Casting a Larger Net:
Utilizing Multiple Platforms to Build a Larger Audience

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Today we'll be talking about how to create a larger audience by utilizing multiple platforms, including online platforms and non-online platforms. We're going to do this by identifying several principles related to this topic.

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We'll spend about 30-40 minutes walking through the principles and then allow you to ask questions once we're through the main presentation.

Principle One: Understand the Fundamental Nature of Any Platform

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This is important to help you avoid the hype (online buzz and marketing language like, "this is the greatest thing in the history of the universe") and focus on what you really need.

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This platform accomplishes two important things for the speaker…

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2. It provides **credibility** to the speaker, even if it's only briefly.

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If you want to grow your audience, you need to utilize multiple platforms in order to increase your **visibility** and **credibility**.

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This is the fundamental nature of any platform… **visibility** and **credibility**.

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This is important because Google and other search engines see what's online.

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- Disc, Flash Drive, or Media Card

- Speaking/Preaching/Training

Principle Two: Recognize the Difference Between Online Platforms and Non-Online Platforms

We'll talk about online platforms in a moment. For now, don't limit yourself to online platforms and just a magazine. You want to have as many platforms, online and non-online, as you can possibly manage well.

Principle Three: Remember Your First Priority Is Great Content

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A platform at church may provide the preacher with increased visibility and credibility, but if the preacher can't keep people awake, then that platform is pretty pointless.

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Google and other search engines are getting better at evaluating content based on its context and popularity.

Search Engine Optimization (SEO) is important, but **relevant content** is ultimately what's going to impress Google.

Principle Three: Remember Your First Priority Is Great Content

At the end of the day, you are a publisher. Yes, you need to understand platforms and marketing and online strategies, but don't think these things will replace the need for great content.

Principle Four: Identify the Platforms that Make the Most Sense for the Audience You Want to Reach

There are many platforms, especially online, and each of them has its own uniquenesses as well as strengths and weaknesses.

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Let's talk about some of the more popular online platforms…

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Its versatility is a strength, but its size can also be a weakness.

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Getting heard among the other voices on Facebook can be difficult and expensive.

You **probably** need to be on Facebook, but Facebook **probably** shouldn't be your only platform.

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Pinterest is another large platform, but it is driven by visual content such as images and graphics.

Pinterest tends to be more popular among women, so if your target audience is just men, then Pinterest may not be a high priority.

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To be successful on Twitter, you need to "tweet" regularly.

I am not big on following people on Twitter, but I plan to get engaged eventually.

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Instagram is another very popular platform that provides an easy-to-use mobile app for posting images with text.

It can be difficult to include links in messages on Instagram.

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You almost certainly need a web site of some kind in order to have your own online platform apart from any other platform.

Depending on your audience, you probably will want to create a mailing list (non-online) and an email list (online) to communicate with your audience directly.

Principle Four: Identify the Platforms that Make the Most Sense for the Audience You Want to Reach

Talk to people you know about the platforms they use or access and identify those that make the most sense for your publishing efforts.

Principle Five: Only Pursue the Platforms You Can Manage Well

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There are tools out there to help you manage the content being published on multiple platforms, but there's no way to avoid the increased work necessary to publish or maintain multiple platforms.

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Pick the ones that make sense for you AND that you can manage within your responsibilities (or those of your organization).

Principle Six: Be Consistent in Your Branding

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Remember, other people aren't waking up thinking about your brand the way you do.

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Be as consistent as possible in representing your brand across multiple platforms.

Keep the name AND visual representation consistent.

Principle Seven: Slow and Steady Wins the Race

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Some people in business get lucky and manage to stumble on a get-rich-quick scheme, but you should not plan on doing this.

Develop a strong content strategy that can be delivered across multiple platforms, then work hard and be patient.

In summary…

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Search engines like Google gauge the breadth and depth of your online presence to help determine just how popular (relevant) your content is.

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Publishers need to be deliberate in developing a multiple-platform plan.

Questions?