

Social Audio Revolution

“Part 2 - Marketing & Planning” Apr 15

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Plan & Prepare Your Podcast Show

- *You've identified your target audience*
- *You defined your style*
- *It's time to get prepared*

Plan & Prepare Your Podcast Show

- [Audacity](#) - *open-source audio editing tool*
- [Hiring & Outsourcing platforms](#)

Plan & Prepare Your Podcast Show

- *Design and creative material: banners, images, gifs, and a logo*

Plan & Prepare Your Podcast Show

- *Music intro*
- *Sound effects*
- *Music*

Plan & Prepare Your Podcast Show

- *Hiring Us*

Publishing Hosting Distribution



Publishing/Hosting/Distribution

- BuzzSprout
- AnchorFM
- Libsyn
- PodBean
- Castos
- SimpleCast
- Blubrry
- TransistorFM
- Ausha
- MegaphoneFM

Social Audio Presence

- LockerRoom
- ClubHouse
- TwitterSpaces
- Discord
- RoadTrip
- SoapBox
- FireSide
- Chalk
- SpaceAudio
- CappuccinoFM

I Have a Podcast & I'm Active On Social Audio Channels

SO NOW WHAT?

Marketing Channels & Strategies

Increase visibility and authority

Elevate your status

Engage

Nurture people into your brand's
vision

and so much more

Marketing Channels & Strategies

A few examples of active communities you can join right away:

- [BuzzSprout Facebook community](#)
- [Meetup/Podcasting](#)
- [Podcast movement private FB group](#)

Social Media

Market yourself and your podcast but abide by the rules. Every network is different.

You can create personal or business profiles and pages, and create or join related groups.

Appearing as a Guest



Inviting Guests/Interviews



Merchandise

- *T-shirts*
- *Clothing*
- *Jewelry*
- *Books*
- *Journals*
- *Supplements*
- *etc*

Merchandise



Sponsors/Advertising



Repurposing Content

- *Transcript your episodes and turn them into blog posts*
- *Turn episodes into videos*
- *Create short video clips*
- *Turn interviews and stories into a book*
- *Use parts of your shows and conversation for presentations and case studies*

Influencers/Public Relations



Print Material

- *Magazines*
- *Brochures*
- *Flyers*
- *Postcards*
- *Business Cards*
- *And more*

Direct Response Marketing

Motivate people to take some kind
of action

Direct Response Marketing

- *Pay for ads*
- *Compelling ads*
- *Copywriting*
- *Emotional Storytelling*

Branding



Branding Is Not Just:

- *The name or trademark*
- *The logo or other creative material*
- *Business cards and brochures*
- *Website*
- *Unique selling proposition*

Branding Is:

- *Unique brand identity*
- *Beliefs, values, standards*
- *Buzz, fans, followers*
- *Consistency in behavior*
- *Caring about people, feel their pain, empathy*
- *The attribution of qualities, values, and perspectives to a fictional character*

Next Training

- *More marketing channels and strategies*
- *Monetization strategies*
- *Funnels*
- *And more*

Resources

- [Multimedia resources](#)
- [Best photo editing online apps](#)
- [Best Online Graphic Design Tools](#)
- [Popular Design Marketplaces](#)
- [Exceptional Photography Marketplaces](#)