

Podcast Marketing

Christopher S. Penn, The Financial Aid Podcast and the
Student Loan Network

Strategy and Tactics

- Strategy: the goal (why?)
- Tactics: how to get there

Assumptions

- You have or want to have a podcast
- More than just your mom
- Not covering how to podcast
- Get but not keep- if your show sucks, none of these tactics will help!

The Strategy

- Subscribers.
- Not listeners.
- Not visitors.

The Funnel

- Get visitors
- Turn visitors into listeners
- Turn listeners into subscribers
- Bizcast: turn subscribers into customers
- Turn subscribers into evangelists

Get Visitors

- A Channel!
- SEO, pSEO - easy to find
- Directories
- MySpace, del.icio.us, Podshow Plus, Second Life, social media
- Referral
- Promotion (PR, promos, cobrands)

Visitors to Listeners

- Provide call to action
- Provide multiple channels and deliveries
- RSS, iTunes, Flash, MP3 file, email

Listeners to Subscribers

- Provide in-show call to action
- iTunes, baby.
- itpc to http remap plus 301 redir = skip listener, go right to subscriber
- A Channel reminder

Subscribers to Evangelists

- A Channel again
- Give tools! Chicklets, content.
- Reason to promote?
- Quid pro quo - music!
- Self contained show
- Offline matters!

Tools

- tfan.pl
- FAFA adder
- .htaccess
- Web CEO

Conclusions

- Subscribers count most.
- More hands are better.
- Make it easy to promote your show.

The nuts and bolts will
be covered at
PodCamp. This is just a
warmup!