Digital Strategy Checklist for Broadcasters

![Jacobs media | research | mobile | social]

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Digital Strategy Checklist

Website

- ☐ **Website Header:** Many listeners will come to the website through a page other than the homepage. Does the header on the website quickly and easily convey the key features of the station?
  - ☐ Dial position
  - ☐ City
  - ☐ Format
  - ☐ Core artists
- ☐ **Main Menu:** Is the main navigation using any vague language ("On Air," "Media,") or industry terms ("Playlist," "Promotions") that may confuse users?
- ☐ **Content Management System (CMS):** Does the website have a section (such as a blog) where new content can be regularly posted?
- ☐ **Calls to Action:** Has the station clearly defined what it wants people to do when they come to its site? Is the site set up to encourage these things? Possibilities include:
  - ☐ Stream the station
  - ☐ Sign up for the email list
  - ☐ Enter a contest
  - ☐ Purchase tickets to a station event
  - ☐ Fill out a form requisition advertising information
- ☐ **Mobile Responsive:** Is the website easy to use on smartphones?
- ☐ **Vanity URLs:** Has the station set up easy-to-remember URLs for key webpages (wkrp.com/contests, wkrp.com/concerts, etc.) so they can be promoted on the air?
- ☐ **Broken Links:** Has the station checked the website for any links that no longer work?
- ☐ **Outdated Content:** Has somebody reviewed the website copy to make sure that all content, including staff bios, is up to date?
- ☐ **Usability Testing:** Hs the station conducted a usability test to see how people interact with the website?
- ☐ **Cross-Platform Testing:** Has somebody looked at the website on multiple browsers and multiple devices to make sure that it works on all of them?

Mobile

- ☐ **App:** Does the station have a mobile app?
- ☐ **Usability Testing:** Has the station conducted a usability test to see how people interact with the app?
- ☐ **Email Capture:** When people sign up for the station's text message list, are they then prompted to also join the email list?

Streaming

- ☐ **Streaming:** Does the station stream online?
- ☐ **Registration:** Does the station ask listeners to register before listening?
- ☐ **Ad Insertion:** Does the station insert separate ads into the stream?
- ☐ **Nielsen SDK:** Does the stream have the Nielsen SDK installed so listenership can be credited? *(PPM markets only)*

Content Creation

- ☐ **Blog:** Does the station regularly produce written content?
- ☐ **Podcasting:** Is the station producing any podcasts?
- ☐ **Videos:** Is the station producing any video content?
- ☐ **Content Calendar:** Does the station use a content calendar to manage and track the publication of online content?
- ☐ **Social Media Sharing Buttons:** Does the website make it easy for visitors to share content over social media?
- ☐ **Search Engine Optimization:** Is each blogpost optimized for social media?
- ☐ **Editorial Guidelines:** Has the station outlined best practices for blog content, covering subject matter, tone, language, etc?
- ☐ **Editorial Process:** Have staff members been assigned clear blog duties, such as writing, editing, and publishing?

Lead Generation

☐ **Content:** Has the station created content to help potential advertisers at every stage of the ad-buying process?

☐ **Lead Capture:** Has the station put that content behind online forms to capture contact information from potential advertisers?

☐ **Lead Nurturing:** Has the station created an email campaign to stay engaged with potential advertisers by sending them helpful content throughout the buying cycle?

☐ **Lead Scoring:** Is the station tracking which pieces of content potential clients are accessing so it can determine the best time to connect them with a live salesperson?

Social Media

☐ **Key Networks:** Has the station set up social media accounts with the most important networks?

    ☐ Facebook

    ☐ Instagram

    ☐ Pinterest

    ☐ Twitter

    ☐ YouTube

☐ **Social Media Management Tool:** Is the station using a social media management tool, such as Hootsuite or Tweetdeck, to manage the station's accounts?

☐ **Claim Network Names:** Has the station registered for accounts on other networks in order to claim its name, even if it is not active on these networks?

☐ **Administrators:** Do the appropriate staff have the necessary access to post to social media? Do any past staff members still have access?

☐ **Social Media Policy:** Does the station have a policy that outlines appropriate staff behavior on both station and personal social media accounts?

☐ **Editorial Guidelines:** Has the station outlined best practices for blog content, covering subject matter, tone, language, using personal or station accounts, etc?

☐ **Sharing Process:** Is there a pro-active plan in place for sharing content posted to the station's blog?

☐ **Contingency Plan:** Is there a plan for social media in case of a national emergency, social media attack on the station, or other significant event?

Email

☐ **Database:** Is the station collecting email addresses from listeners?

☐ **New Content:** Has the station set up automated campaigns to send out new content on a regular basis?

☐ **Best Content:** Has the station set up an automated campaign to recycle its most popular content?

☐ **Segmenting:** Is the station collecting data about its listeners so it can segment its list and send them targeted emails?

Text Messaging

☐ **Database:** Is the station collecting mobile phone numbers from its listeners for text messaging?

☐ **Segmenting:** Does the station collect information from its subscribers so it can target them to provide most relevant information?

Analytics

☐ **Analytics:** Has the station installed or set up analytics to measure each of its digital tools?

  ☐ Website

  ☐ Social Media

  ☐ Email

  ☐ Mobile App

☐ **Goals:** Has the station set up the analytics software to measure specific goals (streaming, email signups, etc.)?

☐ **Analytics Reports:** Has the station set up these analytics reports set up to be automatically emailed to the appropriate staff members each week?

☐ **Analytics Meeting:** Do the appropriate staff members meet on a weekly basis to review the analytics reports to review and adjust the digital strategy?

On Air Promotion

☐ **Production:** Is the station using on-air production elements to promote the following (with vanity URLs where appropriate)?

  ☐ Blog

  ☐ Concert Listings

  ☐ Online Contests

  ☐ DJ Pages

  ☐ Core Artist Pages

  ☐ Specialty Show Pages

  ☐ Advertising Information

  ☐ Social Networks

  ☐ The Mobile App

  ☐ Text Message List

☐ **Live:** Is the airstaff directing people to the follow during their breaks (with vanity URLs where appropriate)?

  ☐ Blog

  ☐ Concert Listings

  ☐ Online Contests

  ☐ DJ Pages

  ☐ Core Artist Pages

  ☐ Specialty Show Pages

  ☐ Advertising Information

  ☐ Social Networks

  ☐ The Mobile App

  ☐ Text Message List

☐ **Contesting:** Is the station running contests that encourage entry by these methods?

  ☐ Email

  ☐ Text Message

  ☐ Social Media

On Site Promotion

- ☐ **Station Vehicle:** Does the station vehicle display its website URL and text message keyword?
- ☐ **Banners:** Do the station banners display its text message keywords?
- ☐ **On the Mic:** Do the jocks promote the text message keyword and social media accounts when they are on the mic at events?
- ☐ **Contests:** Does the station run on-site contests that encourage people to enter by text message or social media?
- ☐ **Social Media:** Does the staff post photos and status updates to the station's social media accounts while on-site at events?

Miscellaneous

- ☐ **Account Consolidation:** Is every social media and online software account assigned to a role-based email address (such as web@wkrp.com) instead of an employee email address so that accounts can be accessed even if employees leave?
- ☐ **Master Password List:** Does the station have a master password list that multiple key staff members can access?

Next Step:

Set up an appointment and we'll develop a plan to implement a **Content Marketing** strategy for your station:

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