



THE 40 ACTIONS FOR SURE LISTENERSHIP GROWTH

40 LISTENERS MAGNETS FOR INTERNET RADIO

Produced by:
streemlion.com

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Female Model: Obong David

INTRODUCTION

It's a world wide known fact that the greatest challenge that Internet Radio producers face is the herculean task of attracting listeners to their stations. This difficulty has prompted lots of Internet Radio pessimists to describe the medium as "vanity project".

This Guide is to help all Internet Radio producers to get the reward for their hard work by pointing them to rewarding actions and tips to help them promote, grow and drive listeners to their stations.

This is the industry's most comprehensive and definitive guide to promote your radio and drive listeners to it. Some of the tips may come naturally known to you, but you'll also find new ones to work on. In all, it's a complete list of the top actions to take for growing your listener base.

This e-Book is produced by Frank Anore for streemlion.com - the Internet stream hosting service. NOT TO BE SOLD OR MODIFIED, BUT SHARED AS IT IS.

Now let's quickly take a deep dive to explore all that is contained in this compendium.



1 PAY HOMAGE TO KING CONTENT

Why is this coming first? Well, It is to underscore its importance. This is the anchor. Everything else you do is directed towards this element. Infact, the single reason you even set up the station in the first place is to project your content. Your vision, your mission and all are aimed at supporting this element.



Be creative with your format. Make your radio interesting and fresh with regularly updated contents so when listeners discover your station you can win them, make them stay and convert them to fans. When the old stay and new ones come to join them the number grows. You'll not automatically jump from 1 to 3,000 listeners in a day. It adds up, and the simple secret is to pleasantly arrest your listeners with your content.

2 KNOW AND REACH YOUR AUDIENCE

You must determine your audience type. This may include the age bracket, their taste, their location, even country, language and race. Deliver and tweak your contents in a manner they will best understand and relate to.

3 BRAND YOUR RADIO

You should brand your station. This gives you visibility. Your station is among the several millions on earth. Also, chances are you already currently share station name with several others. How do you and your listeners- current or potential- tell which from the other on contact with the name? So get a decent, cute and original logo to represent your station. This will be used and seen across media regarding your station.

4 CREATE A WEBSITE FOR YOUR STATION

You should get a simple and nice-looking website which will represent your station home on the web. You're dealing online and your website is your office where people come to get official with you. If you can't get a website for now then at least have/use your radio page. If it's the type you can modify then put up some useful information there including your listen now link.

5 LIST ON RADIO DIRECTORIES

Internet Radio owners should strive to list their stations on as many "good" directories as they can to drive listeners to their radio. If you're the type without the patience or just don't know the hot directories that guarantee listeners then we'll advise that you use directory submission services to drive listeners to your station while you concentrate on programming your radio. If you're interested in this type of service then you may want to check out Streemlion Directory Submission Service. It has a current hot list of tested and high traffic directories.



6 GET ON SOCIAL MEDIA

This should come naturally to you as a producer. Create your station accounts and use it to promote your radio. People, including you, spend quality time online especially on the social media. Use Facebook, Twitter, Instagram, WhatsApp and co to reach them extensively.



7 SEND OUT #NowPlaying INFO

This will benefit you greatly if your format is music. You can manually or auto-post your now playing information straight to Twitter and/or Facebook. Lots of your followers will share these interval posts. If you promote upcoming artistes they'll even give you a shoutout after sharing with their followers. Even top artistes share as well sometimes.



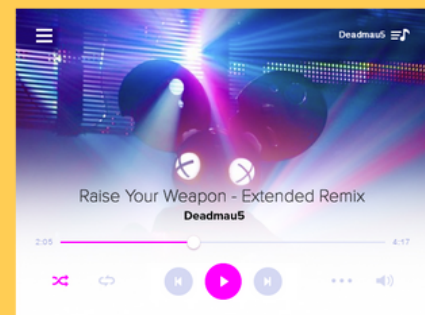
8 GET A MOBILE APPLICATION

One of the world's popular catch phrases these days is 'mobile app'. Your radio will benefit well if it has a mobile app. The price for creating a radio station app is tumbling down increasingly.

There are even app makers that put audio ad in your stream or graphics ad on your app in exchange of free station app for your radio. Either paid or free app, you should have one. Or at least, be curated among others in third-party apps. You just need to write the app owners that you want to be listed on their app. When listed, ask you listeners to install the app and search for your station..

9 SHARE YOUR PLAYER WIDGET TO WEBSITES

This works a lot. Ask your friends and family who have websites or blogs to install your radio player widget code on the top or bottom of their webpages. This can be set to auto play or disabled. You may in turn promote their websites on your station or website. Your station content should complement/match their website focus so you can reach the right audience.



10 SUPPORT LOCAL ARTISTS/BUSINESSES

When you support local artists or businesses they inturn will listen to your station and talk about you or share one thing or two about you on their website, events or social media accounts.



11 PARTNER SHOW PROMOTERS

You should partner show organizers as official Media Supporters for their events. Your radio logo will be listed on their banner, flyers, video promo, website and others under the media supporters credit. This represents a good media visibility for your station.

12 RUN REMOTE BROADCASTS

This works a lot. Ask your friends and family who have websites or blogs to install your radio player widget code on the top or bottom of their webpages. This can be set to auto play or disabled. You may in turn promote their websites on your station or website. Your station content should complement/match their website focus so you can reach the right audience.



13 ENGAGE IN EMAIL CAPTURE

Ask your site's visitors to subscribe for updates from your station. They can give their emails often for something interesting.

14 USE MOBILE VIDEO

If you attend events with high following, ensure you record videos with your mobile phone and quickly upload them to YouTube and/or Facebook using your station's account. This may be what viewers/followers may watch long before the official video comes out. The exclusive nature and speed with which your version come out will make followers want to rely on you for more next time, which may trigger YouTube subscription.



15 USE NEWSLETTERS

You should periodically send newsletters to your followers. These can serve the purpose of informing them of upcoming shows, new programs, program schedule, quiz and interesting blog posts among others..

16 UPLOAD YOUR CONTENTS

You can upload your shows as Listen-Again podcasts. Those who miss them or new visitors to your site will discover your content and want to listen again for fresh episodes or even listen to your main stream if they initially find the Listen-Again content appealing..



17 ENGAGE IN BLOGGING

Your should consider blogging about trends and issues around your station's format. If Talk, do news analysis, breaking news, etc.

Same for sports. If music format write about entertainment roundup, gists, gossips, new releases, etc. Your web page should have a blog section.



START YOUR OWN RADIO

BROADCAST THE EASY & LEGAL WAY



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RUN ON AUTO-PILOT
NON-STOP



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FROM STUDIO OR
OUTDOOR



WEB PLAYER

WEB PLAYER
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FROM \$2.99



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START STREAMING TODAY

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18 DESIGN PRINT FLYER

If you have the budget, you can produce and distribute quality colourful posters and hand bills. If low on budget consider doing black/white or any other monochrome. This also include business cards with your radio's website address printed on them. Distribute them to targeted persons and places..



19 YOUR WEB ADDRESS ON YOUR PROFILE PAGE

It's a nice form of exposure to add your radio website address on your personal Facebook profile page. Same for Twitter, Instagram, WhatsApp Status updates etc. Your contacts/connections will be curious to check it out, where they may discover your great content and may do repeat visits.

20 RADIO PLAYER WIDGET ON BLOG POSTS

Embed your radio player widget at the bottom of every blog post you write. Don't just paste it there though. Say words like "Thanks for reading. You can tune in to our Radio for more updates".



21 RANK HIGH WITH SEO

SEO (Search Engine Optimization) will make your website to be ranked high on Google and other Search engines when visitors search for information relative to your website. SEO is a deep subject. But Part of it is having link backs, that is other website pointing back to your sites referencing information. You can also submit your website to Website directories. There're a lot out there. Just Google up..



22 JOIN GROUPS/FORUMS

You should join groups and forums related to your radio focus. There're countless Facebook radio-related groups that are focused on promoting Internet Radios. Use them respectfully. Don't be all out spammy. Some Facebook groups are membered by fellow radio producers. If they allow station promotion post there as well. Producers are humans too and love good things. If they find your radio appealing they will come back to listen for enjoyment and for inspiration.



23 ADVERTISE ON MASS MEDIA

You can advertise your station on the regular media. It can be on Free classified or paid newspaper publication. This also includes social media promoted ads..

24 LIST ON BUSINESS DIRECTORIES

There are a lot of online business directories that list businesses in categories. Find and use them. Some pair of eyes will discover it and may trace back to your website. Start by listing on "Google My Business". It's free and Google even offers free mini web page..



25 USE EMAIL SIGNATURE

This is important. Include your radio player link in your personal and station's email signatures. When you email family, friends and other contacts they will see the link and may be tempted to tune in. But remember to add a call-to-action text..



26 COLLABORATE WITH OTHER STATIONS

Collaborate with other stations to run joint listener promotions. You can, for instance, partner with a station with same or different format to yours to run joint quiz, writing, singing or rap competition. Find a producer who targets an audience similar to yours. Agree to promote each other's shows/station. You can even interview each other.



27 RUN LISTENERS COMPETITIONS

Everybody loves to win. It's not always about the prize, it's the thrill of getting lucky or beating others. Call it 'ego' or whatever, but it always works. Unlike 26 above, if you can't collaborate, your station should occasionally run its own listeners challenges. This can include writing competition on topical issues, singing or rap competition or even poems, etc..

28 BE HUMAN, HIT THE STREETS

Regularly go on the streets to record Vox-Pops. Record audio or video, interviewing people on latest trends or happenings. For instance, ask respondents their choice of winners for upcoming music awards, sports games, political candidates or even singing their favourite songs or reciting their fav Bible verses if you're a Gospel station. Remember to go with your station's branded materials like microphone, T-shirts, etc. You can hand out your station's branded souvenirs that has your website link to some respondents. The souvenir will give your station recurring exposures when their family and friends see it.

29 INTERVIEW TOP PERSONALITIES

Try to get high profile guests or influencers to visit your studio or go to them for interviews. If you go live then announce the schedule ahead to your followers on your station and on your website and social media platforms. If you don't stream live then schedule it for broadcast(s) and announce the broadcast schedule and afterwards, upload as podcast and promote it for listeners to listen.

30 APPRECIATE YOUR LISTENERS

Create a radio jingle thanking your listeners for tuning in and asking them to help spread the word to their family, friends and colleagues. You'll be amazed how many will do it for the reason that you appreciate their time and that hopefully, they enjoy your content/programming as well. When a listener is happy and satisfied with a radio, there's a natural human tendency that they are likely to share this experience with people – family, friends, colleagues, neighbours and sometimes, strangers.



31 LISTENERS SONGS REQUEST

Create listeners engagement. Allow listeners to request songs. This can be played instantly or later. Depending on your location, some regulators frown at instant request. So be mindful of what obtains in your country.

32 THE GOOD OLD WORD OF MOUTH

This remains the oldest form of marketing and promotion used from time immemorial. Never get tired of talking to people about your radio. While it is slower in results than web promoted ads, radio or television, it still works very well.

33 MEET UP WITH YOUR LISTENERS

Bond with your listeners in the real world. Organize meet-ups once in a while at clubs or other social event sites. Encourage them to come along with family and friends.



34 RUN RADIO PROMO FOR YOUR APP

Most producers overlook this point. You should regularly run promo for your station app on your radio, encouraging listeners to download your app for easy tuning in. Since listeners mostly chance on your radio from radio directories, not all know your station has an app. You'll see results of this tip when you visit Apple or Google app store to monitor your download statistics from time to time.



35 USE FACEBOOK RADIO PLAYER

You should install Facebook player on your station page. This brings your station very close to your listeners on the Social Media. Google up 'Free Facebook Stream Player' Create one [HERE](#):

36 RUN A 24-HOUR BROADCAST



New producers should note this. You should run a 24-hour radio. You wouldn't want a situation where listeners return to your station with excitement only to meet long dead air. They're not likely to return. Also note, most radio directories won't list a none 24-hour station. AutoDJ allows you to run 24-7-365 without manning your station. See Streemlion for more on this.



37 UPDATE YOUR SOCIAL MEDIA CONTENTS

Regularly update your Social Media platforms. The perception of people towards dead (inactive) accounts is a reflection of the organizations that own them- dead or dying. Do not give listeners reasons to be disinterested in your radio. They usually look out for when last active.

38 PARTNER WITH PODCASTERS

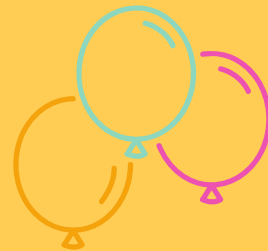


You should collaborate with a couple of podcasters whose contents can be complimentary to your station's style. You can run their podcasts on your station. The Podcasters should regularly announce in their podcasts that the podcast series also air on STATION ABC or XYZ (That's your Station), calling out your website address as well..

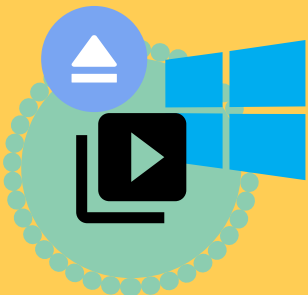
39 CREATE BEAUTIFUL MOTIVATIONAL PICTURES

Anything to increase listeners engagement is worth the effort. Create pictures with motivational quotes and post on your social media platforms. These pictures go viral a lot and can be sources for listeners pull. Endeavor to credit quotes to original sayers. Remember to include your Radio website address at the bottom of the pictures.:

40 CELEB BIRTHDAY ANNOUNCEMENT



.Like 39 above, create Social Media artwork to announce your artist of the week. or Your radio station's Celeb of the week or their birthdays. Their evangelistic fans will share it. Let the design be eye-catching and appealing . Again, remember to add your station's web address.



-BONUS-

41 WEB PLAYER PLACEMENT

Position your tune in link or radio player in conspicuous spot on your website's home page. I have seen lot's of Internet Radio websites where I struggled to find their tune in links. And so browsed away in disappointment. Whether Fixed or Pop up player, endeavor to place it on an easy to spot position. The points of whether it should be top right, center or top left shows how serious you should consider this point. .

CONCLUSION

There you have them. The 40+1 Listeners Magnets for Internet Radio. Know nothing good comes easy. This is especially true with Internet Radio.

Also with Internet Broadcasting the saying of 'Easy come easy go' is near home. In 5 minutes and with \$5 you can practically start your station and broadcast to the entire world, but you need to work hard to draw your listeners in. Where as, with professional FM broadcasting you need to spend millions of money, use professional engineers to set up everything over a period of time then just enjoy ever-ready and easy listenership.

So nature and technology balance it out that what you saved in cost, time and effort setting up your Internet Radio the quick and cheap way you will pay back with great efforts to get listeners, LOL.

Anyways, the good thing is that if you're really passionate and serious about running a successful Internet stations these tips will give you great results.

This e-Book is produced by Frank Anore for streemlion.com - the Internet stream hosting service. Streemlion supports those wishing to start or move their station to us for great experience, good support and high up time rate.

Start with a stream host that understands the path to your growth. We'll help you along the way.
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