Using Branded Mobile Apps to Increase Audience and Brand Awareness

CASE STUDY

Radio Inmaculada
In November 2005, the US based non-profit organization Radio Inmaculada founded its Christian Catholic radio station, broadcasting Christian conversations and Christian music to Spanish speaking audiences. The radio station operates from Hillside, NJ, and airs on FM in the Newark area and, since 2009, the Atlanta, GA area.

Radio Inmaculada’s audience spans over 49 Countries, with the bulk of its listeners located in the US and Latin America. Radio Inmaculada receives financial support from sponsors and individual donations.
Goal and Format

- The station's goal is to spread a message of hope and the teachings of Jesus Christ and his mother Mary. Though it started out in the New Jersey area, the station has since expanded to Pennsylvania, New York, Connecticut, Georgia, and now the whole world thanks to Internet-based distribution.

- Radio Inmaculada offers 24/7 programming revolving around religious, psychological, and medical themes. Shows are in entirely in Spanish, catering both to the US Spanish-speaking population and Latin America via Internet distribution.

- Select shows and specials are also accessible on-demand.

- Radio Inmaculada has 22 hosts, and works in a number of studios in and outside of the US.
Adopting the Customized Mobile App

In May 2014, Radio Inmaculada chose to create its own mobile app for both Android and iPhone. Now its listeners all over the world can quickly access a fully-branded radio station stream and podcasts.

“We immediately thought that this was a powerful, new way to connect with our audience because the app is easy to use and allows us to reach people anywhere in the world,” says Genry Batista, founder and president of the station.

The app was easily created with Spreaker.

Apps were built for each mobile operating system in just a few hours, and in less than 24 hours the Android version was live on Google Play, generating downloads. Due to Apple’s App Store manual review process, the iPhone version took just a few extra days to release.
Since its mobile apps were released, the results have been amazing. Loyal users were quick to download the app and start using their mobile phones as portable radios.

In addition, the presence on both the Apple App Store and Google Play has created an additional contact point with audiences, allowing Radio Immaculada to find new listeners.

The chart shows the growth of listeners (number of plays). The bump in number of plays is clearly evident following the launch of the mobile apps.

The growth curve goes up and to the right, and the trend won’t be ending anytime soon: the apps are generating hundreds of new downloads every month, helping Radio Immaculada amplify its voice and cast a wider net on its audience.
Another area which showed even bigger improvement is listener engagement. This can be measured by the number of times listeners “Like” a particular episode or broadcast. Here, the bump looks impressive:
Benefits of Having a Customized App

**Branding**
- Having a branded presence on the App store and, eventually, on your listeners’ mobile phones, will help your brand’s recognition.

**Distribution**
- The app stores are accessed by hundreds of millions of users every week. Having a personalized presence there is yet another way for your audience to find and search you.

- Investing in App Store Optimization (ASO) by carefully writing your app description and choosing the proper keywords can give great results.
Building Your Customized App

Start creating your app by selecting your own images, writing up your own description, and adding all your contact info. We'll build the app and do our best to support you with the submission and approval processes. We'll also take care of the general maintenance, and help you when you want to make minor changes after publication.

Listeners will be able to download your app for free, and tune in as you broadcast LIVE or pre-recorded episodes. Plus they can interact with you directly during live broadcasts via a chat box.

CREATE YOUR APP
Building Your Customized App

The Interface allows you full customization. Just select the platform that you want to create your app for (iOS / Android), upload your artwork and fill in the text fields.

You can also give the app your podcast's look and feel by choosing primary and secondary colors and adding a cover image.
Spreaker allows anyone to create, host, and share podcasts, offering simple recording and distribution tools on its website and mobile apps for iOS and Android. Users can record or stream live without having to download or purchase any extra software or hardware.

www.spreaker.com