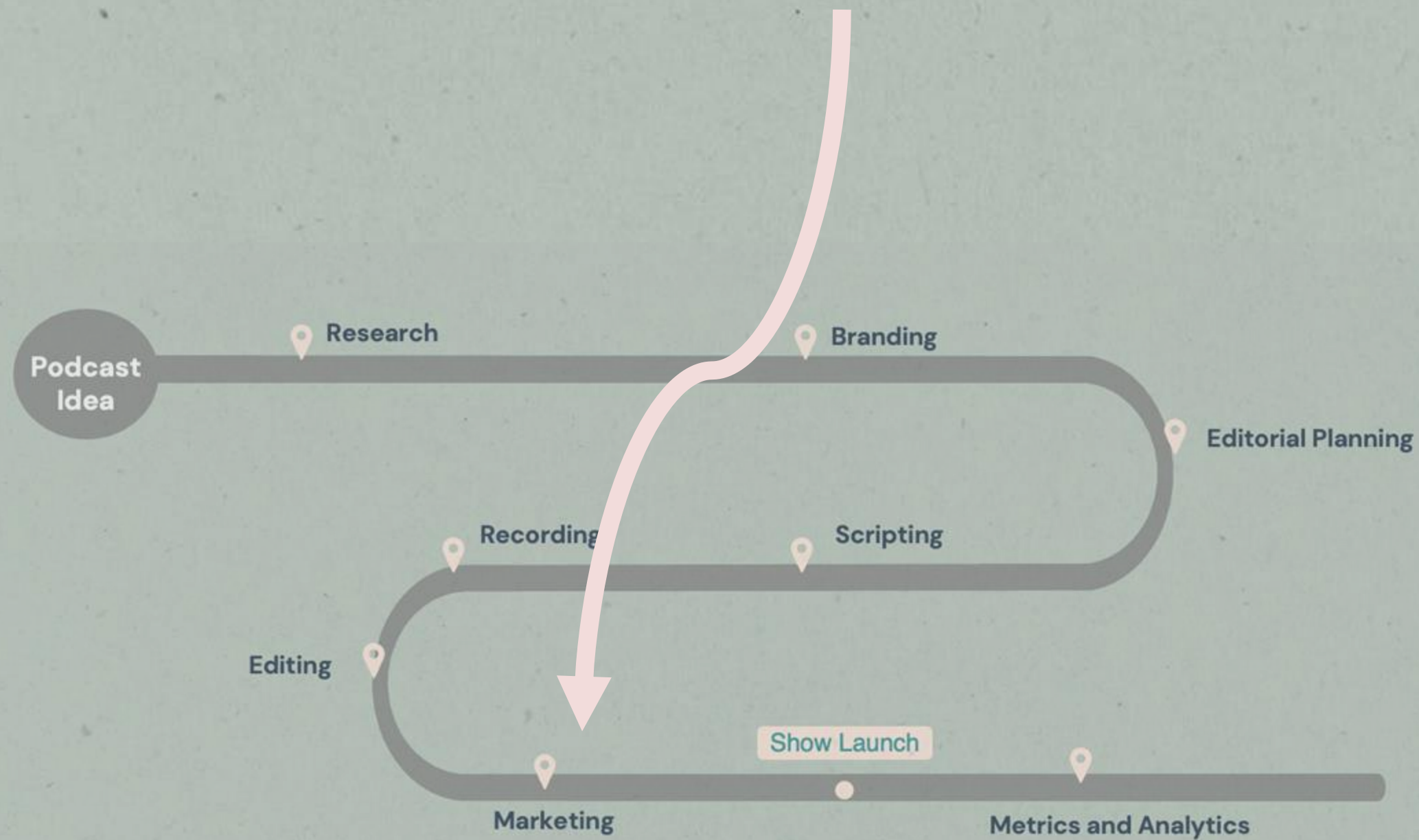


7. MARKETING





How will you share your show?

After all your hard work planning your show content, brand, and processes, it's time to think about how you'll share your show with your audience.

In this section you'll think about your:

- Distribution
- Show launch plan
- Individual episode promotion plan
- Sponsorship and monetization opportunities



DISTRIBUTION

When you're ready to be heard, you'll need a hosting provider to distribute the show and individual episodes to all podcast players.

Hosts

A wide variety of hosting providers exist to house and distribute your show. Each provider will let you upload, schedule, and release episodes to all players, including Apple Podcasts, Spotify, PocketCasts, Overcast, and many more.

Tools

Each hosting provider will offer built-in tools and extras with your subscription. Standard tools include metrics, transcription and other AI services, and monetization options. Additional extras will depend on the provider.

Show set-up

Before individual episodes can be uploaded and delivered, you'll need to set up your show in the hosting provider. You'll add all your branding – show art, show tagline and description, websites, and more. The provider will guide you through adding your show to each podcast player.





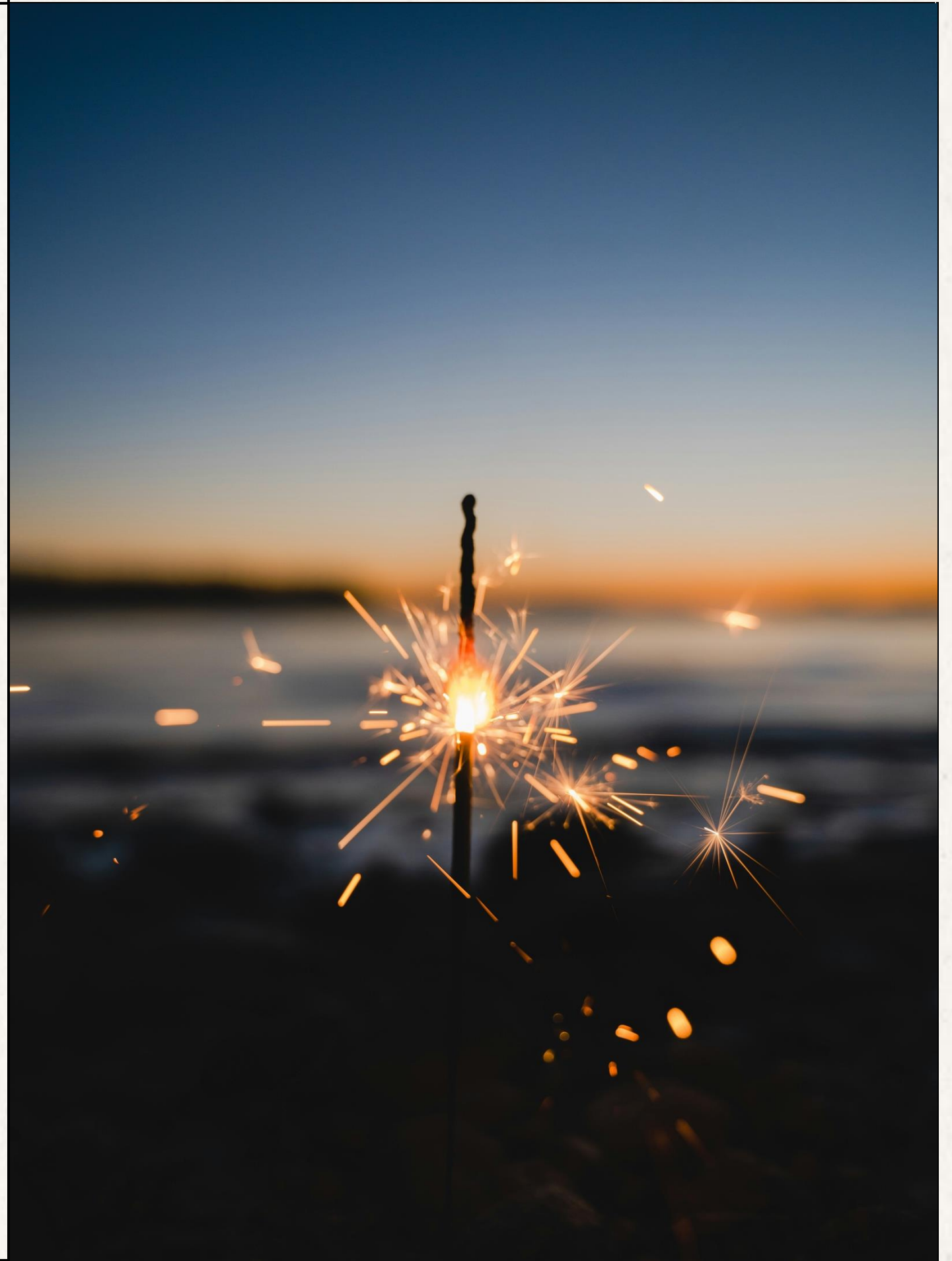
WORKBOOK

Use this chart to examine and choose your hosting provider.
Some common providers are included; add any additional you'd like to consider.

Hosting Provider	Monthly cost	What do they offer that sounds good?	What are they missing?
Buzzsprout			
Captivate.fm			
Podbean			
Libsyn			
Other:			
Other:			
Other:			

What should a launch plan include?

There's no right or wrong when it comes to sharing your show. Here are some tactics other shows have used at launch:



A close-up, vertical photograph of a professional broadcast microphone, likely a Sony ECM-40, mounted on a black boom arm and stand. The microphone is covered in a dark, textured foam windscreen. A pair of black Sony headphones with red accents is resting on the base of the stand. The background is a soft, out-of-focus gradient of warm colors, ranging from light pink to a deeper orange-red, suggesting a studio or stage lighting environment. The overall composition is clean and professional, emphasizing the audio equipment.

List what marketing tools and tactics you use now, and how you might be able to use them to promote your new show. Some examples are below; add your own.

[illegible]

How do I make a podcast trailer?

One of the most important steps you can take to promote your show: create an engaging trailer. Many podcast players give trailers special prominence, and for many listeners it's their first exposure to the show.

So how do you do it?



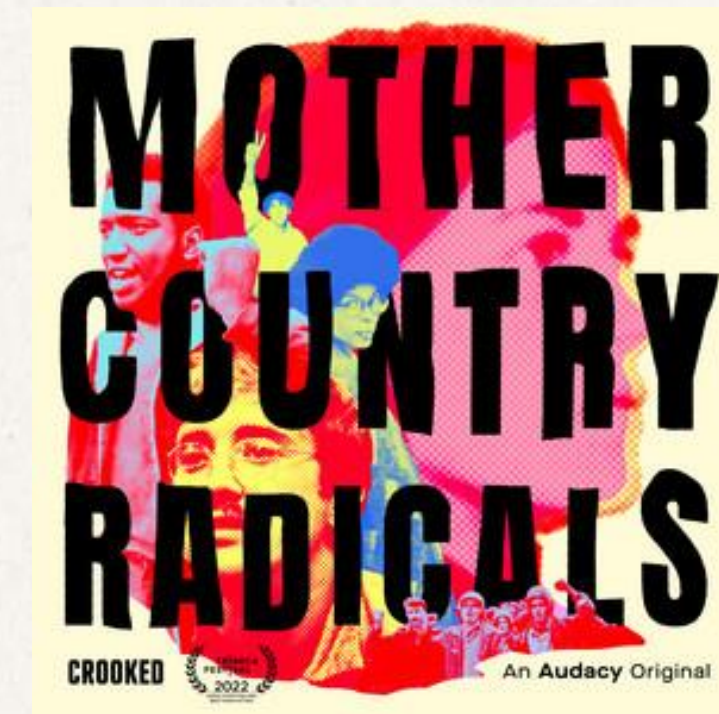
TRAILERS

A good podcast trailer does a few things:

- Provides an overview of the show
- Offers a peek at your tone and approach
- Gives a call to action

But ultimately, a good trailer will reflect you and what you want your listeners to know.

Click on the logos to see how other shows approached their trailers.



ADVERTISING

The majority of your launch plan will be focused on tactics that are free, or included in subscriptions you already have. But, if you have additional budget and would like to get in front of lots of listeners, some good bets are:

In-app ads

Several podcast players offer ad slots. You can select your show category and purchase an ad for a few days to a month. These are effective as they're meeting listeners where they're browsing for shows. Examples, with rates and info:

[Overcast](#)

[Podcast Addict](#)

[PocketCasts](#)

Podcast newsletters

Many newsletters exist for listeners and for industry professionals. Most offer ad slots. Some examples, with rates and info:

[Earbuds Podcast Collective](#)

[Find that Pod](#)

[Fiction Podcast Weekly](#)

Other podcasts

Many podcasters are willing to swap show promos for free. Others offer paid ads. You can find potential swaps at [Tink Media](#), or by contacting other shows in your target area.



WORKBOOK

List new marketing tactics you want to try. A few examples are included; add your own.

Tactic	What will you do?
Create a podcast trailer	
Publishing 2-3 episodes on launch day <i>(Gives your listeners a great intro of what to expect)</i>	
Paid advertising	
Pitching media	

What about individual episodes?

Again, there's no right or wrong when it comes to sharing your show.

Here are some tactics other shows use for promoting individual episodes:



REPURPOSING CONTENT

Your hard work is rewarded when you reuse and repurpose your content to help promote each episode. Here's an example.

Transcripts

Many hosting providers now offer transcription of episodes.

Transcripts help make your show accessible to all. Plus, they help you build an SEO profile.

Once you have your transcript, you can also create...

Blog Posts

Adding a new blog post to your website with each episode helps you get found.

Social Media Posts

Pull out quotes or key info from the transcript to create posts promoting the episode.

Guides / White Papers / Ebooks

If you produce resources for listeners, having a transcript provides automatic content.

RECOMMENDED READING:

How does search engine optimization help your podcast?
And where should you use it?

Check out this excellent and detailed guide to show notes, episode titles, transcripts, and other methods of SEO:

[6 Ways to Boost Your Podcast's SEO](#)

WORKBOOK

What tactics will you use to promote each episode? Think through options below. Examples are included.

[illegible]

How can your show make money?

Monetizing is a tricky subject. And for many podcasters, it's not an option until long after the show is established.

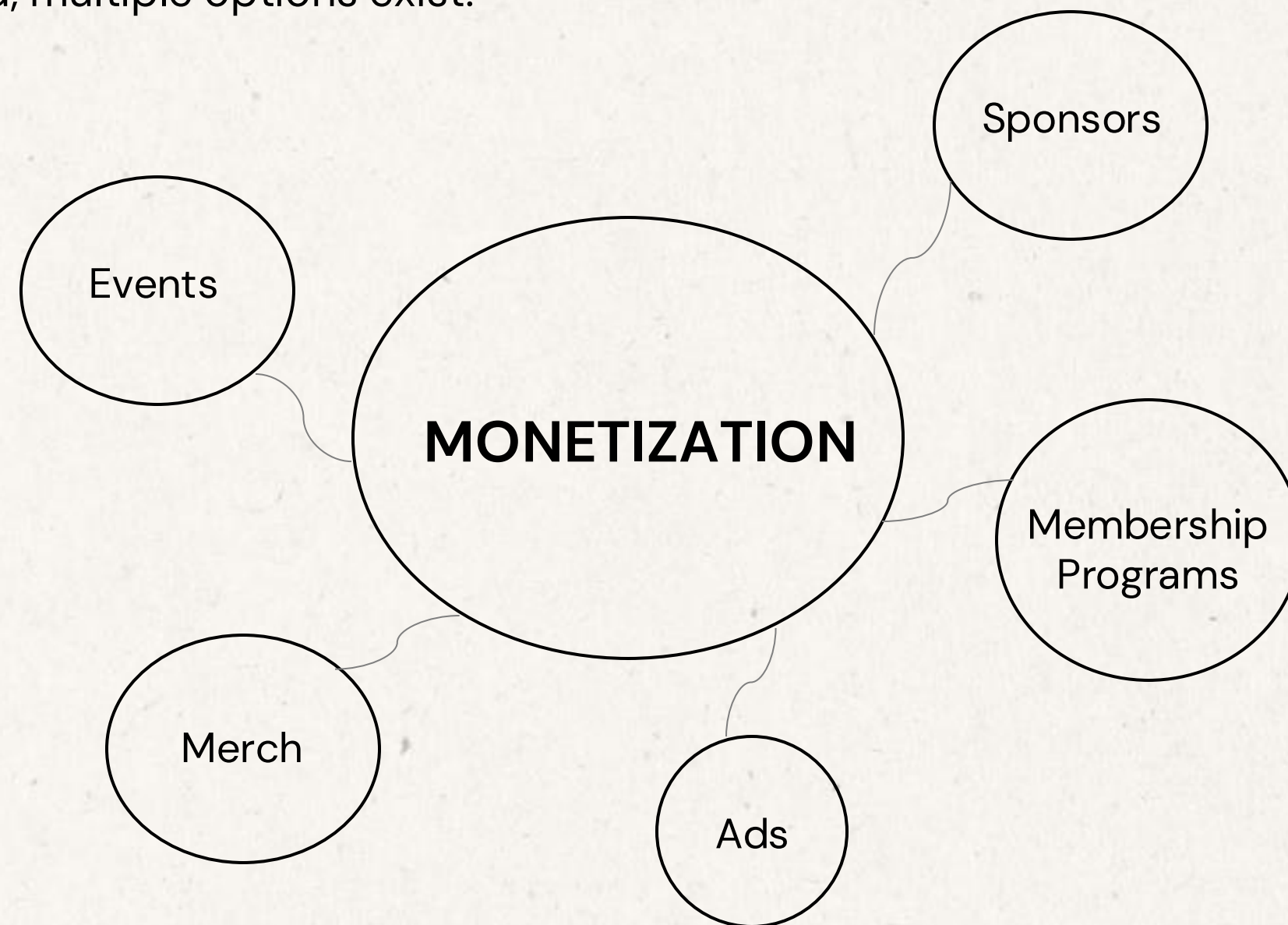
So first, think back to your goals. Why do you want to make a podcast? Are other goals besides monetization more important?

If generating income is a priority, think about your strategy and methods now.



How can our show make income?

From seeking sponsors, to inviting members, to even taking the show on the road, multiple options exist:





WORKBOOK

Is generating income a priority from the start? List the options that might work for you. Examples are included; add your own ideas.

Tactic	What will you do?
Sponsors Seeking local or other sponsors	
Membership programs Offering bonus episodes and other benefits for members on Patreon, Substack, or your own site	
Merch Offering branded materials promoting the show	
Events In-person meetups, pop-up shops, live recordings, and more!	

NEXT STEPS

As you listen to your favorite podcasts this week, think about how they're using marketing. Make notes to add to your plan!

In our next section, we'll explore assessing your show's performance.

