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HOW WE DEVELOP A NARROWCAST PROJECT

- 1) Client determines TOPIC, GUEST, and TARGET AUDIENCE and selects an essay, segment of a blog or book chapter for distribution.
- 2) Guest prepares an essay or book chapter for distribution (not much more than 10 pages). This may be posted on the Client's web site, Google docs, or other on-line location and the link incorporated into e-mail communications. Sending attachments with CRM software is difficult.
- 3) TARGET AUDIENCE e-mail counts are assessed and strategic options considered.
- 4) Based on these steps, Yeager prepares overview of the proposed Narrowcast which includes a critical path of steps leading up to the date of the narrowcast, who does what with regards to promotion, where essay / chapter will be posted, deadlines for promotional announcements, email blasts, and registration / follow-up site development.
- 5) Yeager prepares **Draft Narrowcast Announcement** which will be incorporated into email announcement (see 8 below) which gives the specifics of the narrowcast, link to the essay or book chapter, and link to **Online Registration Site**. Yeager sends announcement to Client for distribution via CRM process.
- 6) Yeager prepares **Online Registration Site** where attendees will register, leave their e-mail address and "burning questions" about the topic based on the essay or book chapter.
- 7) Yeager prepares **Online Follow-up Site** where attendees will return and leave feed-back about the narrowcast and sign-up for optional free transcript.
- 8) **Client readies** internet distribution point for essay or book chapter. This may also be provided by Yeager.
- 9) **Client distributes custom, branded e-mail announcement** via iContact, Constant Contact, (or similar) CRM list management software or service for distribution of announcement. (Or, Yeager assists with this process.)
- 10) **Client viral marketing:** Client sends announcement via email to other clients with a note which encourages them to send it along to their friends or relatives who may be interested. Announcements are sent to more distant contacts and industry trade publications to encourage "viral marketing."
- 11) **Client sends Yeager:** (a) article or book chapter, (b) short biography of the guest, (c) book "blurb" or other pertinent information.
- 12) **Yeager harvests "burning questions"** from online registration site and adds his own questions from the essay/book chapter into the mix.
- 13) **Yeager prepares draft script** based upon information which has been provided and burning questions from registration site.
- 14) **Pre-Narrowcast "Rehearsal"**. Yeager and Client go over script, questions, and make adjustments as required.
- 15) **Narrowcast** is digitally recorded for later uses.

- 16) **Yeager captures participant telephone numbers** during the narrowcast.
- 17) **Follow-up survey announcement** is distributed to attendees. This includes a link to the online follow-up web site. Offer of a free transcript for those who register on the follow-up site is optional.
- 18) **Transcription** of the digital recording is created, usually within 7 to 10 days. (additional cost)
- 19) **Edit digital recording for podcasting.** The MP3 audio file is “cleaned up” for podcasting or other uses. (additional cost)
- 20) **Follow-up survey results** are distributed to the Client after two-weeks.

VIRAL MARKETING

- Our experience shows that if you send your original announcement to 100 email addresses of individual with whom you are personally acquainted, they will send it on to 1-200 others.
- Of the 100 original addresses, about 25 to 50 may register for the narrowcast.
- This means that if you have 100 listeners to your narrowcast, 75% of them will be new, potential contacts, pre-qualified due to their interest in the topic.

Narrowcasting permits you to:

- Gather new emails via the registration process because people can't attend without the telephone number and log-in i.d.
- Gather telephone numbers of all who actually dial-in so they can be followed-up with a telephone call.
- Gather those who are very committed to the material presented in the narrowcast through the follow-up survey and free-transcript process.

On-line advertising

- Google or ad-words offer the possibility of promoting either the original narrowcast, the digital recording or the transcript through choosing search words based on the title of the book and/or essay.