



# How to market your podcast

The ultimate guide to  
growing your podcast  
audience



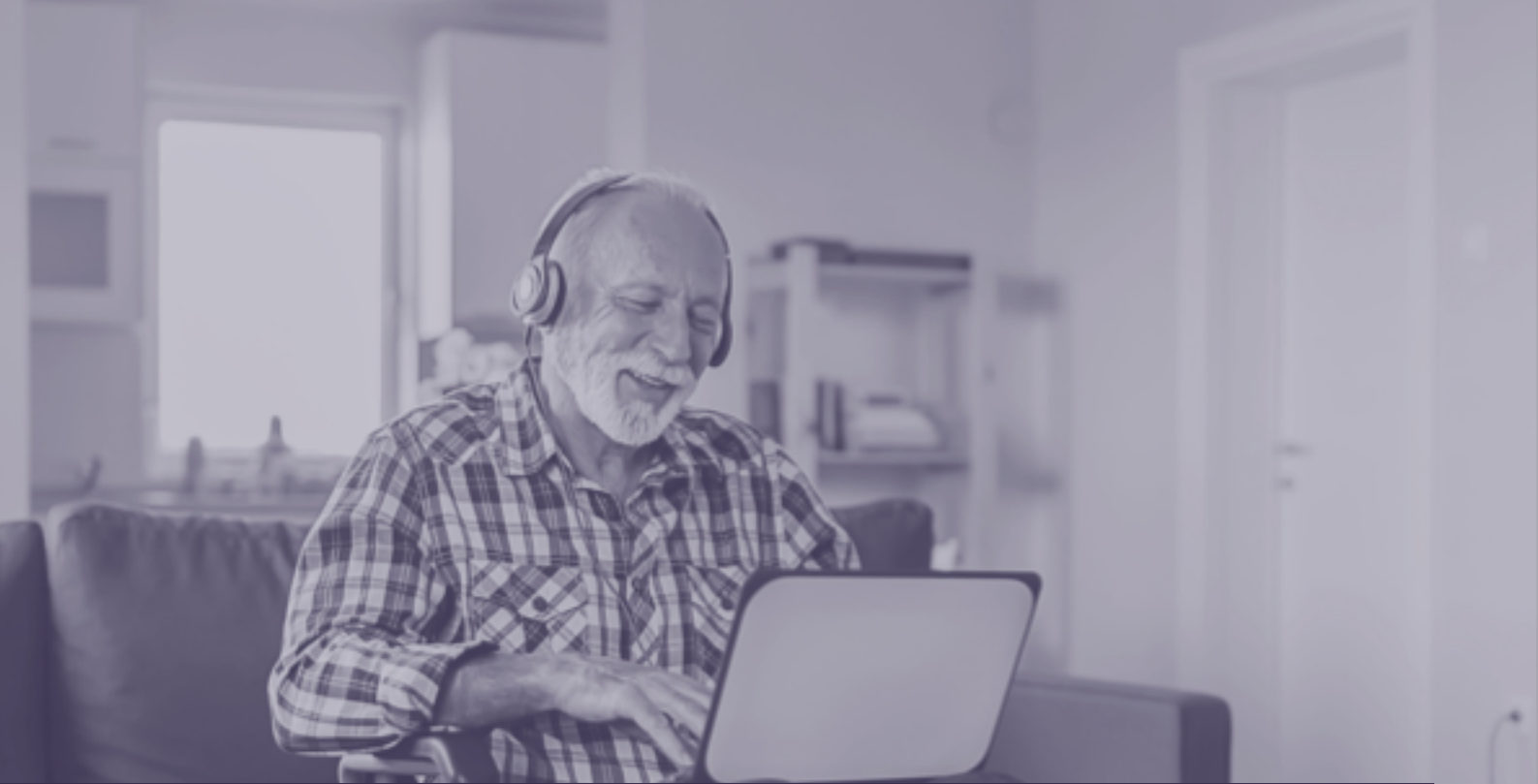


The podcast market has truly exploded over the last few years, especially amongst companies that want to use the format as a part of their content strategy. But how can you get more listeners?

**Today, approximately** 50,000 new podcasts are launched every month. The podcast pages on Spotify and Apple have 225-250 million visits monthly, and half of the Swedish population have reported that they listen to podcasts.

**No wonder that** more and more

companies are becoming interested in podcasts. And the interest doesn't merely lie in marketing purposes – podcasts are also used to communicate with customers and employees. But regardless, one of the key points is to have listeners. So, **how can you get noticed and reach a larger audience?**



# How to gain visibility on the platforms

**There are several** podcast platforms available today, and it's helpful to be present on several of them. Spotify's and Apple's audience are of similar proportion, but when downloads are taken into account, Apple is still way ahead of Spotify. It's because new episodes are downloaded automatically on Apple when you are subscribed

to a podcast, while you need to press play to download them on Spotify.

**You can also** explore other platforms such as Acast and Google Play, which are two of the largest ones, but Stitcher, Podbean, and TuneIn are also worth looking into.

**However**, being on the platforms doesn't mean that your audience will find you. Many people try to master the algorithms that control the Apple and Spotify charts. Reviews used to be a key part of the algorithm and that's why people used review competitions to engage the listeners to write reviews (and in some cases, even bots were used for this purpose). Over time, it has been adjusted and while reviews are still important, they mainly serve to inform others that your show is worth listening to.

**Your number of subscribers** and downloads is still important in the chart algorithm.

– **We also measure** how long people listen to each episode. If you have a click bait title on your podcast that people abandon early, your rate goes down quickly, says **Sam Duboff**, Head of Creator Product Marketing at Spotify, in an interview on Spotify.com.

But to get new listeners – and to make them subscribe to your podcast – you need to reach more people and new audiences.



Since both Apple and Spotify want to attract more podcast listeners, they provide basic tips on their websites and platforms. These are a few examples of Apple's tips:

- **Have a thumbnail** that looks good on mobile and make it a habit to think mobile when you create visual content for your podcast.
- **Write a description** that is focused on how the listener benefits from listening to your podcast – why should they listen to your podcast?
- **Have a clear title** for each episode and start with the most important information. It can be the subject of the episode or the name of the guest or something exclusive.
- **Know who your listener** is and create a marketing plan for how to reach them.



# The Marketing Plan

A marketing plan is good to have, but which media and initiatives should you focus on?

– **You can keyword** optimize your podcast, work with social media and PR, but I would also advertise in other podcasts, says **Mohamed El Abed**, creative director at the production company Soundtelling, in Storykit's podcast *Storykit Talks*.

**Juergen Berkessel**, from Podcast Growth Show and founder of content agency Polymash, agrees.

He believes that advertising in other podcasts is the most important part of your podcast marketing plan:

– **Then you know** that the audience is a podcast listener, and if you advertise in a similar podcast to your own, you also know that they are interested in the subject, Juergen explains in his podcast.

**Therefore, it's** helpful to do some research to find other podcasts that are engaged in the same topics that are relevant to your show.

Mohamed El Abed suggests:

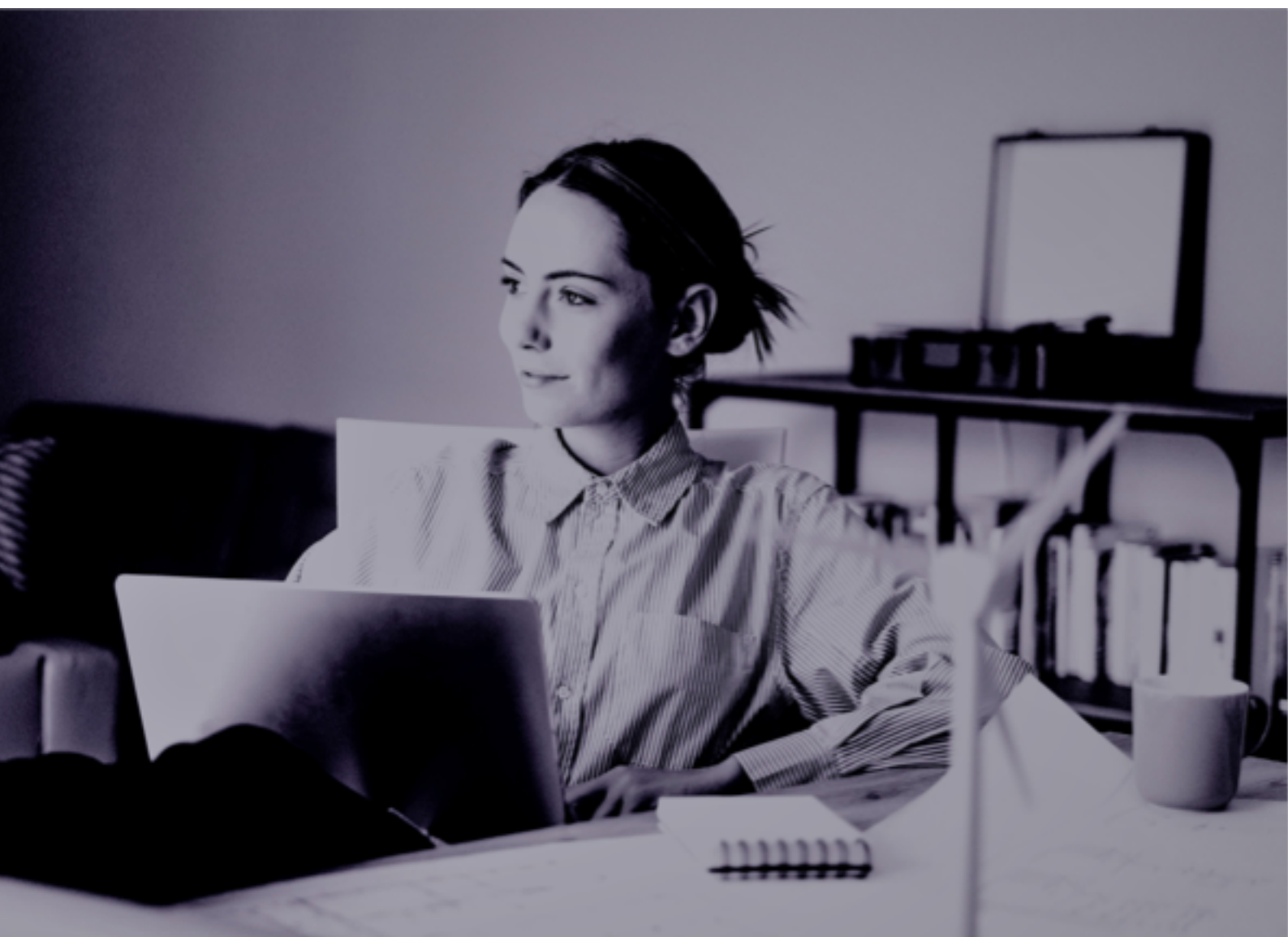
– **There might even** be a possibility for someone at your company, perhaps the host of your podcast, to be a guest in their show.

**Production companies** that create podcasts often use ready-made formats for advertisements, like

when you hear the host giving the audience a "tip" about another podcast as a part of the intro.

**Although this may** be a more expensive investment than buying a few clicks on Facebook, it's a more accurate strategy – according to both Berkassel and El Abed.

**But what do you** need to do in order to succeed with keywords, social media, and PR?



# SEO

**You might think** that Apple's podcast app is by far the most important platform for reaching out to listeners, but according to Edison Research, the largest number of listeners discover new podcasts via internet search. To reach your audience there you can opt for paid Google Ad Words, but the most important thing is that you spend time on keyword optimisation.

**Juergen Berkassel** recommends podcasters to have a great website for the podcast. Include a short description about your show on the website and, if you can, include a transcription of each episode. This way, you get more links and more content that can be indexed by the search engines and found by people via search.

**You can use transcription** tools like Happyscribe as long as you read through the text and make edits when necessary. Search engines rank the quality of the content, so it's not enough to just have words on the page.

**It's also a good idea** to format the text with subheadings to make it easier to read, since search engines also take this into account when they scan and rate your content. And a tip from Mohamed El Abed:

– **If you interview experts**, you can save the transcribed text in a content bank and reuse quotes.

**Creating videos** for your podcast episodes is also a great way to climb the search pages. YouTube is one of the world's largest search engines and video results rank high.

– **It's obviously great** if you can record your podcast with video, but you can otherwise create video for your audio track with text, fact boxes and still images, he suggests.

**You can also** include your transcription to make the entire episode searchable, even on YouTube.

30%

find new podcasts  
via internet search



# Social media

**If you create videos** for your episodes you can also make shorter videos for Facebook, Instagram, Twitter, and LinkedIn, depending on where you have your audience.

– **Videos that summarize** the podcast have been very successful for us on social media, El Abed explains.

**So, it's not just a matter** of telling people that a new episode is out, but the idea is to treat the podcast content like a media bank and reuse the content in different media channels.

– **Whether a podcast is good** or not is always about the Why. What's the purpose? If you have an interesting question and fill your podcast with great content, you can use it as a content bank for all platforms, he says.

**Juergen Berkessel** has a tip about tactical advertising:

– **Never link to the episode** on a podcast platform. Link to your site. It's better because it generates traffic, but you can also collect emails for a mailing list and so on, he adds.



# PR



– **Sometimes, a podcast** gets a lot of PR in the news media, and that is extremely valuable, says Mohamed El Abed.

**This tends to happen** when the subject of an episode receives a lot of media attention, but some also choose to focus on trending topics – often for goodwill – although this can backfire, if people think that your company is taking advantage of the situation without having much to add. In that case, it's better to focus on your field of expertise and relevant topics. One good way to create news value is to interview interesting people.

– **A few years ago**, celebrities were a great way to get attention, but these days we find the same celebrities everywhere.

We are instead seeing a growing interest in experts.

**The real value is** always in creating good content. If you have good content, your chance to fetch the attention of journalists increase automatically; both as potential listeners when they do an internet search or when they scroll through their social media feed.

**One last tip** from Juergen Berkassel is to not do all the marketing and the podcast production at the same time:

– **If you have 3-5** episodes in your content bank you can dedicate time and focus to your marketing without stressing over finding new guests and do the editing at the same time.

# You podcast checklist

- Make sure that your podcast is available on multiple platforms to maximize your reach.
- Build a site for your podcast that you can drive traffic to.
- Try to reach audiences of other podcasts, either by being invited as a guest or with paid advertising in podcasts that are similar to yours.
- SEO optimize! Transcribe your episodes (preferably with tools) and post the texts on your site and on YouTube (if you make your podcast in video form).
- Take your podcast into the video realm! Even if you don't film the recording you can create videos with photos and text based on the most important information from each episode. Use the videos as marketing material on social media.
- When you advertise on social media, remember to link to your site and not the podcast platform.
- Try to get PR when you have content that provide your listeners with new and helpful information; especially if you have done an interview with an interesting expert.



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