



# Podcast Pitfalls & How to Fix Them!

## Part Three - Promotion

Every day, millions of newly minted producers and hosts join the ranks of Internet broadcasters, many without formal training.



Technology and the Internet make online radio and podcasts easy, convenient and accessible.

At LGK, we've heard more than many, worked with a few and unleashed our more than 30-year award-winning background in broadcast production to help you present podcast and online radio programming like a pro to engage your community, build revenue streams and maximize your momentum. This series of information sheets primarily reference **audio** podcasts.



A podcast is a type of digital media (audio or video) often consisting of an episodic series of content that can be subscribed to or downloaded to via a computer, mobile device or portable media player. Online/Internet radio is a continuous stream of audio transmitted via the Internet and cannot be paused or replayed. After the initial broadcast, these streams are often available as podcasts and can be downloaded.



If you build it, will they come?



Thinking an audience will simply tune into a show because it's there is like thinking a garden will grow on just a patch of soil or the circus will go on without a ringmaster.

**You need a promotion strategy!**

Plant the seeds



nurture & tend



Fertilize



Remember, the podcast is your brand and personalizes your organization. Whether or not you intend to fly by the seat of your pants or to stick to a script, some measure of preparation is required. If you want to be taken seriously, podcast like a pro.



Make some decisions **NOW**, because if you don't know where you are going, all roads will lead you there (of course, this is an appropriate line borrowed from Lewis Carroll).

Eighty (80) percent of Americans will listen to audio on digital devices by 2015.

Online and mobile radio are expected to see the richest revenue gains.

In 2011, online audio listening grew to an average of 10 minutes per week.

More than **35 million** people download podcasts monthly.

Sources: Pew Research Center Project for Journalism Excellence (2012 State of the News Media); eMarketer



### CAUGHT IN A FIELD OF WEEDS:

Not knowing where to find, how to build and grow your audience.

#### Fix Find the Audience



Make your **content searchable** using keywords, title tags and show description phrases commensurate with the target audience.

Develop an **easy to use URL**.

Visit related **online communities and forums** and invite them to your party.

#### Fix Build the Audience



Encourage listeners to **subscribe** to your feed.

**Publicize** upcoming guests and post show highlights and links in email blasts and on your website, blog and social networks.

**Embed** a player with shows on your website and blog.

#### Fix Grow the Audience



Submit your podcast/online radio show feed to **podcast directories** (including iTunes).

Distribute **traditional and online press releases** about upcoming shows.

Allocate a marketing budget to **advertise** using Google Adwords, Facebook or Twitter.



## Bonus podcast Tips

- Your podcast episodes should be consistently themed and formatted.
- Include a colorful picture or graphic that describes the show – yes, a picture is worth a thousand words.
- Include the show link in your email signature.
- Publicize the show offline and at sites frequented by members of your target audience. Distribute business cards, postcards or promotional flyers.

- Connect with the tuned-in audience! If they call-in or visit the chat room, give them a shout-out during the program; after the show, acknowledge them on your social networks and encourage them to spread the word.
- Develop related show or guest content for your website or blog. Include the show channel URL.

- Ask show guests to promote and post the show using links and/or show players.
- Join online podcaster communities. Fellow podcasters can help publicize your show.

Podcasting is an effective content marketing platform to build conversations, credibility, and connections.

The platform makes it easy to go solo, but to podcast like a pro, it takes a team.

Contact **LGK** for a team approach to podcasts!



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**LGK** marketing communications collective, inc.  
**maximize your momentum**

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