

Essentials For Successful Broadcasting

- 1- Write on the first page of your web site your Galaxy 19 parameters including: Frequency, Polarity & Symbol Rate.
- 2- Add this info to your logo, letterhead of your ministry and to your email signature. Promote your presence by all means possible: print, email, Internet, mobile app and word of mouth. Mention it in every bulletin or letter announcement from your ministry. Inform the people in every service, event, party, holiday in your ministry how to watch and how to support you.
- 3- Glorystar is an important component in your marketing plan, therefore:
 - A- Add quick access to Glorystar from your web site using a personalized banner created just for your ministry. Just email us what size banner you would like us to create for you.
 - B- Send Glorystar your donation letters or envelopes to include in every system purchased by your viewers. This will increase the ministry donations and word of mouth by customers.
 - C- Make sure to send Glorystar and other partners your ministry logo (high res vector format) for print ads, web pages and other cross promotional materials.
- 4- Advertise yourself in your programs, ask people to offer ideas or suggest subject content for new shows. Engage your audience. Let all the friends and partners within the denomination or association join in the fun. Offer some free time to your best friends, and let them promote you. Consider affiliate programming for local markets.
- 5- Have live content - Live events that are properly promoted will bring new viewers and fans. Offer drawings or giveaways of a satellite system to your viewers to encourage participation and awareness. Having the viewer contact you directly will build relationships and help spread the word of your great ministry. When doing conferences or camp meetings, make the television or radio channel part of it, tell everybody they can watch or listen to the camp meeting repeats the next day.
- 6- To build dependency on the programs, make sure a schedule of programs is readily available online. Create a 30-60 second commercial or press release announcing you are now available on Glorystar and always include donation information to help support your ministry and a prayer line.
- 7- Do a formal launching event including PR, prizes etc. Organize semiannual/ quarterly or monthly party/ public broadcasting with and without fund raising specifically for the "national" or "north America" radio / TV channel.
- 8- If budget relies on offerings from viewers - absolutely necessary let them know how to give by all possible means, Internet, toll-free number and local address. Ask people to commit to pray for your ministry. Inform the people in every service, event, party, holiday in your ministry how to watch and how to support you.
- 9- Add your channel to Facebook and/or Twitter and update it on a regular basis. Don't forget to mention how people can receive your channel.
- 10- Create a viewer welcome kit that includes your Ministry's history and purpose. Add value to this kit with programming schedule bookmarks or magnets and donation envelopes. (Ask how to get these included in product shipments)