

STRATEGIC MARKETING PLAN



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STRATEGIC MARKETING,
COMMUNICATIONS & MANAGEMENT

Why Have a Strategic Marketing Plan?

Focused, **strategic marketing** is the essential vehicle for reaching your audiences with the excellent “product” Catholic Radio. This strategic marketing plan will provide concrete guidance to help you effectively fulfill your brand promise, reach your marketing goals, and connect with your target audiences in new ways. As you progress through the plan, you may find that not every marketing strategy or tactic will work for you given the unique convergence of your local market, organizational resources, characteristics of the local Church or finances. Adjustments are always needed as audiences and methods are tested and new opportunities arise.

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Brand Promise

Your **brand promise** is the underlying idea that forms the basis of all your marketing products and efforts. It embodies the soul or the “why” of an organization and must consistently inspire you to deliver on this promise to every soul who encounters Catholic Radio.

In order to help your brand to take root in the hearts and minds of your target audience, every part of the apostolate - from your radio long and short-form programming to your advertising messaging, and every interaction in between - should embody your brand promise. For example:

- Your programming (what you can control) should always be accessible to your target audience. Latin terms that go unexplained or put-downs of other Christian religions are examples of programming that can quickly alienate potential listeners.
- Your social media efforts should always make followers feel like they are part of the family by centering around community-building (the family) with access to other formation as a secondary benefit. It should always contain a light-heartedness about it to help followers feel at home. For example: on Epiphany, provide a couple ideas for ways to celebrate Epiphany as a family and possibly an article explaining the spiritual significance, then ask followers to share their ideas or traditions. If you were to post this ahead of time, certain responses could be mentioned on-air.
- When you host an event, staff a booth, or appear in public as Catholic Radio, every effort should be made to interact with as many people as possible. Going beyond handing them a listening card, an interaction is truly recognizing another’s worth and dignity as a child of God.
- You want your audience to feel at home in not just any family. You want them to feel at home in the family of Christ. So, your efforts must go beyond making people feel good into helping them experience the Love, Mercy and Grace that Christ has to offer them. All things, including how you interact with the public, the programming, your messaging, etc. all imbue the Love of Christ. This doesn’t mean that you shy away from telling people the truth, but you always tell the truth in a loving way that continues to invite and welcome.

2017 Strategic Marketing Goals

This plan will guide four of your six strategic marketing goals, as laid out in the planning sessions:

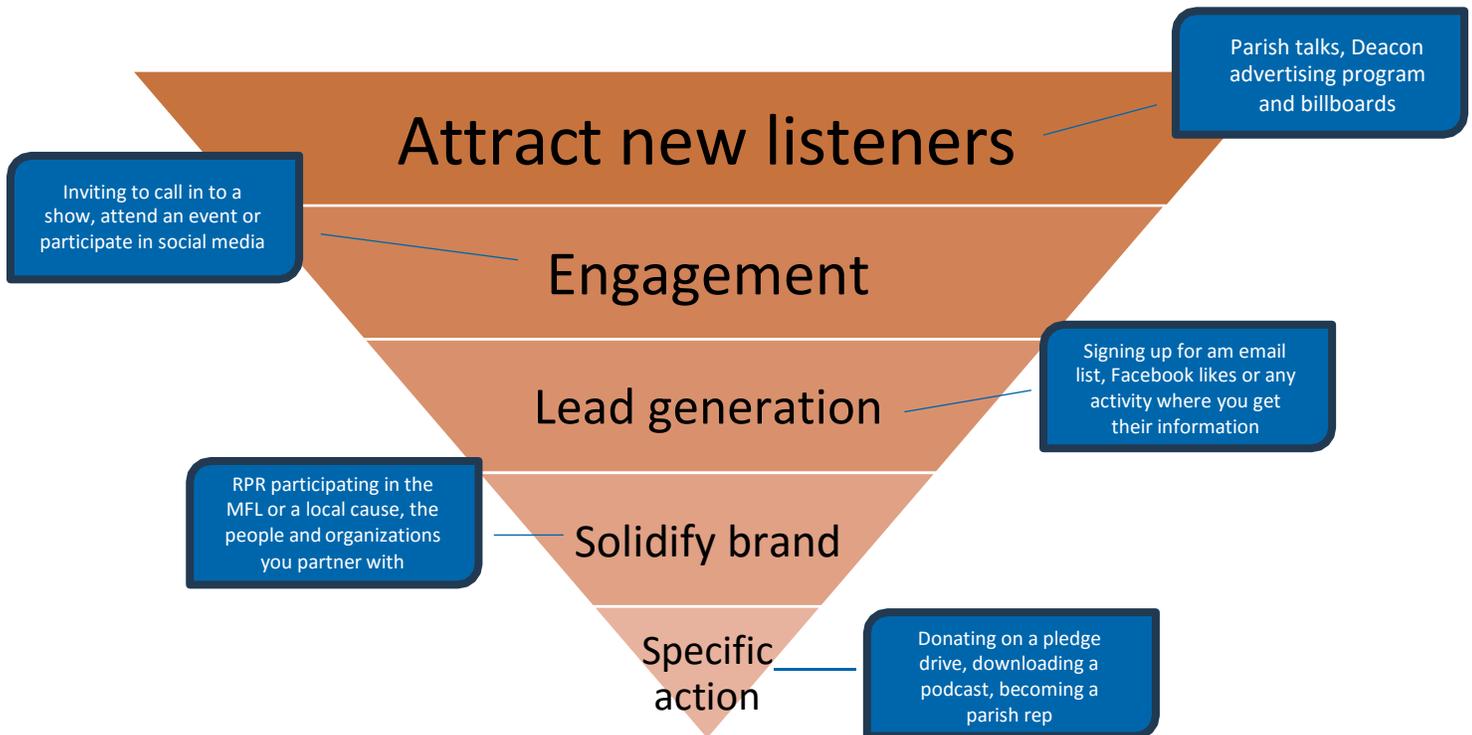
1. Internalize brand promise across apostolate
2. Track metrics and gather audience feedback
3. Implement consistent planning and approach to marketing
4. Implement marketing that focuses on your desired target audience

Adopting and understanding overall **best practices in your marketing efforts** is the first step to accomplishing your brand promise and your strategic marketing goals. Although this list is far from exhaustive,

1. **Constantly reflect on your core marketing question: “What role does Catholic Radio play in my audience’s lives right now, and what role could it play in their lives?”**
 - a. This is essential to any marketing success. Having a realistic view of the role the Catholic Radio brand can, should, could or might play in the lives of each audience is essential to reaching them. Never approach marketing with Catholic Radio in mind, approach marketing with an audience in mind.
 - b. Also key to developing an overall marketing mind, is understanding the difference between promotion and marketing. Marketing is an overall approach for reaching your audiences. Promotions are one aspect (and often one-time campaigns) of that overall approach that push a certain aspect of the brand. Unfortunately, we see many Catholic apostolates merely promoting themselves instead of marketing themselves. In short, don’t merely use a loudspeaker when you could be creating actual value with your audiences.
2. **Be consistent in your brand promise across all your touch points, both traditional and online.**
 - a. Keep the marketing message consistent across all touchpoints
 - b. Take advantage of natural partnerships you have available to you
 - i. Priests - Help them love you so they become grassroots marketers to their parishioners
 - ii. Parishes

3. Understand the concept of the “marketing funnel.”

- a. There are a variety of reasons you undertake a marketing activity, however, in Catholic radio, we know the underlying goal is to bring a listener closer to Christ and His Church. You can think of your marketing efforts as getting people to the top of that funnel, and that relationship with Christ is the narrow way at the bottom. You won’t get everyone to the funnel, and you’ll lose people along the funnel journey, but as they travel that funnel they are nurtured into becoming more frequent listeners or engaging in another way. The more a person engages with you, the more likely they are to have that close relationship with Christ.
- b. Here’s a simple diagram that shows the beginning of your funnel and your touchpoints along the way.



4. Use social channels, blogs and email as a way to **amplify your on-air messages** rather than relying on the programming to stand on its own.

- a. Radio now thrives on a broader experience of content for your audience, and your specific on-air content can be easily re-purposed for those accessing Catholic Radio via various touch points.
 - i. Social
 1. Post listen live and podcast links to persistently promote valuable audio content on social. Be sure to sell the content vs. “here’s our latest podcast”.
 2. Invite live show audience feedback on Facebook or Twitter to further link the two touch points together and provide on-air participation without having to call in

3. Post/Tweet about on-air content (topics discussed, assertions made) and ask for opinions. For example: “During today’s broadcast of “The Doctor is In”, Dr. Ray Guarendi said today boys need more physical activity to achieve in school. Do you agree?” Post it with a link to listen to the episode.
 4. Highlight the day’s local show by using the content throughout the day. For example, if there are a few memorable quotes, post them throughout the day.
 - ii. Email Marketing
 1. Cull your most valuable on-air content from a given week/month and include a “You don’t want to miss this” section. It could include links to specific episodes of certain shows, clips of moments from local broadcasts, etc....
 2. Include a preview section of upcoming guests, shows and/or topics. Gives your viewers insight into the upcoming schedule, but with a tease so that they will want to tune in.
- 5. Look at your marketing through the eyes of your audience**
- a. Remember that your audience - both current and potential - must experience that brand promise of feeling at home in the family of Christ
 - b. What is relevant to them, their families and their lives?
 - c. What messages, efforts, and events meet them where they are, yet aren’t content to leave them there?
 - d. Your marketing needs to be more about your listening audience than it is about you. For example, you draw people to your website when you make it more than just a destination for what show is on when. It should be a place where your listeners can find out information that is unique to you and relevant to them. That information may be more about a host on a favorite show such as Dr. Ray, or a place they can sign up for daily Lenten reflections from the hosts of Catholic Radio, or contests that are special to your listening audience (they find out about them via listening, social media or email).
- 6. Employ your Marketing Checklist when deciding to undertake a new marketing activity.** Note: you may have other criteria you wish to add to this list.
- a. Does it help us achieve a larger marketing or other goal?
 - b. Does it fit our brand?
 - c. Is it relevant to our target audience?
 - d. Can we implement it properly?
 - e. Can it be promoted or used on multiple platforms?
- 7. Find ways to partner with others**
- a. There are other apostolates and organizations within the Church who have complementary missions that can become valuable partners for Catholic Radio.
 - i. Catholic schools are a natural fit, plus you have the potential to reach many parents who have likely not listened to Catholic Radio.
 - ii. Partnering with groups that help the poor, such as the St. Vincent de Paul Society or Catholic Charities, to help them fulfill their mission, strengthens your brand and draws new listeners (if you promote the work).
 - b. Working with parishes is essential to reach your most fertile potential audience. You won’t be able to work with every parish, but choose those that have a large potential listening audience and where you can become part of parish life.

- c. Underwriters can be partners as well, working with you to provide fun for your listeners and get their products in front of your audience. This partnership can include sponsoring a special show, providing prizes for your contests, creating fun promotions, co-sponsoring events, etc. Not everything will be right for Catholic Radio or your audience, but you can experiment with different ways to partner.
- d. Partner with the priests of each diocese. The priests in your listening areas are conduits to many new potential listeners.
 - i. Spend time with them to understand their goals and needs and how you can help. Stress that your goals are similar. Often you can simply be of help by highlighting their special events, but you may occasionally find an opportunity to partner with a parish on a special event that has a very high cost/benefit ratio.
 - ii. Give them the opportunity to be a father to many by inviting them to do a program that speaks to the entire diocese or listening area such as a Lenten special. This creates a relationship with the priest, and helps him get to know you better, but also gives you the opportunity to promote his appearance at the parish.
 - iii. Do as much or more for them as you ask them to do for you

8. Adopt best practices on social platforms

- a. Twitter:
 - i. It is best to tweet at least 3 times per day to achieve maximum engagement and visibility on each tweet. There is no real cap on number of tweets before engagement begins to drop off, but a good rule of thumb is to tweet 3-6 times per day.
 - ii. Twitter is an excellent platform to provide quick appeals, events, commentary, audio links and live on-air interaction with listeners.
- b. Facebook:
 - i. It is best to post on Facebook 1-2 times per day to achieve maximum engagement. Research shows that engagement begins to lessen after the first two posts.
 - ii. It is also recommended to “boost” certain posts that promote big special events or other important mission-building information such as most popular shows. “Boosting” a post on Facebook is simply engaging in paid advertising to ensure that the given post is visible on a certain number of news feeds.
 - iii. Facebook is an excellent platform to provide longer bits of commentary, appeals and explanations. However, statistics show that the shorter the post on Facebook, the higher level of engagement it receives.
 - iv. Photos tend to engage far more users than any other type of post, although link-based posts are in a close second. A good rule of thumb for anything Catholic Radio does online: *keep it as short as possible*.

9. Remember that you must be more than radio

- a. In today’s multimedia world, your listeners are likely consuming content in a variety of ways from a variety of sources. As destination content, it’s important to explore other platforms where listeners can find you.
 - i. Promote your podcasts via social, on-air, in your email marketing and prominently on your website.
 - ii. Use video when possible for your local shows - go beyond video of a host or guest in a studio and feature extra content that is accessible to those who follow you. Also, occasionally highlight videos made by national hosts, such

- as Catholic Answers. Work with hosts and shows to create compelling content that compliments what is on the air.
- iii. Offer a blog with alternate (other than radio) content on a regular basis from a staff member. Keep the blog within your brand and feature topics that are of interest to your audience. For example, Jan can relate a compelling story of the faith of someone she met that moved her. Joe as the ED can focus on his family and let listeners get to know them better. You can also feature fun blogs such as your favorite family traditions for Christmas. The goal here is twofold
 1. Give your audience more content that is relevant to them.
 2. Help them to get to know Catholic Radio and build a relationship with them.
 - iv. Be sure to give your blog post a great headline. Here is a compilation of articles that will help: <http://writtent.com/blog/33-resources-write-legendary-blog-headlines/>
 - v. Track your stats to see which blog posts have the most traction, and adapt your topics and approach.
- b. We typically assume the content we have on radio is enough to keep listeners, but remember that they increasingly can get what we have in Catholic radio elsewhere. It's important to create value added reasons for them to tune in.
- i. Contests are a tried and true way to keep listeners tuned in. But unless your prize is substantial, it's not enough to get listeners to care. Create contests that have great prizes but most of all, are fun to be a part of.
 1. Give away front row seats to the seminarian/priest basketball game with snacks, etc. to a family. Have fun with your promotion of the contest.
 2. Get your local hosts involved and have a good-natured competition between the priests where they and a listener win something. Talk about it on the air, in social and on your website.
 - ii. Implementing your brand promise on the air is essential to getting people to tune in.

Fulfilling Strategic Marketing Goals

The strategic marketing goals identified in the December planning sessions revealed that Catholic Radio has the opportunity to solidify baseline marketing practices that will help you choose the right marketing strategies and tactics and ultimately achieve your mission. The following section will provide practical guidance to help you accomplish these goals.

Goal #1: Internalize brand promise across apostolate

1. **Understand what it means to feel at home in the family of Christ to your listening audience.**
 - a. Develop methods to help you find out what your audience cares about and is thinking.
 - i. Talk to them on a regular basis when the opportunity presents itself. In the conversation, don't be shy about asking them what is most important to them and finding out more about how they look at the world. This can be accomplished in very natural conversations.
 - ii. Conduct surveys of your audience. Surveys in Catholic radio will naturally attract your most engaged and devout listeners, so the information can be somewhat biased and not entirely helpful in collecting information from your potential listener, but it gives you an idea of how your most engaged listeners perceive your brand.
 - iii. Conduct focus groups of random listeners or potential listeners. Focus groups must be administered correctly to truly get accurate qualitative information, but they can be eye-opening and invaluable for collecting information from your potential listening audience that you simply can't get from surveys.
 - iv. Access information from parishes, dioceses and online sources to find out more specifics about life in parishes and the habits of average Catholics.
 - b. Implement specific employee culture activities (that attempt to include any on-air talent possible) that demonstrate what it means to be part of the family in Christ. Employees should be examples of the brand promise.
 - i. Hold a family gathering event that includes staff, board members, volunteers, supportive priests, and anyone else who has helped make Catholic Radio a success. At this gathering, talk about your brand promise and help everyone understand what it means to the average Catholic. Chances are you will also get some great feedback from those attending that can help you in marketing to your target audience.
2. **Listen critically to your programming (both short and long-form) to find instances where it may not be welcoming to your target audience. Focus on changing what you do locally to embody your brand promise.**

- a. Eliminate or change those things that use “insider” language without explaining it or an approach that feels exclusionary.
 - b. Add features that focus on the lives of your listeners such as those providing help in navigating everyday life.
 - c. When creating features on the teaching of the Church, err on the side of basic, such as a series of one or two minute features that explain the sacraments.
 - d. Focus on only one main idea in each feature.
 - e. “Warm up” your sound by strategically using music in features and spots. Music should match the subject matter and not be noticeable to the point where the listener focuses on the music vs. the content. Many different styles create confusion in the mind of the listener and makes it more difficult to listen. No music behind voice can create a slightly more distant and “cool” feel.
 - f. Air listener testimonials that focus on how Catholic Radio helps the listener.
- 3. Update all collateral and touchpoints to communicate this brand promise more effectively. Remember that if an audience is visiting a touchpoint, it is always for the purpose of gaining something. Instead of something about you, the VALUE of Catholic Radio to the listener and his or her life should be the first things presented in each touchpoint.**
- a. Website
 - i. The website should be focused listener. Give the listener a reason to visit other than viewing your program schedule. Create special contests, unique content, fun information on hosts and shows, and other info that make visiting the website part of the way they get content they can use to enrich their life.
 - ii. Contests can be in conjunction with other groups or underwriters to provide an aspect of fun to listening and engaging with you. Always promote your contests on your website.
 - iii. Feature a little content from partners or underwriters that speaks to the life of your audience. For example, how to winterize your car from a body shop. You can even make this a regular feature on your website, and sell it to your underwriters.
 - iv. Find inspiration for what you can provide by visiting the websites of other large radio stations with secular formats. Notice how they provide value added content that compliments their particular format. Even if you provide a little taste for your audience, it will pay great dividends.
 - b. Newsletter & email marketing
 - i. Your newsletter should have a very warm and inviting feel to it. Continue to provide content that is less promotional here such as stories of faith, digestible bits of content, regular features, promote contests, events, new shows, etc. Remember that anything promotional must contain a value proposition: what’s in it for the person reading?
- 4. Examine any other brand touchpoints to be sure they embody your brand promise.**

Goal #2: Track metrics and gather audience feedback

1. **Social Media Metrics.** Facebook provides a plethora of metric information for free called “Insights.” Learning to interpret and apply data from Insights will help you gain a better understanding of your audience and how to engage them. Listed below are the Insights sections from Facebook and to use them to your advantage. All of the data provided can be exported from Facebook.
 - a. Page Summary
 - i. This area shows a snapshot of your pages activity (combining some of the bigger categories from the left-hand side) within in a certain time parameter of your choosing, such as the last week or month.
 - ii. It contains information such as page views, page likes, actions on page, reach, post engagement and videos.
 - iii. Page views shows the number of views, number of people who have viewed your page and the source the views came from (such as Facebook, Google or another source). Views are important when combined with reach and post engagement. Together, they give a bigger picture on the effectiveness of a post.
 - iv. Page likes are equally important as this shows the number of people who follow you, which in turn is the potential number of people every post can reach. Keep an eye on the percentage, and take note how certain content and posts (and their frequency) are causing an increase or decrease.
 - v. Reach and Post engagement go hand-in-hand. Reach is the number of people to whom your post was served, and post engagement is how people interacted with the post, such as clicking on a link given. Together, reach and post engagement will help determine the types of posts your audience best responds to and prefers. These metrics even provide more detail such as the time your followers are online which can help you choose the right time to post for optimal view and reach
 - b. Recent Promotions
 - i. Promotions insight will be a key section when you begin to branch out and pay for Facebook advertising.
 - ii. This section tracks the effectiveness of your paid/boosted posts.
 - iii. Make note of your budget/spending and the post’s interaction so to track ROI.
 - c. 5 Most Recent Posts
 - i. This is another area that shows a snapshot of the page’s activity but specifically related to the last five things posted to your page.
 - ii. Instead of scrolling through your page’s content, simply come here to view the recent posts’ activity.
 - iii. This is a helpful weekly or daily, review to see how those posts performed and use the data to improve on the upcoming posts and receive higher engagement.
 - d. Pages to Watch
 - i. This is an area where you can watch the activity of other pages, and compare it to your page’s activity. It will also show how you rank among the pages you choose to watch.
 - ii. Facebook allows you to watch five other pages. We recommend watching pages that are similar to your area of business and apostolate, such as EWTN, and/or another popular podcast/radio.

2. Audience Feedback. It's important to monitor audience interaction. Also helpful is giving your audience a chance to provide feedback and replying to their comments. This will boost your page's interaction, show that you enjoy engaging with your audience, and possibly spark a conversation that can lead to a greater opportunity of evangelization. Listening to your audience combined with responsiveness lends to effective marketing.

- a. Interaction Posts (Social Media)
 - i. These types of posts illicit a response from your audience and followers.
 - ii. Examples of interaction posts are question and answers, polls or short surveys. Ask questions such as:
 1. If you could meet any saint, who would it be?
 2. Can you guess who said this quote?
 3. What topic would you like to hear us talk about next Tuesday?
 4. What guest would you like to hear interviewed?
- b. Messages & Notifications (Social Media)
 - i. Always check your messages and notifications for comments.
 - ii. Sometimes your audience will message you directly asking questions related to show times, upcoming guests, archives, or even clarification on a topic that was discussed earlier that day. Frequently checking and responding to these messages shows your approachability and that your audience is priority.
 - iii. Be proactive with comments. It's important to keep tabs on what your audience is writing. Make sure comments are in line with the authority of the Church and Church teaching. If there is negative information said about Catholic Radio in a comment, delete the comment and then message the person privately, inviting them to a personal conversation.
- c. Website Feedback
 - i. Create an avenue on your website for your audience to leave comments or feedback.
 - ii. Invite them to leave you a message with information such as how the station impacts their faith/life, are they enjoying the radio content, what would they like to hear, etc.
 - iii. This can be the exact same format of the 'contact us" page but with a different title.

3. Email marketing

- a. Email services such as Constant Contact and Mail Chimp provide a wealth of stats including open rates and click throughs that will help you determine the effectiveness of your email marketing.
- b. Check these stats on a regular basis and track what types of content get the highest click through rates.
- c. Your open rate will help you determine which types of headlines and topics are most appealing to your audience.

Goal #3: Implement consistent planning and approach to marketing

In Catholic radio, we tend to shoot from the hip - we need something, so we come up with an idea and rush to implement it. If you truly want to take your marketing to the next level, planning and consistency are imperative. Thoughtful planning and consistent execution are key in the process.

1. Create a yearlong marketing calendar to help anticipate upcoming opportunities to market the network and appropriately spacing your marketing activities. This helps you ensure you can implement marketing appropriately and plan the work for the Catholic Radio team. Your calendar should also include goal dates for recurring things such as “Plan Lenten programming and promotion” immediately after the New Year.
2. Host a marketing meeting at a minimum of once per month to discuss and plan marketing activities. Look for ways your marketing can work with other areas of the apostolate such as underwriting sales, development, and programming. Bringing all of these areas together to plan helps the staff see how promotions can be made more effective and engaging for your audience.

To structure your marketing efforts, also included are a set of project marketing goals to structure Catholic Radio’s marketing efforts.

Project Marketing Tactics for

***Tactic 1:** Implement a more content-centered, value-based approach to your website maintenance that will more readily communicate the brand promise.*

1. Adopt the mindset of an individual website visitor. Why would they visit your site, what would keep them engaged? What do they want from Catholic Radio? Your website visitors are mostly likely looking for valuable content. Whether it’s to listen live online, catch a podcast, find an event, or consume other content relevant to them, they are seeking something valuable that you offer them.
2. Therefore, some minor tweaks to the website might help improve the user experience of your website.
 - a. Make the audio pages more structured and less list-based. Additionally, this would be a good place to add imagery to further visually engage the user.
 - b. Add an email list sign up function to the homepage.
 - c. In addition to your Facebook widget, add other social links such as a link to your Twitter account to the homepage.
 - d. The “news” page of your website is actually where most of the user-based content is to be found. Consider moving what is possible, based on the opinion of your web designer, to the homepage to present more value immediately instead of having to click to another page.

Tactic 2: Increase your social presence to demonstrate easy access and availability to a wider audience.

1. Facebook
 - a. Focus on one social media platform and learn to do it well. Once you are confident in using that platform, move on to another. Focus first on Facebook and then move on to Twitter or even Instagram.
 - b. Daily Posts
 - i. Links to audio clips
 - ii. Event information
 - iii. Upcoming programming
 - iv. Local or national Catholic noteworthy headlines; commentary on Catholic news, etc.
 - v. Quotes from local on-air priests/Bishops
 - vi. Support of Diocesan campaigns or other initiatives
 - vii. Memes
2. Twitter
 - a. Twitter is an excellent platform for your listeners to communicate with on-air personalities while they're on the air. Use this to allow listeners to ask questions, answer quiz questions, weigh in on moral issues/questions, etc.
 - b. Daily Tweets
 - i. News commentary
 - ii. Event promo
 - iii. Programming highlights
 - iv. Quotes from local priests and Bishops
 - v. Inspirational quotes
3. Utilize social campaigns to promote specific events or aspects of your brand
 - a. Church Parish Feature
 - i. For a designated time, feature a church parish each week. This campaign shows that you are a radio for the people of the dioceses you serve and broadcast to
 - ii. Post images of the church (inside and out) and the grounds
 - iii. Invite the pastor to come speak during that week about the parish
 - iv. Tag the church in your posts and invite parishioners to post pictures from the parish especially from favorite events such as Christmas, Easter, a Fall Fest, anniversary, etc.
 - v. Post an image with a brief historical timeline of the parish such as when the church was built, dedicate, first Mass, etc.
 - b. Live Drives
 - i. Change cover photos to reflect the upcoming Live Drive, so it is at the forefront of your audience's minds
 - ii. Increase social posts frequency during this period
 - iii. Post upcoming guests, fundraising status, pictures from inside the studio, schedule, giveaways, contests, matching gifts, etc.
 - iv. Create a hashtag to use within copy and brand all photos with this hashtag
 - v. Stream live from the studio at different points, both off and on-air
 - vi. Tag guests in post to increase post reach

Tactic 3: Increase email subscriber list to further engage existing listeners.

1. Create a weekly email-blast to your full email list positioned to create a connection with the wider Catholic community.
2. This e-blast should contain:
 - a. Short message from the executive director
 - b. Inspiration: article, audio interview, news piece, or some other content that answers the brand promise
 - c. Audio links and/or the week's upcoming guests
 - d. Event information/ promotion
 - e. Social links
 - f. Donate button
 - g. Forward/sharing option
3. Best practices for email marketing
 - a. Position this newsletter as a connection with the wider Catholic community and inspiration to live a fuller life of faith.
 - b. Use the call-to-action button feature on your Facebook page to invite followers to sign-up for the newsletter.
 - c. Create an easy subscribe option on your website where they can enter their email and subscribe to the newsletter without having to leave the page.
 - d. Engaging subject lines that grab attention in the inbox are essential for good open rates.
 - e. Keep the copy short and visually simple as possible. For example, use every opportunity to link back to the Catholic Radio website to "read more" or "learn more".
 - f. A good rule of thumb is to create emails that are made up of about $\frac{1}{3}$ images to $\frac{2}{3}$ written content and links.
 - g. Highlight only 3-4 different points each week to limit the length of your email.
 - h. Create a consistent visual look and content formula to make the emails familiar, accessible and recognizable.
 - i. Prompt website visitors to subscribe to the Catholic Radio email list "for weekly reminders that you're a part of the family in Christ" using an email sign up on the homepage.

Tactic 4: Create a system for gathering and re-purposing Catholic Radio's vast wealth of audio content to effectively communicate the brand.

1. Make more audio content available on the website to be promoted on social, email and on-air. This content will serve as an excellent driver of traffic to your website and encourage repeat visitors to stay engaged.
2. Utilize this audio content to make the brand available for promotional projects such as repurposing for a variety of other purposes such as special giveaways, using short snippets in videos, etc.

Tactic 5: Create annual "family" events to create relationship in the family of Christ and concretely demonstrate your brand promise.

1. It would be good to develop your own event with a wide appeal that bring large areas of Catholics together. These should have community-building appeal and be focused on allowing

attendees to experience the family of Christ. These events would be used as a platform to draw them deeper later using radio content and other formation-based events.

- a. Area Catholic family Mass and picnic with live music
- b. Summer family game day
- c. Speaker events that are of interest for all Catholics with other added value for families
2. Piggy-back on diocesan or other Catholic area events
 - a. Provide free ice cream treat for attendees of summer Catholic festival
 - b. Giveaways at local conferences/speaker appearances
 - c. Sponsor “seminarian bbqs”
3. Always get email addresses and other contact info for event attendees.
4. Promote heavily across all channels - on air, website, social, email, mailed newsletter

Tactic 6: Encourage clergy involvement in the mission and capitalize on already existing parish camaraderie by turning local priests/Bishops into local celebrities.

1. Bolster their priesthood
 - a. Invite them during vocations awareness week
 - b. Invite them for an interview to celebrate their anniversary to the priesthood (new ordained, first year as a priest, 5 years, 10, 25, etc.)
 - c. Invite them to talk about any interesting hobbies they do. For example, one priest may like to run and enjoys doing marathons. This helps people see the normalcy of the priesthood
 - d. Invite priest to come on the feast day of their parish’s saint to talk about the saint’s life
2. Bolster parish community and draw that community into the wider “Catholic Radio family of Christ”
 - a. Parishes love talking about events going on in the community
 - b. Invite priest to come with a parish representative, such as the parish’s Knight of Columbus, to come talk about community events
3. Create content
 - a. Encourage priests to post on social when they’re in studio and tag the parish accounts in the photos
 - b. Send links to priest of archived shows/podcasts and invite them to share it on their social accounts
4. Promote priest appearances on all online channels to maximize the power of each individual on-air appearance
 - a. Social: Tag the priest or parish in a post promoting the interview. Encourage the priest to post/tweet while interviewing, and be sure to post an audio clip of the interview later. Encourage the priest to tell his parish about the audio clip to parishioners can go back and listen later. Sell these interview opportunities as a way to reach out to parishioners outside of Sunday Mass.
 - b. Email: Promote upcoming interviews and email out a special promotion recorded audio of particularly powerful interviews when they occur.
 - c. Catholic Radio website: Promote priest appearances on any calendar function available on the website

Goal #4: Implement marketing that focuses on your desired target audience

Many of the things we have already suggested will help you focus on and engage your desired target audience. Here are a few more that are directly targeted toward this goal.

1. Be where your potential audience is!
 - a. The Deacon Partnership is a perfect example of this. Advertising at Catholic games is a great way to get in front of parents.
 - b. Look for large church and parish events where you can partner, host a booth or give away something fun and memorable such as ice cream to families.
2. Go big on the seminarian/priest basketball game
 - a. Promote your participation heavily on all platforms
 - b. Create fun videos of the players (such as they do for college basketball) where the priests try to look as athletic as possible. Make them as fun as possible! Get your underwriters to promote the videos on their websites.
3. Partner with local secular groups such as sports teams or the arts to host special family fun days.
4. Sponsor contests for students and promote throughout Catholic schools.
 - a. Ask them to create tapes/proposals for their own show, with the prize being just that. You can edit the show and make it a one-time event.
 - b. This might be a fun way to come up with a billboard in each market. This works as long as you promote, promote, promote!
5. Host a holiday open house at each studio with choirs, food, special prizes and gifts for visiting priests. Your underwriters can also participate by donating the prizes.
6. Create special days of prayers for the priests in each diocese asking your listeners to join you.
 - a. Promote on all platforms and pray for specific priests in each diocese on each day.
 - b. Or ask listeners to pray for their priests on that day
 - c. Give it a name such as "We Pray Wednesday" (I stole this from IPF).
 - d. Highlight special ways they can pray for priests - a different way each week (we can help you with that).
7. Develop special programming for liturgical seasons
 - a. Have local priests host a half hour show on Lent. This is particularly useful if you haven't been able to establish a relationship with that priest. He gets to know you, and you can then reach his parishioners through your promotion at that parish.
 - b. Create one minute features that are local to each market featuring different priests.
 - c. Create special jingles or audio branding pieces that are special for that season. For example, in Christmas, you can add a small Christmas audio sounder to your ID. For Advent, find something that hints at the season to come.