



HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS PART 2: HOW TO MARKET YOUR PODCAST (AND YOUR BUSINESS)

BY: ANDRAÉ L. JONES

CEO OF OCTAVIA MEDIA © 2021 OCTAVIA MEDIA, LLC



INTRODUCTION

INTRODUCTION OF THE SPEAKER

- Name: Andraé L. Jones
- Masters in Educational Psychology
- Bachelor in Computer Science, Statistics & Sociology
- CEO of Octavia Media, LLC
- Host of All About the Win Podcast
- Co-Host of Get Your BBQ On with Ken Alexander



INTRODUCTION TO OCTAVIA MEDIA

- In response to the growth of digital marketing and digital strategy.
- “... a full-service marketing firm that specializes in the design and development of engaging Content Marketing, Social Media Marketing, and Video Production by combining storytelling and marketing strategy to build your brand and empower your business.”

The logo for Octavia Media features the word "OCTAVIA" in a large, blue, sans-serif font. Below it, the word "MEDIA" is written in a smaller, purple, sans-serif font. The two words are centered and stacked vertically.

OCTAVIA
MEDIA

PART I –
RECAP

HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS



QUICK RECAP

- Podcasts have been around since the 1980s.
- Was originally called Audio blogging.
- Became popular in 2004 thanks to the iPod
- Over 100,000 English Speaking podcast on various different topics.
- People often listen to podcast using streaming services such as
 - Spotify
 - Google Podcast
 - Apple Podcast
 - Pandora

QUICK RECAP

- Difference between Podcast vs. Radio is Freedom.
- Topics and Length of shows
- There's five Important Elements in creating your own show:
 - Topic
 - Audience
 - Format
 - Scheduling
 - Recording and Mastering

PART 2 –

RECORDING &
EDITING YOUR
PODCAST.

HOW TO LEVERAGE
A PODCAST TO
GROW YOUR
BUSINESS

RECORDING EQUIPMENT

- Depending on format of show.
- Who will be talking to the audience?
- Will people need to be in the same room or online?
- Good quality sound makes or breaks the show.



RECORDING EQUIPMENT - SOLO

- Recommend a USB microphone such as a Yeti or Snowball.
- Provides crystal clear sound.
- Easy to setup on Mac or PC.
- Professional headphones is recommended as well.



RECORDING EQUIPMENT – CO-HOST & GUEST IN PERSON

- Need a quiet room (recording studio) for setup.
- Small mixers control volumes while the bigger mixer plugs into the computer.
- Can get arms for microphones to hold them at face level.
- Prices for everything = \$500.00



RECORDING EQUIPMENT



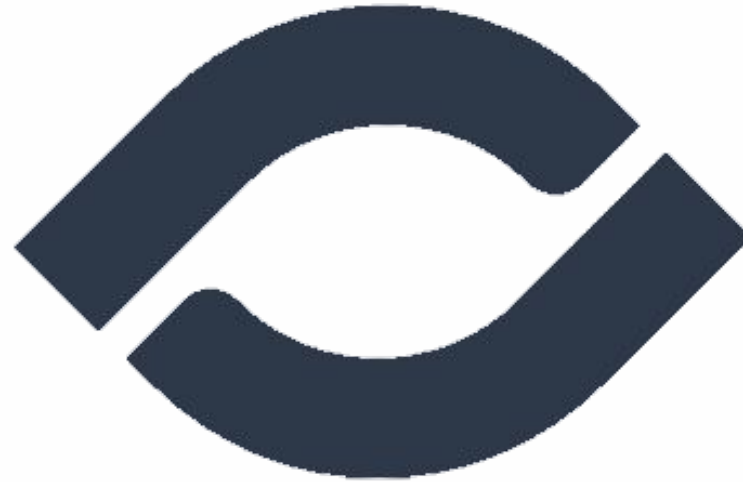
RECORDING EQUIPMENT - ONLINE

- Internet connectivity isn't as important as the platform.
- Stay away from Zoom, Skype, and Google Meets.
- There are platforms to use for online podcasting.
- New technology thanks to the COVID-19 Pandemic.

RECORDING EQUIPMENT – ONLINE RECORDING PLATFORMS

Iris.FM

- Brand new remote recording platform.
- Has HD video recording.
- Download video and/or audio files.
- Starts at \$9.00 per month



RECORDING EQUIPMENT – ONLINE RECORDING PLATFORMS

Riverside.FM

- Has many tools to do live podcasting.
- Built-in integrations for social media platforms.
- Can share your screen and switch cameras.
- Record and download audio and/or video.
- Starts at \$15 per month.



RECORDING EQUIPMENT – ONLINE RECORDING PLATFORMS

■ **Zencaster.FM**

- Has a great free plan.
- Record an unlimited number of guests.
- Send your guest invite link.
- Everything is setup through the browser
- Connects with Dropbox as storage.
- Starts at \$20 per month

Zencaster

EDITING APPLICATIONS – HOW TO EDIT YOUR SHOW

- Audacity is a free audio editing program.
- Adobe Audition is a paid audio editing program.
- Lots of tutorials on how to use both software.
- Can insert theme song and sound effects.
- Tip: Wait one day after editing to listen to the show.

FINDING MUSIC AND SOUND EFFECTS

- There are variety of websites that offer royalty free music to use.
- Recommend a site called Storyblocks.com.
- \$20.00 per month for unlimited music and sound effects.

PART 3 –
UPLOADING
YOUR SHOW
ON MULTIPLE
PLATFORMS

HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS

ANCHOR.FM TO THE RESCUE

- Free to use.
- Distributes podcast to all major platforms:
 - Spotify
 - Google Podcast
 - Apple Podcast
- Shareable links for social media.
- Detailed Dashboard to view audience.
- Matches sponsors with show.



ANCHOR.FM TO THE RESCUE

Plays ⓘ

1,534

All-time

Estimated audience ⓘ

21

Based on recent episodes

Unique listeners ⓘ

8

Last 7 days

Current balance

\$0.00

[View wallet >](#)

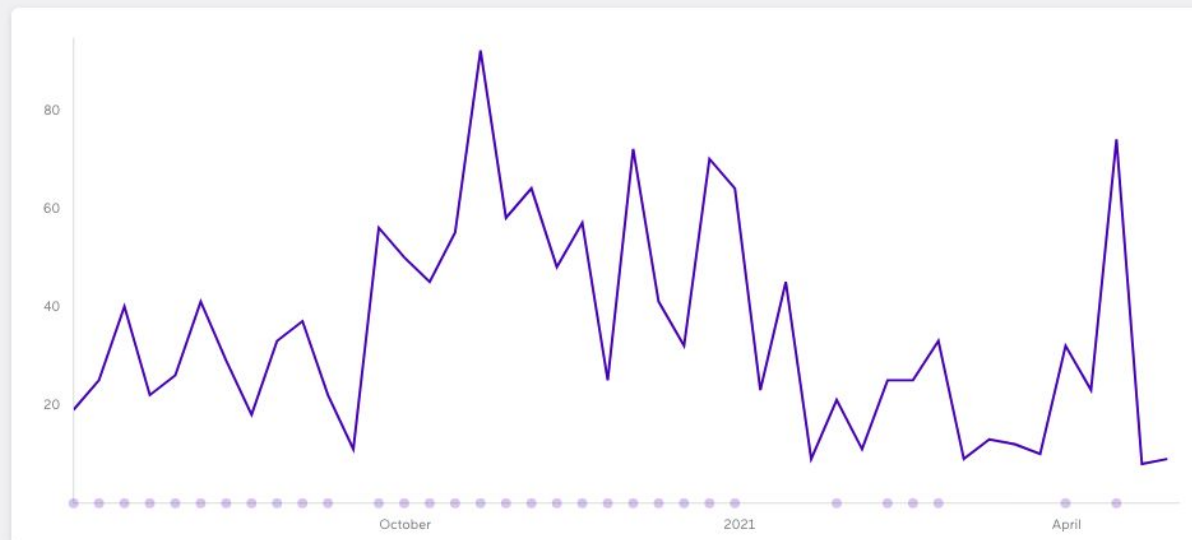


Your podcast performance

7/01/20 - 4/28/21 ▾

Plays ⓘ

Weekly ▾

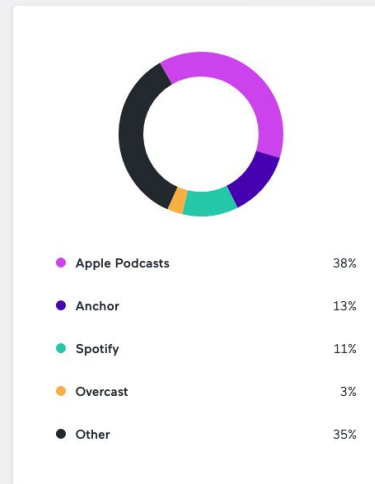


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ANCHOR.FM TO THE RESCUE

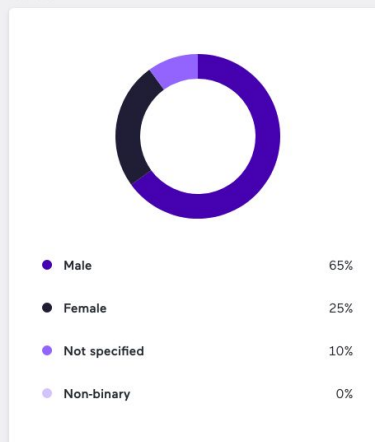


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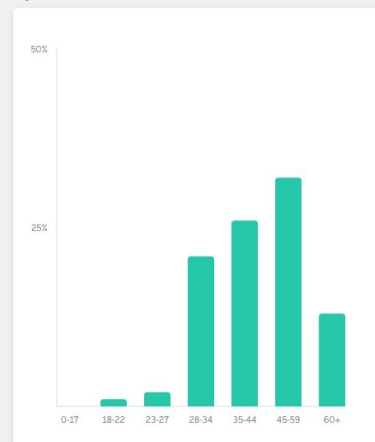
Download CSV

Gender



Source: Spotify

Age



Source: Spotify

ANCHOR.FM TO THE RESCUE – GETTING PAID

- Anchor.FM will find sponsors that match your show.
- You read the ad and place it anywhere in the show.
- Get paid when show is listened to.
- Anchor.FM gives you an ad to read from the beginning.

GETTING PAID FROM ADS

- “As an estimate, if your **podcast** has about 10,000 downloads per episode, **you can** expect to **make** between \$500 – \$900 per episode in affiliate sales. - <https://thebestmedia.com/how-do-you-make-money-podcasting>

RECOMMEND – FIND YOUR OWN SPONSORS

- Start with your business first (of course).
- Have other businesses sponsor your show (related to topic).
- Use their audience for your advantage.
- Use your audience for their advantage.

PART 4 –
PROMOTING
YOUR SHOW
(AND YOUR
BUSINESS)

HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS

PROMOTING YOUR PODCAST (AND YOUR BUSINESS)

- Grow your audience = more eyes on your business.
- Goal to promote in many ways not just focusing on one: i.e. social media post
- Requires creativity and time.
- It can take from 6 to 18 months of consistent releases to reach high numbers of listeners.
- Rome was not built over night.

METHOD TO PROMOTE YOUR SHOW (AND YOUR BUSINESS)

I. LEVERAGE YOUR GUEST'S AUDIENCE

- They have told their circle that they will be on the show.
- Let them know when the show has been released.
- Include shareable link so they can share it with their circle.
- Give them permission to put it on their website, social media, etc.

METHOD TO PROMOTE YOUR SHOW (AND YOUR BUSINESS)

2. PROMOTE ON SOCIAL MEDIA

- Include sound bites from the show.
- Post a picture or video from the show.
- Be creative with the goal to get the post shared and shared again.
- The more the post is shared the more likely people will listen to the show.

METHOD TO PROMOTE YOUR SHOW (AND YOUR BUSINESS)

3. FIND PARTNERS TO MENTION YOU!

- Mention other companies in your conversation.
- Tag them in your social media post.
- May feature your show to their audience.

METHOD TO PROMOTE YOUR SHOW (AND YOUR BUSINESS)

4. BE A GUEST ON OTHER PEOPLE'S PODCAST

- Fellow podcasters are always looking for new guest.
- Grow your audience with their circle as they grow their audience with your circle.
- Win for everyone.

METHOD TO PROMOTE YOUR SHOW (AND YOUR BUSINESS)

5. EMAIL YOUR CIRCLE!

- Email your database on your show.
- Ask them to listen and review.
- Let them know when another show drops (add it to your monthly newsletter).
- Tell them to share it with people who may be interested in the topic as well.
- “PASS IT ON!”

METHOD TO PROMOTE YOUR SHOW (AND YOUR BUSINESS)

- It takes time, effort, and energy to build a loyal audience.
- Keep working on the show and make it better.
- Remember to keep your business ads on the show.
- Enjoy the journey and have fun.

PART 5 –
TIPS AND
TRICKS

HOW TO LEVERAGE A PODCAST TO GROW YOUR BUSINESS

TIPS AND TRICKS

- **Tip 1:** There is a difference between perfection and completion. Aim for completion (you will know when the show is ready to release).
- **Tip 2:** Thoroughly test out your equipment before recording your first show.
- **Tip 3:** Create a pilot episode to release and have some of your close friends listen and give you feedback (the honest ones).
- **Tip 4:** Remember to take breaks and announce that you will be taking a break and when they can expect you to return.
- **Tip 5:** Have fun and get creative on how you promote your show (and your business).



QUESTIONS

WE ARE OFFERING A FREE 30 SECOND DIGITAL COMMERCIAL (NO STRINGS ATTACHED!)

- **FREE, no obligation, 30 Second Digital Commercial**
- Use it on:
 - Website
 - Social Media
 - YouTube
- To learn more and sign up for our free weekly tips and tricks columns.

Go to

<https://tinyurl.com/octaviamediasignup>





thank you!

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THANK YOU!



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