

Social Audio Revolution

“Part 3 - Monetisation & Leverage” Apr 18

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What we covered so far

- *The tremendous opportunity*
- *How social audio disrupted the world of podcast*
- *Voice-first economy*
- *The rise of a new podcasting era*
- *What is all you need to make this work*

What we covered so far

- *How to identify your niche market*
- *Your target audience*
- *What actually happens when you focus on one group of people*
- *How you expand your reach gradually*

What we covered so far

- *Plan and prepare your podcast shows (design, logo, creative material, music background and intro, sound effects, hiring others)*

What we covered so far

- *Publishing, hosting, and distributing podcast shows*
- *Getting active on social audio platforms like Clubhouse*

What we covered so far

- *Publishing shows and getting active on social audio platforms is just the beginning, the first step*

What we covered so far

- *Marketing channels (forums, communities, networks, social media)*
- *Appearing as a guest on other podcasts and social rooms*
- *Inviting guests, interviews, social audio public and private chats*

What we covered so far

- *Merchandise*
- *Sponsors/advertising*
- *Repurposing content*
- *Influencers/public relations*
- *Print material*
- *Introduction to direct response marketing & branding*

Leveraging Podcasting & Social Audio

- You can get started with 1 medium first or both
- Prepare 5-10 podcast episodes and publish
- Get active on social audio platforms to make connections, interact with people in rooms
- Create your own club and rooms

Leveraging Podcasting & Social Audio

- The intersection of podcasting and social audio
- The 'big' secret
- How much time people spend on social audio platforms
- Daily (1h-2h) interaction on audio
- What kind of people use Clubhouse
- Sharing audio rooms with other people
- Let's compare social audio rooms with video live events
- Audio is growing

Monetization

- Customer journey
- Paid advertising
- Sales funnels
- What happens if you don't have products, programs, services to sell
- Flash sales, offers, cross-promotions
- Extra monetization features on podcast hosting platforms & social audio rooms
- Joint-ventures