



PODCAST POWER

January, 2018

Podcasting and Social Media Series Part 2:

HOW TO TURN YOUR POTENTIAL PODCAST LISTENERS INTO BRAND PROMOTERS!

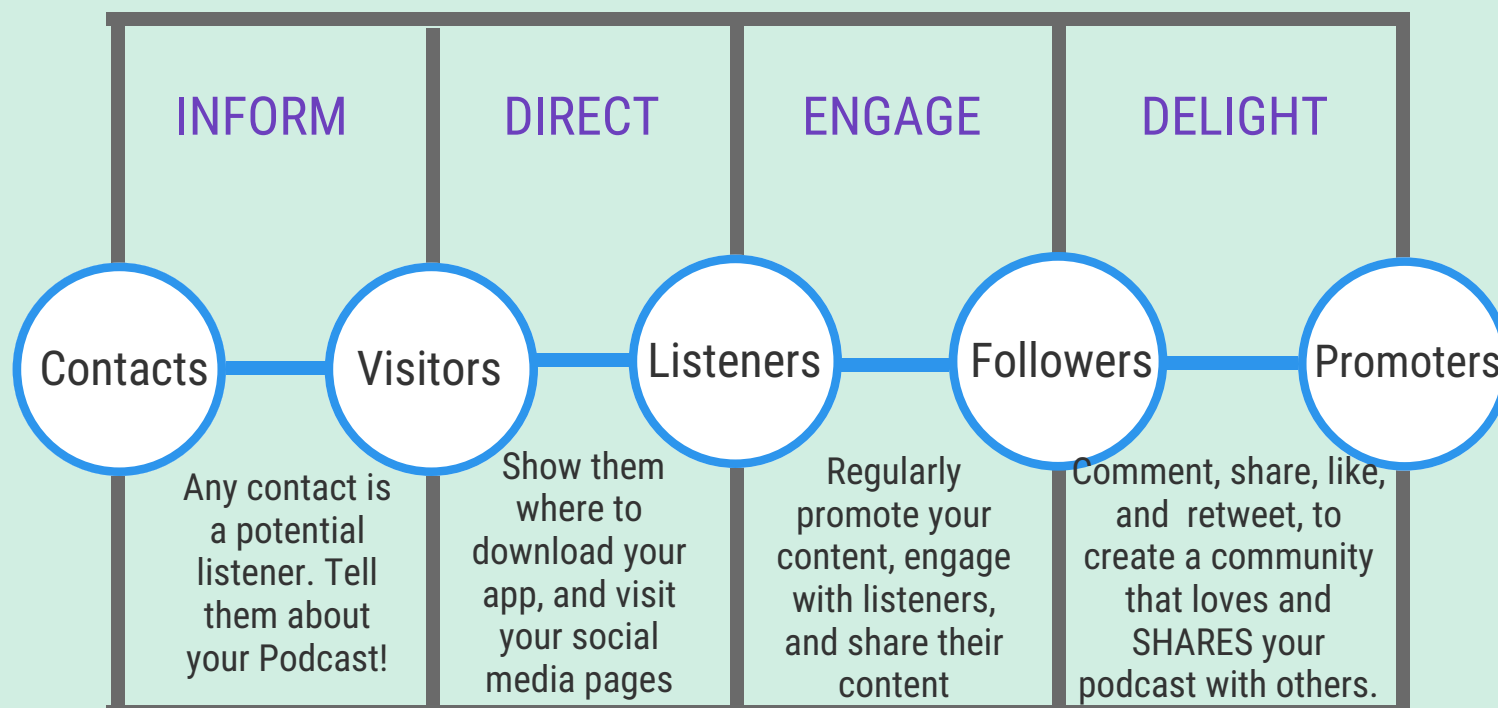
It is not enough to create your podcast content and then post it on social media. The entire CULTURE of your business must adapt to support consistent marketing of your podcast.

Everyone On Your Team Must Be Marketing!

- Anytime a team member encounters a potential listener, jobseeker, or employer, they must promote the podcast.
- Show the listener where to download your app, and where to find your social media pages
- Talk about the next guest you have lined up
- Highlight the benefits of listening to your podcast.
- Ask listeners to share the podcast with THEIR colleagues.
- Make sure your podcast is visible on your website, and all marketing materials
- Think outside the box! Try adding a Podcast advertisement to your company voicemail

You are putting out an excellent product, now MAKE SURE it is heard.

4 Simple Steps To Turn Listeners Into Promoters



Listen!

For more on Social Media click the icon below to listen to the 180PODCAST episode on "Putting the Social In Social Media"

