



How to Grow Your Podcast

12 tactics you can use to start
increasing your podcast
audience now!



12 Tactics for Growing your Podcast Audience

A simple fact of the podcasting life is that you need an audience to make your podcast worth all of the time, effort, and money you put into it. After all, there's nothing more discouraging than putting hours of effort into an episode only for it to end up getting a handful of listeners at most—half of which are your own friends and family members! While many podcasters can launch a show without too many hiccups, actually growing an audience can prove to be a lot more challenging. Whether you've been at it for a while or you're only just starting out on your podcasting journey, here are 10 tactics you can implement to grow your audience.

Tactic 1: Be Where People are Looking

When searching for a new podcast to listen to, most people first ask for recommendations on social media, online communities, or directly in person to someone they know who likes the same kinds of shows that they do. Take a look and you'll see that there's a ton of active engagement and discussion in various Facebook or Reddit communities focused around certain genres of podcasts. Don't be afraid to post in these forums and participate in online discussions that are relevant to your content. Apart from word-of-mouth, another common way that people discover new podcasts is via Google searches. In these cases, most listeners check out "Best of XXX" or "Top 10 Podcasts in XXX Genre" lists, so if you can get your show on one of those, you're golden!

Tactic 2: Cross-Promotion

You can also gain recognition for your podcast through your own PR efforts — this means partnering with other relevant creators, setting up a combined series for various events, writing guest articles, doing content swaps with other podcasters, interviewing notable guests, and even appearing as a guest on related shows. When you don't have much of an audience yet and are still growing, this is a good time to try to leverage a guest with a big following of their own. Most importantly, whenever you partner with another creator — whether they appear as a guest on your show or are only mentioned —make sure you ask them to share the episode on their social handles so that your podcast is exposed to a whole new network of potential followers.

Tactic 3: Link your Podcast Everywhere

It's important to realize that not all podcast listeners are active on all podcasting platforms, with some preferring Spotify and Google Play, while others are devoted to Apple Podcasts. [Linktree](#) is a useful tool which provides one link allowing audiences to access your podcast on different platforms. This tool allows you to create a menu with all of your show's listening platforms and gives listeners the opportunity to pick the option that they prefer. You can then add this link to all of your social media and promote your podcast across all channels to help drive listenership. Don't forget to use relevant hashtags!



Tactic 4: Create a Trailer

Trailers are a great opportunity to make a first impression on potential new listeners. With Apple Podcasts, trailers are given privileged placement at the top of podcast feeds, so they always show up first. But take a moment to pause and think seriously about how you want your trailer to sound.

Consider the number of potential new listeners who will use your trailer to help them decide whether to subscribe to the entire podcast. There are thousands of podcasts out there and people have short attention spans. You need to make it as easy as possible for them to get a feel for your podcast and whether it's worth their time. Once you have that sorted, rest assured that your trailer will spell great news for your marketing efforts. Now, instead of promoting your show via a website homepage or podcast app, you can send out links to your trailer, a much more dynamic method of advertisement and a great preview of the real thing!

You can also change up your trailer so that it serves more than one purpose. For example, you could use it to announce that your new show or a new season is “coming soon”, or just introducing your podcast and yourself. Especially for those with small audiences, an “intro” trailer is critical, and should succinctly reveal to a potential listener what your show is, who listeners will hear from, and why they should tune in.

Tactic 5: Cater to your Ideal Listener

Do you know who your ideal listener is, and, if so, the best ways to promote to them? Don't worry if you don't—there are things you can do to optimize promotion of your podcast yourself before spending a ton of money on an expensive advertising agency. First, create your ideal listener profile and measure it against your podcast, website, and social media analytics. Do they match? If not, consider altering your mental framework and re-evaluating who your podcast most appeals to. Once you have a good idea of who your average listener is, do some research. Do they spend more time on Facebook, Instagram, Pinterest, Tumblr, or Reddit? Do they follow particular hashtags, tweets, or subreddits? Do they visit any other websites on a regular basis? All of this information will give you an idea of where your audience spends the majority of their time online so you know where to advertise most effectively. In addition, post your podcast on other podcast directories—there are so many more than just Apple Podcasts and Spotify! Because many people use a particular site or app exclusively, you want to maximise your distribution efforts to increase your chances of drawing in new listeners.

Tactic 6: Get Featured on Other Podcasts

Getting featured as a guest on other shows is a good way to promote your podcast. Look for podcasts that are in a similar stage of development as yours or those whose content would resonate with your listeners, and then reach out to the hosts directly. You'd be surprised at how many positive responses you get. You can also check out [Radio Guest List](#) for a list of podcasts or talk shows actively looking for guests to appear on their shows.



Tactic 7: Try Out Live Streaming

Live streaming can help you to organically reach new audiences as well as build a relationship with your existing audience. By hosting episodes or segments in real time, you create an ideal opportunity for engaging with your audience and potentially attracting new listeners. But, in order to ensure that the segment doesn't get derailed, make sure that you retain a proper structure for the show. With a typical interview podcast format, start with introductions and then ask the audience to provide some info—where are they from? What are they interested in? After this, set the stage by introducing the topic or guest of the day and asking for input—what angles are they interested in? Do they want you to ask any questions in particular? Using their feedback as guidance, deliver the show, and wrap it up with a Q&A at the end where they can again interact with you and your guest. Above all, make sure to keep it polite and respectful on all sides of the conversation! You want to start a discussion, not a fire.

Tactic 8: Track Listeners, Not Clicks

Tracking analytics is all very well and good, but how does it actually translate in terms of who is actually listening to you? If you've ever wondered how effective your podcast marketing tactics are in driving actual listeners, as opposed to just clicks, you can check out [SmartLinks by Chartable](#), a trackable URL that automatically routes listeners to your podcast in their favorite apps. The tool collects data regarding the actual downloads associated with a particular link, regardless of which podcast player your listeners use, and allows you to figure out which marketing channels are really driving your listenership.

Tactic 9: Repurpose Existing Content

One of the most popular recommendations out there for expanding your podcast audience is to create new content. Let's be honest, that's a lot easier said than done. While new content, if you're able to create it, is definitely a plus, we're here to point out that it doesn't necessarily have to be *brand* new. Instead, try expanding the reach of your existing content by repurposing it for a different avenue. For example, if you've already created a video for release on YouTube, you can easily translate that content into an audio-only format for your podcast. TED Talks does this by making some of their lectures available as podcast episodes with [TED Talks Daily](#).

Tactic 10: Don't Neglect the Visual Element

Video works great as an engagement tool. Even though podcasts are primarily audio-based media, you can still create short videos to share to your social channels. Even simple audiograms—short clips combining visual art, a sound wave, an audio track, and often, a transcription of the dialogue—are a great way to draw attention to your podcast. These can be a lot more effective than simply sharing an image of your episode, with audiograms generating up to [five times](#) the traffic of a Facebook post with a static image!

At first, try one video to promote your latest episode and look at the engagement. If the video does well (i.e. results in higher metrics than your previous posts), try creating more videos and measure whether your engagement goes up or down with each episode. You should also test out different types of video. For example, while some can just be audiograms, others could be



actual video clips of you or the host recording a podcast episode, which allows viewers to see facial expressions and body language which they would otherwise miss out on by listening to the podcast in its traditional format.

Tactic 11: Rent an RSS Feed

An RSS feed consists of information about your podcast and its episodes which is passed on to podcast directories like those in Apple Podcasts or Spotify. This enables listeners to tune in to your show. One option to grow your audience is to rent the RSS feed of other, more popular podcasts in the same genre or category, resulting in your episodes being featured in their feeds. While this strategy can end up costing a lot of money, depending on the show, it's often worth it in the long run to reach a dedicated listener base similar to your own.

Tactic 12: Hire an Expert!

Don't be afraid to ask for help. At [Quill](#), we offer a wide variety of services that could be beneficial to podcasters looking to grow their audiences, as well as those concerning other aspects of execution or production, should you need the support. Our pre-vetted expert freelancers can do an audit of your existing show and come up with a customized growth strategy outlining the best ways you can expand your audience. Check them out [here!](#)