching for and creating content that satisfies that need.

Brainstorm all the things you think potential listeners might be looking for on the internet and create content around those topics.

For example, a listener may type, “Most popular religious songs” into Google - By creating content based around these keywords you can increase traffic to your website and ultimately increase listener numbers.

Best of all the people you attract will be relevant because you targeted them, so will most likely become highly engaged listeners.



3 Blog, Blog, Blog!!!

Having a blog on your station's website is a sure fire way of bringing in more listeners.

The most important thing to remember is to create relevant posts for people and, as mentioned in our previous tip, pick keywords and post titles that you think potential listeners may be searching for.

Of course once you've got people on your blog your work doesn't end there. It's important to make the most of your blog traffic and to capture leads. We use a tool called [Scroll Triggered Boxes](#) to collect people's emails when they're reading content.

It's also important to make it easy for your readers to share your content by using tools such as [Add This](#). The more shares your content gets the more authoritative Google will see your site as.



④ Pick The Right Platform

Not all social media platforms are created equally. Whilst most people spend their days hanging out on sites like Facebook and Twitter, it's important to focus on the right platforms for your target audience.

For example, are your listeners really spending their time on LinkedIn? Now let's say you are running a station which is primarily focussed on business and finance, if this is the case then they may well be on LinkedIn, but if your station is all about up and coming bands then the likelihood is that they aren't.

The point is to focus on the platforms that are relevant to your audience, this will yield much better results than trying to have a presence on every platform there is. Think about where your audience are and take your message to them.

What about image based sites like Instagram or Pinterest? Whilst these may not seem an immediately obvious choice for a radio station, they're great as they're a platform for your listeners to look into life behind the scenes at your station by telling stories with pictures, for instance if you run a religious station then show your recent service, sermons, or interviews with guests.



5 **Grow Your Influencer List**

Once you have identified the right platforms for your station it's important to define your audience and identify influential listeners.

What do we mean by this? Influencers are people that can help spread your message further. Of course in these days of social media everyone shares content via Twitter and Facebook, but some people are more influential than others.

Before the internet this would have been referred to as word of mouth and it's one of the best ways to get new listeners.

You can use sites like Klout.com, Kred.com, or Peerindex.com to identify potential influencers and, once you have, make sure to connect with them on social media platforms.



7 Build Relationships With Journalists

One of the best ways to ensure the most authoritative sites within your genre link to you is by building solid relationships with journalists and bloggers.

When approaching and pitching it's important to differentiate yourself and your station's offering.

Some of our top tips for pitching to Journalists are:

- 1. Read the author's previous articles:** No one likes to read a generic pitch, so make sure you thoroughly research the journalists you're contacting.
- 2. Tell a good story:** Journalists are interested in telling engaging stories, so position your radio station within a broader context.
- 3. Get straight to the point:** Don't waffle on about every detail related to your station - Journalists are busy people.
- 4. Be patient:** If you don't get a response straight away resist the urge to call/email constantly, wait a few days and then chase them up.



6 Evergreen Vs Trending

One mistake many stations make is to think that they constantly need to churn out new content.

Whilst it's important to create trending content and talk about things listeners are searching for make sure you don't overlook existing popular content you have. This is what's known as "Evergreen Content", for instance previously recorded broadcast are always popular with listeners.

As previously mentioned, the best way to promote your evergreen content is by uploading it to sites like [SoundCloud](#) and [Mixcloud](#). Once you have done this create a blog post featuring the content with a good title that is designed to draw in listeners.



8 Pay To Amplify Content That Works

If you have a piece of evergreen content that is working really well for you then it may be worth considering using paid advertising to promote this content.

Of course using paid advertising can soon become expensive so it's important to understand how people end up on your website and listening to your station and then focus your energies on that.

The first thing to do is to look in your Google Analytics and identify which sites refer the most traffic to you. This might be Facebook, Twitter or Google but don't just start spending money without doing this first.



9 Add Analytics & Tracking To Your Website

If you haven't already then we can't stress the importance of having analytics and tracking software installed on your website.

Whilst there are a myriad of different services out there, both paid and unpaid, the best place to start is to integrate Google Analytics in your site.

The level of information it provides you, which is completely free of charge, is fantastic as it's incredibly easy to setup and use. It shows you how well your site is doing and how people are arriving so you can make adjustments and optimise pages.

Also, the dashboard is completely customisable so you can set it up to display the data that is most important to your station.



10 Look At What Your Competitors Are Doing

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We hope you've found these tips helpful!

If you've booked a **FREE** 30 minute consultation and would like to discuss any of the points raised in more detail, we'd be more than happy to advise on your marketing strategy.

Alternatively if you're ready to start broadcasting today then grab the code **MYRADIO2015** and head to: radio.co/sign-up



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