

Podcasts, How to maximise and create them!



Podcasts are a great way of creating a marketing asset for your company that people can absorb and enjoy anywhere. They can listen to it whilst driving, while they relax, while they walking the dog, in between meetings or in the office (and there are just a few examples).

But what is a Podcast? Simply put, it is an audio file which can be about any topic. There are millions of Podcasts out there about many topics and it is one of the fastest growing sectors in the UK. With this in mind, there is a great opportunity for you to have your own Podcast.

The main question to ask yourself is if your audience will benefit from having a Podcast? If your audience is the type that listens to Podcasts already or know people who do, then the good news is that they are relatively easy to set up and create!

We will be breaking this down into three sections:

- Planning and Preparation
- Recording and editing
- Hosting and Sharing

Creating one does not need to be expensive and I will cover the main points over the next few pages!



Planning and Preparation

Here are main points about the planning and preparation before you press record.

- Decide if you have enough time to create a regular show. It typically takes double the length of the show to create one (longer at the start)
- Decide on a topic that you are passionate about
- Who will you get to host the show and will you have a co-host?
- What topics are you doing to cover?
- How long will the show be?
- When will the show be released and how often?
- Will your audience get a benefit from this?
- Will it raise your brand awareness within the sector?
- Does anyone else in your field already produce the Podcast you want to?
- Do you need to buy any equipment for it?
- Where will you be recording it?

In terms of social media assets, here are a few ideas:

- Before, during, after posts
- Picture of the speaker
- Links to the previous shows
- Future listing of shows



RECORDING AND EDITING YOUR PODCAST

Recording and editing

Once you have decided on the format, arranged your guests, chosen a suitable location then it's time for the recording and editing of it, Here are a few things to consider in this section:

- Have you got all the equipment you need for it? (easy set up is a smart phone or a Dictaphone to record the audio)
- Is the venue suitable and is it quiet enough?
- Do you know how you are going to edit the recording or have you got a no editing policy? (hint, I don't like to edit apart from taking some background noise out)
- Does everyone know how long, what format and seen any questions beforehand? (I love to have a 30 minute talk with each guest before so we both know what we will be covering, their answers and what we want to achieve)
- Back up the recording as soon as possible. The last thing you (or the interviewee) needs is for the file to be destroyed or lost
- Do you want to add music into your Podcast as part of the Intro or in between questions? If so, make sure it is royalty free so you don't infringe on anyone's copyright
- Will be be Live Streaming the interview on Facebook Live, YouTube Live, IGTV or Periscope?
- Create a mini promotional video with any guests to promote the show
- Get all contact links for all parties involved so you can share the show and links



HOSTING AND SHARING YOUR PODCAST

Hosting and Sharing

There are a number of different ways to host and share your Podcast, here are a few tips:

- You can upload your Podcast to as many platforms as you want to. If you think your audience could be listening, upload it to there
- The main platforms I would recommend to be on are iTunes, Soundcloud, Mixcloud, Spotify, Audioboom and Stitcher
- If your platform can create an RSS feed to other sites, do it! This means when you update one site, it automatically updates the others
- Create an RSS feed to your website and have a section where people can listen and download previous shows
- Use the URL from a few of the platforms to share on social media
- Share the link and the file with all of the guest (from that particular show) so they can share it as well
- Share on social once it has gone live and then 3 days afterwards (just in case anyone missed it)
- Make sure you release the show at the same time each week/month. This way your audience knows when the show will be out
- Tell people about what's coming up on the next show
- Share previous episodes and add these to your content library
- Share it to your local community radio stations to see if they would play it on their channel
- Turn the content into Blogs and Videos