



AN INTRO TO PODCAST MARKETING

The 7 pillars of podcast marketing

Simple steps to build your audience over time

resonate

GETTING STARTED

After all these months it's finally time. You've researched, planned, bought the equipment and are preparing your first episode. So now what? How are people going to learn about your great new content?

Many creatives spend years sitting in the lab working on their magnum opus only to realize once it's done that nobody cares because nobody knows that it exists or how hard they worked to create it. What's the remedy for this kind of obscurity? Documenting the process. The truth is if you want people to care about the podcast you have to show them why you care about it. You have to show people why you made it, how you made it and how excited you are to see others listening to it.

Want to cut through the noise and build a loyal fan base? Then read the 7 Pillars of Podcast Marketing and you will be well on your way to success.

CREATE CONSISTENT CONTENT

Marketing, email newsletters and social media are all about playing the long game. The funny thing about "blowing up" online is that most people who go through this have been quietly producing content for years. If this is true, how do you measure success before being truly famous? Gary V writes,

"Analytics don't tell the whole story. In a nutshell, I decided to stop chasing numbers and focus more on creating content that brought more value to our customers. A thousand views and a hundred comments are much better than ten thousand views and one comment"
(Gary Vaynerchuck, Crushing It)

Did you hear that? "Brought more value to our customers." This is the locus of a thriving social media strategy: Give away high-quality free content to your audience, care for others and be authentic.

A successful podcast marketing strategy requires setting yourself up as the expert in your

1. COLLABORATION

Social media, just like real life, is about connecting to other humans. The best way to promote your work is through real relationships. Building a large audience is about playing the long game, and the best way to do that is through genuinely connecting with others, regardless of the medium of communication.

Here are three simple ways to collaborate and build your podcast brand:

1. Invite guests to be on your podcast
2. Request to be a guest on other podcasts
3. Buy ad spots on podcasts whose audience is your target market
 - a. <http://www.midroll.com>
 - b. <https://www.advertisecast.com/podcast-monetization-solutions>
 - c. <http://podgrid.com/>



2. PODCAST WEBSITE

Think about the podcast website as the home for your entire brand. We recommend setting up a brochure-style landing page where you can collect emails and share the latest announcements regarding your podcast. Additionally, this website can be used to push out a blog post including show notes, transcriptions and other repurposed content specific to every episode of your podcast. To drive traffic to your website make sure that you mention it in every episode of your podcast so people know where to find the show notes, transcriptions and all other resources.

3. EMAIL NEWSLETTER

As we just covered, your podcast website's landing page is a great place to collect emails in exchange for a free resource (like a PDF of the transcription or something relevant to your expertise). Once you collect some emails you can send out announcements whenever you start a new season, have a special guest, or just put out a new episode. You could also create a weekly or monthly email that shares more of your expertise and provides another point of contact between you and your fan. The key to growing a successful email campaign, though, is to NEVER SPAM your list. Only send genuinely valuable content and then follow through with confident calls to action.

To manage your email campaigns, we recommend using Mailchimp. With Mailchimp you can easily customize mass emails for announcements, automate conditional responses or create a periodical

4. YOUTUBE

For many people, starting a YouTube channel and consistently pushing out content sounds like a miserable assignment that will only end in ridicule and loneliness. But it doesn't have to be like this. You don't need to be perfect to win on YouTube. Here are several tips for starting your YouTube journey:

1. Record High-Energy Intros

- a. Using clips from your podcast, pick the most engaging content and skip the pleasantries.

2. Post Consistently and Frequently

- a. Make a plan to post a video and execute. When the deadline arrives ship it!

3. Add Suggested Video Hyperlinks

- a. Add hyperlinks of playlists, new uploads, or related content during the video and at the end to increase time spent on your channel.



5. SOCIAL MEDIA (DOCUMENTING THE PROCESS)

Social Media has become one of the most common daily activities around the world. And social media isn't just a timeline anymore. It's a search engine of its own. This is why it's crucial for your podcast to be discoverable on social media. Below we'll provide a quick breakdown of each major social media platform you need and a quick tip for how to make effective native content.



With 2 billion monthly active users, it's no question that your podcast must have a Facebook if you want to reach many new listeners.

1. Research

- a. To begin, research other podcasts or influencers in your podcast's market and make observations about their practices

2. Be Clear

- a. Make it your goal that every person who leaves your page understands what you do, why you're qualified, and most importantly, how you can help make their life better

There are a plethora of particular ways to configure your Facebook account. The three primary options include creating a personal account, a business/brand account, or a community/public figure page. There are benefits to each of these three categories, but we recommend using the community/public figure page for your podcast. This is sort of like a peripheral page on your Podcast's Facebook account that you can use to share announcements, engage listeners and be active in the podcasting community.

One final tip: Research the Facebook groups from your podcast's niche and join immediately. You can sit back and observe or lean into engaging conversations.



Twitter

Twitter has a mere 336 million monthly active users worldwide compared to Facebook but presents a unique opportunity for you: engagement. People who log into Twitter are looking to stay relevant, learn something interesting and join a current conversation themselves. To capitalize on this fact, repurpose your content in a way that sparks conversation and encourages engagement.



Instagram

Coming in close with Facebook and YouTube, Instagram has 1 Billion monthly active users. Because of the non-chronological algorithm that Instagram uses, many of your posts won't be seen by your followers. In fact, the new algorithm causes [70% of Instagram posts to go unseen](#).

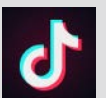
So how do you work around this non-chronological algorithm? Try to drive more traffic to your profile and to your posts by writing captions with questions and calls to action, jump into the conversation in your comments and use relevant hashtags from your niche and market.

Then repurpose content for your Instagram story and videos for IGTV to make full use of Instagram's potential.



Pinterest

Pinterest represents a more narrow and targeted demographic than the larger social platforms already listed but is a tool to boost your SEO. By pinning quality images on Pinterest with backlinks to your podcast's website you can boost your SEO over time. Don't know what content to post? Start by creating images of thought-provoking quotes from your podcast. Additionally, If you get quotes from your guests this will help boost your podcast's credibility and solidify your reputation as an expert in your industry.



Snapchat, LinkedIn, Medium, Tumblr, Google +, Reddit, Tik Tok

If you want to go above and beyond and fill every possible social media stream with your content, then you can create accounts on all of these platforms, begin to document your process and reach even more people. Remember, it's all about playing the long game and acting authentically.

6. SEO

Ok, so we've covered the pillars of collaboration, a website landing page, the email newsletter, and social media. These are all crucial elements of a successful podcast, but they're not enough. In order

to thrive, all of these pillars must be discoverable. That's what SEO is all about.

Search Engine Optimization is the practice of optimizing your online content so that it ranks as high as possible on search engines (e.g. Google, Firefox, etc). Although much of the content on the internet magically appears on Google and other search engines, the search engine algorithms are a secret, but there are many tried and true methods for getting your website to rank. Below are three tips to get you started.

1. Optimize Episode Titles with Targeted Keywords

Lastly, optimize the titles to all your content by targeting particular keywords for your market and niche so that people will find your results at the top of the search results. This is really practical: think about what you want your podcast to be associated with and position yourself to rank on the keywords for that category. There are a plethora of keyword research tools online, but we recommend getting started on MOZ and Google Keyword Planner.

2. Write Show Notes

Show notes are a keyword-rich summary, often including an episode description, key takeaways with timestamps and outbound links.

So, by turning your podcast content into video and written mediums you can improve your SEO and provide more valuable content for your listeners.

3. Post Transcriptions

The second key way to boost traffic to your website is by building a deposit of articles and written content. One simple and highly effective practice is to repurpose your podcast by creating a transcript and show notes. A transcription, of course, is a verbatim write up of the material in your podcast. If you don't create a blog post out of it, you can leverage this asset by offering it as a free PDF on your website in exchange for someone's email, then you can collect emails for a newsletter to get in front of listeners more regularly and in different contexts.

7. MONETIZATION AS MARKETING

Finally, the moment you've waited for. Time to make some money for all of this hard work. So how do you monetize your podcast? Before we can start, we need two things: a distributed podcast and an audience. The audience you build is the most valuable thing you have. There really are no shortcuts here, only hard work, consistency and persistence.

Once you have a distributed podcast and some semblance of an audience you can begin to move towards monetization with these three methods.

1. Affiliate-Linking

- a. Simply put, an affiliate is another company, brand or podcast that you recommend to your listeners in exchange for something (like a referral fee) when your listeners use a specific code or refer to where they heard about the affiliate. This approach is a great first step into monetization because the size of your audience won't ultimately matter with this strategy.

2. In-Show Advertisements

- a. This is simply you selling "air time" on your podcast to a company or brand that values that space as a potential way of getting in front of potential customers. These ads are the more traditional method of monetization as they function like television and radio advertisements yet can be incredibly successful. The downside is that this method requires a larger audience to make a considerable profit.

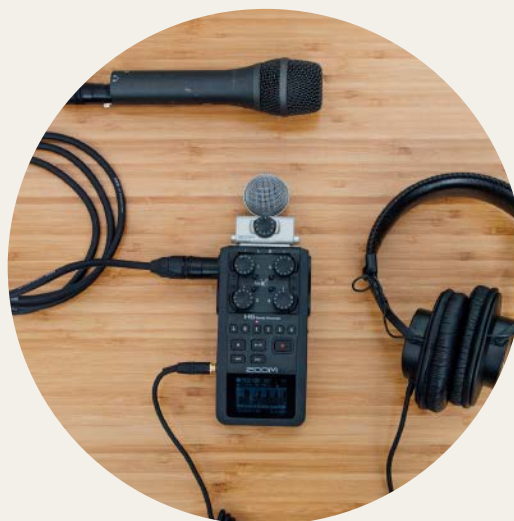
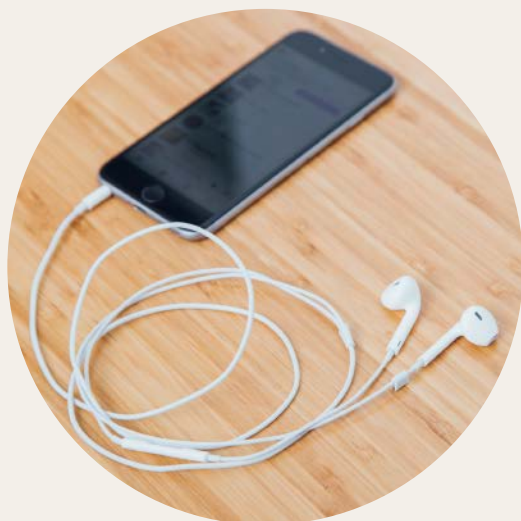
3. Requesting Audience donations (Patreon or direct transfer)

- a. Sometimes the best course of action (or at least an additional one) is to just be direct and ask for what you need. There are many apps out there that allow you to easily set up donation accounts which will make it easy to be real, honest and ask for donations (without causing a headache). You can consider any of the following platforms to help you: Patreon, PayPal, Venmo,

CONCLUSION

Marketing your podcast is all about playing the long game. There is no legitimate shortcut to the hard work of creating good content and engaging your listeners. But the good news is that you don't have to be perfect. Published is better than perfect, so start today. If you implement these 7 Pillars of Podcast Marketing and authentically engage your listeners you will be well on your way to success.

However, if you want an in-depth look at the best practices for optimizing each of these seven pillars, send us an email at launch@resonaterecordings.com and we can set up a one-on-one consultation, which includes an audit of your current marketing practices and actionable recommendations for growing your online presence.



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