

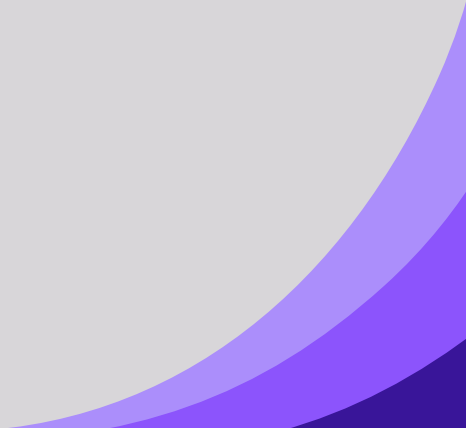
The Complete Guide to Podcast Marketing

FOR BRANDS AND PROFESSIONAL PODCASTS

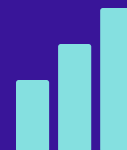
Turn yourself into a podcast marketer by gaining the knowledge and expertise needed to effectively grow your podcast audience.

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Introduction



Whether you're brand new to the world of podcasting or a verified expert, podcast marketing is an ever-changing art form, which means there's always more to learn. Even if you've been around the proverbial podcasting block (or, pod?) a few times, the landscape is continually evolving, so keeping your finger on the pulse at all times is key to your brand's success.

While it would be impossible to compile every single marketing tip, trick and tactic into one guide, we've done our best to cover at least the fundamentals. Consider this your comprehensive guide to promoting your branded or professional podcast, but also don't be afraid to dive deeper into any of the topics below because the possibilities are endless.

Definition of Podcast Marketing

WHAT IS PODCAST MARKETING?

Podcast marketing is the act of using various tactics and strategies to grow your show's audience.

There are three key elements to podcast marketing: **organic marketing**, **paid advertising**, and **measurement**.

Podcast Marketing Mindset

NOW LET'S TALK MINDSET.

Some of you may be experienced marketers, but when it comes to podcasts, you're at a loss.

Because podcasts (especially branded podcasts) are still a relatively new medium, podcast marketing is a new area of marketing that many seasoned experts don't have experience with yet.

When thinking about marketing your podcast, you want to sit down and ask yourself **what channels you have access to and how you can use them.** Awareness and reach are key for podcast marketing. You still want to target the right audience through your tactics, but **word of mouth is still among the top avenues through which listeners hear about new podcasts,** so even if that one user isn't interested in your show, their friends might be.

Channels that you should be exploring are anything and everything including newsletters, websites, apps, communities and social media channels. The list is endless but we'll be diving into these tactics throughout this guide.

Podcast Marketing Tactics

Part 1: Organic Marketing Tactics

Branding

While every organization and individual will have slightly different goals associated with the platform, it's important to view the podcast as an extension of your brand (whether corporate or personal) but also a sort of mini brand in itself. Your podcast will ultimately serve to add value to the company as a whole, but it's also a single entity in itself with its own audience base, topics, themes and goals.

WHEN BUILDING A BRAND FOR YOUR PODCAST, HERE ARE SOME THINGS TO KEEP IN MIND:

Who will be the face of the podcast?

Depending on the structure of your organization, you'll likely want to choose a member of your team who is well-versed in the subject matter, well-spoken and willing to engage in lively discussions that just so happen to be recorded. The person you end up choosing as your host will ultimately serve as the face of the podcast, so they should also be willing and available to devote time to things like photo shoots, press interviews and more.

How branded will the podcast be?

While your podcast is obviously meant to serve as an extension of your brand and ultimately drive back to your business goals, you may want to consider just "how" branded the show will be. For example, will you be mentioning your company's name and latching back to your own products and services, or will the company be more of a silent supporter in the background? It is important to note that in a study by BBC, they concluded that podcasts that mention the brand deliver on [average 16% higher engagement and 12% higher memory](#) when compared to content that doesn't. Whatever path you choose, make sure you and your team are making a conscious decision together.

Will the podcast be marketed as a separate entity or along with the rest of the company's products and services?

When it comes time to begin promoting the podcast, it will be important to consider whether your team will market it as a separate brand with a completely separate social media presence, website, blog, etc., or simply as a new addition to the content you're already creating. There are benefits to doing it both ways, but again, making this decision consciously is key.

Social Media

Now that you've done some initial branding exercises, let's get social. It's pretty clear that social media is one of the dominant modes of disseminating information in 2021, so you're likely already well-versed on platforms like Facebook, Twitter, Instagram, LinkedIn and TikTok.

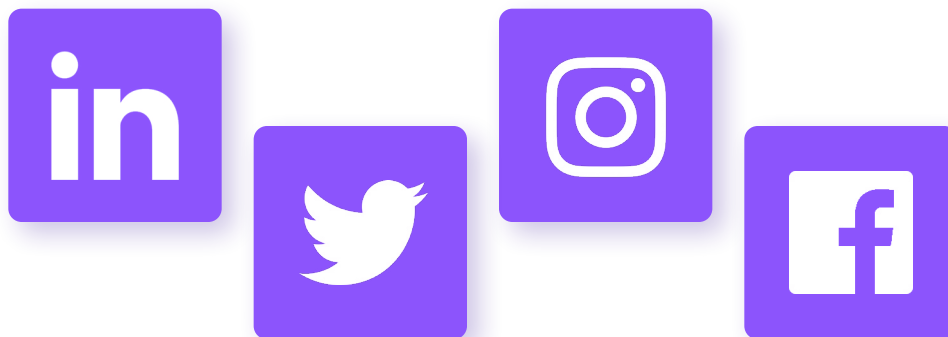
Anyone can create an account, gather some imagery and draft regular social media posts, but the question is—**are you really connecting with your audience on a deep, emotional level?** Podcasts are an intimate medium and you want to reflect that within your social media channels as well.

It may seem trivial, but every post you share on social media has the power to build the public's awareness of your podcast, which is why a thoughtful yet authentic strategy is key.

BEFORE YOU POST ANYTHING, ASK YOURSELF:

- Would you want to see this content?
- Would it be valuable to you?
- Would you want to engage with it?

A lot of the time, this can save you from posting content that will perform poorly or just not hold any substance for your followers.



Even if you're creating a social media plan for a company that's selling something that could be considered mundane or everyday like insurance, dish soap, or toilet paper, there are ways to connect with your audience on a human level that will help your brand stand out from the crowd.

Here are some tips to keep in mind when drafting your social media plan for your podcast:

1 STICK TO A REGULAR POSTING CADENCE.

Posting frequency isn't everything, but it definitely helps with overall engagement and follower retention. In general, try to stick to a cadence of one to three posts per day (depending on the platform) to keep your brand top of mind with your followers without annoying them with too much spam throughout the day. According to research from the team at Hootsuite, this is how often you should be posting on each platform per week:

Instagram: **3-7 posts per week**

Facebook: **1-2 posts per day**

Twitter: **1-5 tweets per day**

LinkedIn: **1-5 posts per day**

Of course, use this as a rough guideline but always use your discretion because you know your audience best. You also want to ensure that you're only posting when it's valuable content for your followers such as insights into episodes, new releases, information on the guests, etc.

2 BE AUTHENTIC.

We've said it before and we'll say it again: **remember to stay authentic to your brand's overall voice, tone and subject matter.** Try to develop a unique voice for your podcast's social media channels so your followers will come to expect a certain kind of content from your accounts and forge an emotional connection with your brand.

3 LEVERAGE COLLABORATIONS AND OTHER KEY AUDIENCES IN YOUR SPACE.

If you have a guest on your podcast, be sure to ask them to share the episode on their channels and tag your account to gain exposure and potential new listeners. To make it as easy as possible, send your guests a media kit after the episode has been published.

This can include items like:

- Episode links
- Audiograms
- Quote graphics
- Icons
- Sample social media posts

4 CREATE STUNNING VISUALS.

Stunning visuals (especially on platforms like Instagram) will help draw in new followers and build your podcast. According to the [AdEspresso](#) blog, images with a single dominant color, a background, higher light exposure and a more textured appearance tend to perform best on Instagram.

While you likely have a graphic designer on your team to help you create beautiful graphics and imagery to entice your audience, here are some additional resources to check out to take it up a notch:

- [Canva](#)
- [Shutterstock](#)
- [Adobe Illustrator](#)
- [Adobe Photoshop](#)
- [Adobe InDesign](#)

5 INCORPORATE YOUR PODCAST'S TONE INTO YOUR POSTS.

Whatever tone and voice you have on your podcast, you want to have that match the voice and tone that you share on your social media channels. If there's a clear disconnect then your followers will pick up on that and either have your listeners not follow your account or dissuade your followers from tuning into the show.

For example, if you're a comedic podcast then make sure your accounts have some humour added to them.

6 DON'T BE AFRAID TO TRY NEW THINGS.

As we've mentioned, social media is ever-evolving, and no one really knows which emerging platforms will eventually become the new Facebook or Instagram. Being an early adopter is always beneficial because you can build a large following before others hop on the bandwagon.

Try to stay on top of up-and-coming platforms like [Clubhouse](#) or [Caffeine](#) because you never know what's going to blow up.

7 BUILDING A COMMUNITY.

A big component of social media marketing is building a sense of community around your show and networking with other like-minded industry creatives. Forging connections with other people who are operating within your subject matter realm will help to foster collaborations, grow your network and ultimately spread the word organically.

Although the world of marketing is mainly online today, we're all still human at the end of the day, and there's inherent value in fostering real-world relationships. Here are some ideas for building key connections in your space and rallying a greater sense of community around your branded or professional podcast:

- Virtual events like webinars and livestreams
- Engaging with other accounts on social media through likes and comments
- Sharing and supporting the work of others who are operating in your company's space
- Responding to messages and comments from your followers

Content Marketing

If you're a brand marketer or hobbyist, you'll know the importance of content. Content marketing around your podcast has three main value adds: [increasing listener engagement](#), [making your content more accessible](#), and [improving your SEO and visibility](#).

INCREASE LISTENER ENGAGEMENT

Podcasting is a form of content marketing on its own, but if you add additional mediums to your podcast strategy, you're giving your listeners more opportunities to engage with your content.

MAKE YOUR CONTENT MORE ACCESSIBLE

Podcasts are solely an auditory experience, but for those who are deaf or hard of hearing, providing other formats like transcripts allows your content to be more accessible.

IMPROVE YOUR SEO AND VISIBILITY

And lastly, content marketing improves your SEO (search engine optimization) and visibility which will result in increased traffic. Ensure that you're selecting relevant keywords, taking advantage of headers, meta descriptions and titles.

TYPES OF CONTENT TO PRODUCE

Video

Podcasters are getting creative with video production tools to add a visual layer to their show. You can try experimenting by creating snippets from each episode using apps like [Headliner](#) as a start, and if you find that the medium works well with your content, eventually expand into filming full episodes and uploading them to YouTube.

Behind the scenes (BTS) content

People generally love to see what's going on behind the curtain in a given industry or creative space, and BTS footage can make for some really engaging social media fodder. Whether you're recording your podcast in-person or remotely, take some BTS footage of you and the microphone or with your guest. It adds to the connection between you and your audience.

Blogs, e-books, whitepapers, and guides

Amp up your online presence and position your branded or professional podcast as one of the leaders in your space by offering free content like blog posts, e-books, whitepapers, and guides on a consistent basis. This tactic specifically is great for SEO, you have plenty of opportunities to strategically optimize your content for increased visibility.

Content like e-books and guides can also come in handy as you can offer them for free as an incentive for people to join your mailing list or rate and review the podcast.

Episode Transcriptions

Episode transcriptions are among the easiest forms of content to produce alongside your podcast. They're great for SEO and the accessibility piece that we discussed earlier. Transcriptions are just the text version of your podcast.

But don't worry, we know what you're thinking - *I don't have time to write out a 30-minute podcast episode*. And no, you do not, luckily there are plenty of softwares out there that transcribe your audio for you. Some of our favorite softwares are:

- [Trint](#)
- [Otter.ai](#)
- [Rev](#)

Public Relations

SPEAKING ENGAGEMENTS

Speaking engagements can serve as a fun way for your team to connect with the community and spread your company's message. Look into upcoming conferences or panel discussions happening in your area or online and see if you can join in.

GUEST WRITING

In the same vein, contributing regularly to a magazine, blog or publication with an established reader base can help your podcast gain exposure to the community and continue establishing you as a thought leader.



Podcast Marketing Tactics

Part 2: Paid Podcast Marketing

Now that we've covered all things related to organic (read: free) marketing, let's move on to paid strategies. There are plenty of paid tactics you can try without breaking the bank, but if you have the budget to go big, then we say YOPO—you only podcast once—and it's always worth investing a little more to make a big splash.

Here are some of the fundamentals of paid podcast marketing and how to get started with each:

Social Media Ads

Paid social media ads are campaigns you'd generally see on platforms like Facebook, Instagram and LinkedIn. This tactic is great for raising awareness and getting the word out there about your podcast because it can help to increase your exposure, depending on your ad spend.

Some of the pros of this tactic are that social media ads are more cost effective and beneficial in terms of raising your podcast's profile. It's also not an overly saturated market for podcast ads so you'd have a chance to potentially get a leg up on the competition. Plus, you'll have the opportunity to play with more extensive targeting parameters to ensure you're reaching the right potential listeners.

However, you may not see many conversions from social media ads to podcast listeners. This is because apps like Facebook and Instagram are not audio-first platforms, so for people to click through to your podcast, they would have to leave the app they're currently on.



Google Ads

Another cost-effective advertising tactic that's great for awareness is Google Ads. With Google Ads, you'll be able to reach a wider audience and benefit from their specific targeting parameters. You also have the opportunity to get specific with the keywords that you'd want your podcast to come up in search results for.

There are two types of Google Ads: [search](#) and [display](#).

Search Ads are the ads that come up whenever you search anything in Google. For example, we did a quick search for "video platform" in Google and this ad came up for Vimeo. This is a search ad:

Ad · <https://www.vimeo.com/video-platform/private>


Private Video Sharing Platform - Share Securely on Vimeo

Upload and Host Privately. Collaborate and Share. [Learn More About Our Hosting Plans.](#)

| | |
|--|---|
| Create Video Portfolios Share Unlimited Portfolio Pages with Advanced Privacy Settings | Vimeo for Professionals Get Powerful Tools to Control How You Showcase & Share Your Videos. |
| Compare Pricing Learn About Features & Pricing. Find the Plan That's Right For You. | Team Collaboration Tools Work Smarter with Your Team. Learn More About Team Collaboration |

Display Ads are seen within actual web pages. You can target the type of web pages that you'd want your ad to be displayed in. You can also get more creative with imagery when it comes to Display Ads. Below is an image of Forbes' home page where there's an ad for Upwork.

Ad



The dev expert you need. The flexibility you want
Upwork

[GET STARTED](#)

Now if you're a brand, we're going to assume you've dabbled in Google Ads before since it's a key paid strategy for most marketers. If you haven't used this platform before, then here are some best practices when it comes to advertising your podcast:

1. Use keywords in your text
2. Speak directly to your audience
3. Talk about the value that you provide vs. what your podcast is talking about
4. If you've received any notable PR or won any awards, add that for credibility
5. Add negative keywords for search terms that you don't want your ad to show for

Podcast Advertising Platforms

The podcasting world is home to a plethora of advertising platforms specifically geared towards podcasters and other audio-first mediums. As an agency ourselves, we tend to focus on platforms that were built for audio or even better, podcasts, when it comes to advertising for our clients.

We've found that these platforms yield the best results since they were built specifically for the podcast medium and users on the platform are more likely to engage with your ad since you're catching them at a time where they're currently listening to podcasts.

Here are some of our favorite podcast advertising platforms:

PODCAST ADDICT

✓ PODCAST-SPECIFIC

- Podcast Addict is specifically tailored for Androids, and is not offered for Apple users
- With each campaign lasting one month in total, podcasters have two options for ads:
 - A homepage ad (around \$2,000)
 - A category-specific ad (ranges from \$150 to \$450)
- Podcast Addict uses banner-style ads, which pull information from your RSS feed (i.e., your podcast's name, icon and description) so you won't have to create or provide assets for the ad
- One downside to this platform is that it doesn't offer any targeting parameters other than category ads

OVERCAST

✓ PODCAST-SPECIFIC

- Overcast is an Apple-specific ad platform, which prevents Android users from joining
- With Overcast, podcasters also have two options for ads:
 - A homepage ad (around \$2,000)
 - Episode-specific ads (\$250 to \$1,200)
- Ad prices range based on popularity of the category, so the hotter the topic, the higher the cost
- Other than category campaigns, Overcast doesn't provide any targeting parameters, but similar to the other platforms, they will pull information from your RSS feed so you won't need to provide them with extra materials

CASTBOX

✓ PODCAST-SPECIFIC

- Castbox is a popular podcast listening, discovery and advertising tool that will work with you directly to run ads
- The base rate for a campaign is \$2,000
- With Castbox, you'll have the opportunity to specify your campaign by location, but other than that, there are no other specific targeting parameters available
- Similar to Podcast Addict, each campaign lasts one month and uses banner-style ads so you won't have to provide the team with any assets

SPOTIFY ADS

✓ AUDIO-SPECIFIC

- Using Spotify's ad studio, you can create an audio ad up to 30 seconds in length
- The minimum spend to advertise with Spotify Advertising is \$250
- Unlike the other platforms, Spotify offers a more robust set of targeting parameters including:
 - Age
 - Gender
 - Location
 - Interests
 - Real-time context
- The duration of the campaign is up to you, but you'll need to provide the visuals to go along with the ad, which can simply be your cover art or episode-specific artwork

Contests/Giveaways

The main goal of a contest or giveaway is to encourage the participants to rate and review your podcast on Apple and ultimately increase your chances of landing a spot in the top charts. While there are still question marks surrounding Apple's specific criteria for the infamous New & Noteworthy or category-specific lists, we do know ratings and reviews are taken into account in the final analysis.

We also like to always say that achieving a ranking on this list is your form of Apple Ads since unlike its competitor Spotify, Apple does not allow for any paid advertising.

Some ideas for potential prizes include:

- Company products/services
- Consumer products (AirPods, Apple Watch, etc.)
- Subscriptions (MasterClass)
- Gift cards

PR

When developing your marketing strategy, don't forget to include some good old fashioned public relations tactics. If you have the budget, it can be helpful to hire a PR agency to target certain geographical areas where you may not have as many organic connections to help secure media coverage.

Another key area of the PR landscape to consider is paid or sponsored content. If there are any outlets or publications you think would be interested in running a weekly or monthly column about your topic, don't hesitate to reach out to them and pitch the idea.

Podcast Analytics/Measurement

Arguably the most important aspect of podcast marketing is **measurement**. If you don't have an understanding on what tactics are performing well and what ones aren't, then what's the point? Data is the key to unlocking continued growth so make sure to use it to your advantage.

We will note that the podcast analytics space tends to be, well, scarce when compared to other content marketing mediums. But here are some measurement tools to keep in mind when tracking your marketing progress:

Listening App Analytics

Through the listening apps that your podcast is distributed on, you'll be able to gather specific data from each platform. Below we'll compare the platform-specific metrics that you can get from two of the most popular listening apps - Apple and Spotify:

| APPLE | SPOTIFY |
|---|--------------------|
| Average Consumption Rate <small>*Apple only gives this data if your show has 1000+ downloads</small> | Followers |
| Reviews | Top Age Ranges |
| Ratings | Top Gender |
| | Top Artists |
| | Audience Retention |
| | Charts |

Hosting Platform Analytics

You can also use your hosting platform as a way to track your podcast's progress and bridge any gaps in the data provided by the listening app. Hosting platforms can provide additional metrics and information by combining your data from all listening apps and showcasing comparisons. When it comes to tracking your podcast analytics, you'll need to use a combination of both the specific listening apps and your hosting platform.

Social Media Analytics

If you've decided to use social media for your podcast then ensure that you're tracking the data from each individual platform. Some useful analytics would include follower demographics, engagement rates, click-through-rates, and tracking the type of content that performs best.

Google Analytics

Google Analytics gives you insights into how your podcast website is performing. You'll be able to track information around who your audience is, where they explore on your website, conversions, and more. You can set up custom reports and goals in Google Analytics to automate this task.

Paid Advertising Analytics

And lastly, you'll want to track the performance of any paid advertising campaigns you launch whether they're a podcast-specific app or a social media app. Each platform offers a different array of analytics for you to track and use to make data-driven decisions.

Conclusion

In conclusion, as for most marketing strategies, **there is no one size fits all approach to podcast marketing**. As a podcast marketer, you need to put in the time (and budget) to strategically A/B test different tactics to see what resonates most with your listeners and helps to not only retain current listeners but attract new ones. Have a healthy balance between organic and paid marketing tactics for a well-rounded podcast marketing strategy.

Our parting message is to get creative with your tactics. Podcasts are a unique format and deserve a unique marketing strategy.

If you want to chat about podcast marketing or a simpler way to tell your brand's story, [book a time for you or your team](#).

