



PODCAST INC. YOUR PODCAST'S HOUSE

2022



This document contains a strategy of 15 days for Instagram it has the best ideas to help you have a clear idea of what you should post. We are confident that you will get value out of it! Enjoy the process and Podcast It!!

DAY 01: INTRODUCTION



- Introduce yourself and your podcast
- Share your purpose and what's your mission with this podcast
- You can post a selfie with your microphone and podcast setup behind you, or it can be a picture where you feel like you look happy

DAY 02: REEL

- Film a short video from your process

- Example:

15 sec of you preparing a tea or coffee something that you do before you record

15 sec you setting up your podcast materials like turning your laptop on

15 sec of you welcoming the guest

15 sec after you finished planning for the next you film yourself writing in your notebook or journal.

Note: You can do it your way the point is to make your audience watch the journey and your day!

DAY 03: VIDEO /IGTV

- Film a video talking to your audience about your guest and what they can learn from them
- For example, you can answer these questions to build your video content

What's the one thing that this guest is good at?

What's the best way for people to get this good thing?

Why you can do to ensure that they will benefit from this good thing?

Note: If you are a solo podcaster ask this question to yourself from a topic perspective

DAY 04: REMINDER

- Post a picture with your guest and caption it with the date and time you will post / or a picture with the title of your upcoming podcast title if you are a solo podcaster.

DAY 05: TOP 3/4/5 THINGS

- Put the top 3 things you know your ideal listener will enjoy from the podcast don't forget to add your guest as a collaborator and highlight that this podcast is out and they can't miss it!

DAY 06: STORYTIME

- Film a story thanking people for supporting you, and share with them something about this episode! Make them curious to watch it!



DAY 07: ANOTHER REEL

- Share things that people can find or develop from watching or listening to your podcast.

DAY 08: POST

- Keep reminding your audience about your podcast mission, vision, and why.

DAY 09: FEEDBACK STORY

- Ask your audience, if they enjoyed this guest, suggest people for you,
- and what did they get from the previous episode.
- If you are a solo podcaster you can ask them to highlight topics they want to hear you talk about.

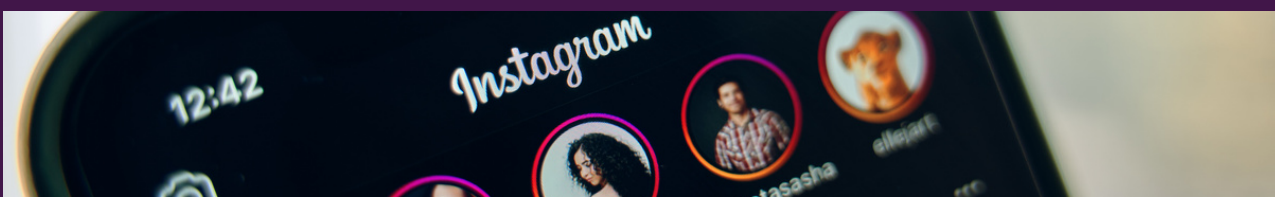


DAY 10: GUESS THE (TOPIC/THE GUEST) REEL

- Film a short video with trendy music asking people about their ideas for the next guest
- You can add hints, for example, he wrote: The One Thing Book, if you are a solo podcaster you can add a text on the screen: It's the #1 talked about this year (Mental health)...

DAY 11: SHORT SNIP

- Share a short clip from your episode it should be around 2 min max
- Introduce the guest or the topic and you can repeat what we did for the video questions
- If you are a solo podcaster that is also implemented on you as well.



DAY 12: PROMOTION DAY

- Design a post highlighting all the platforms that your audience can listen to or watch your podcast at
- Make sure your Bio link is updated to have all of them you can use a link tree!

DAY 13: REEL TO SUPPORT YOUR PROMOTIONAL POST



- Film a quick reel asking people to subscribe and remind them of the date of your upcoming episode
- You can film two reels if you have more ideas to promote all your platforms just make sure to have a call for action here

DAY 14: QUOTE DAY / EPISODE QUOTE/ YOUR BOOK QUOTE/ YOUR LIFE MOTTO

- You can use your guest quote and mention them in a post .
- You can do that as a reel as well with trendy music.



DAY 15: ASK YOUR AUDIENCE TO HELP YOU

- You can ask them to leave a review for your episode and how that is going to encourage you to give more
- You can ask them to share your reel/post and how it's going to help you reach more people and help them with your content

Note: That these are just suggestions you can always change it to fit you.



DAY 16: PROMOTE A LIVE CONTENT

- For most podcasters, we have helped the switch was having live shows on IG and promoting the guest or the content you will share a day before.
- If you are an author/or you have a product it's actually a good idea to promote it (Please apply this if you are using your personal account or if promoting this product is the reason you have this podcast)
- You can create a post with all info (Date&time) with who you will have it, if you are in front of your ideal listeners what are 3 things they can benefit from this live!

DAY 17: GO LIVE!

- Face the camera and talk about the topic or invite the guest and start having that convo, 20 - 30 min is the best time to end it, so make sure to save it as an IGTV and promote it for people who have missed it!

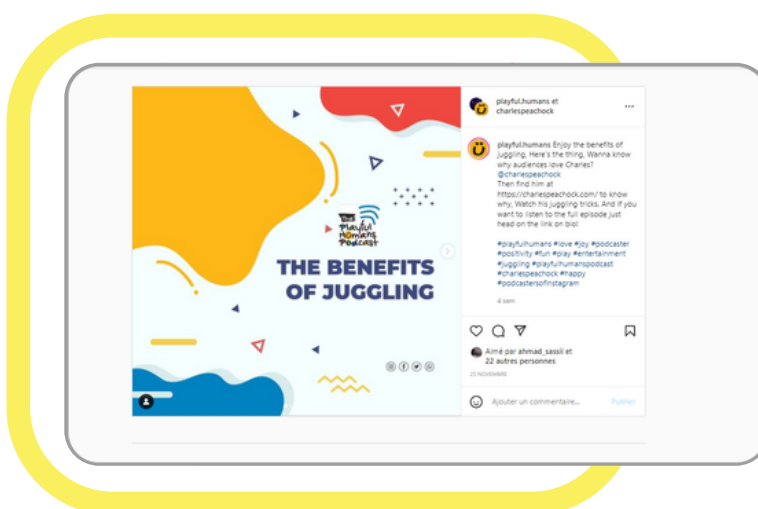
DAY 18: REEL DAY

- Take 1min to introduce people to your upcoming podcast and where they can listen to it, (if you are a solo podcaster introduce your upcoming topic).

Note: If you don't want to waste time, once you finish recording, grab your phone and film 60 sec with that energy telling people about this upcoming podcast, or you can do it before recording the podcast. This is better than recording it after a while!

DAY 19: CAROUSEL POST

- Create a post about the important thing you discussed during your episode, make sure to make it as friendly as possible to get close to your audience.



DAY 20: REVIEWS, MESSAGES, COMMENTS SHOWCASE

- This post is so important to show people that you appreciate the love, the messages, or the review, it's also a nice way to showcase why people love this show and to drive more people to discover it.

DAY 21: FUNNY POST

- People like to know that you are like them, in different areas where they can relate to you, so what's better than posting something that made you laugh or a situation, or even a meme.
- Whatever it is it's going to increase your engagements and you will gain great interactions out of it.

DAY 22: BEFORE VS THEN POST

- You will post your podcast before and now no matter what number of listeners you have 10...20... put it out there growth looks different from one to another and this post can inspire someone to start the same way you did!
- If you sell a product through your podcast showcase that before or your starting point and now.

DAY 23: GRATITUDE POST

- Thank people for listening to your podcast and reminding them of what value you are providing, this will help them connect with you and share this with people they know.

DAY 24: SNIP

- Post a video from your podcast episode, and make sure to have the juicy part where you will gain the attention of people to listen to the full episode.

DAY 25: CHECKLIST POST

- The purpose of this post is to make your audience see if they are fit to listen to this podcast, for example:

Are you interested in business growth tips? ☒

Are you ready to invest 30 min of your time to listen to those tips? ☒

Note: The list can go on, don't use more than 4 questions and you can choose them if you have defined your ideal listener.

DAY 26: POLL STORY

- Use your story to have more clarity on your audience make sure to have questions like "do you" or "are you"



DAY 21: FUNNY POST

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Note: It's the same thing we did on day 21.

DAY 28: CAROUSEL POST

- Based on the poll result create a post content to provide clarity to your audience and fill their need.

DAY 29: NICHE VIDEO

- Break down your thought about a certain topic in your niche and have a 5 to 8 min video sharing your thoughts and ideas about it!
- If you are inviting someone for your upcoming episode related to this topic make sure to drop this info for your audience.

DAY 30: REEL DAY

- 30 sec directed to your ideal listener providing valuable content like what are you doing? and what's your podcast's mission?

PODCAST INC. MESSAGE

Hello Content Creator,

Our team selected this strategy as the best IG content start for all types of podcasts, no matter what your content looks like it will fit.

However, you have to pay attention to the way you want to implement it, so make sure to reach out if you wanted to get the best outcomes out of it!