



# PODCAST POWER

June, 2018

## HOW DO YOU MEASURE PODCAST SUCCESS?

**Podcast success is, and should be measured differently from show to show.**

Some shows might define their success by number of downloads, while others may define it by success stories, business opportunities, or networks grown from the spread of their show.

### So, how do you choose what to focus on?

*First, start by identifying your goals.*

Is your podcast meant to increase your brand and messaging?  
Is it meant to provide specific information to a niche audience?

Are you trying to portray expertise in your field?

Do you want to attract specific listeners, or interested listeners in general?

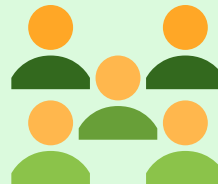
Do you want people to find your show through organic search, or pointed marketing?



**Answering these questions will give you a clearer idea of where to focus with your podcast. From choosing guests, to episode titles, having a distinct set of goals is the key to finding measurable success.**

## Building a Following Versus Building a Community

There are two main categories of listenership to grapple with when creating your podcast. Do you want your listeners to get hooked, tune in, and spread the word? Are you looking for a more engaged listener, one who might use your show to take a next step in their career, meet a possible employer, network, etc? Your answers will affect how you market your show, and how you measure its success. They will help you focus your monthly goals, sharing strategy, and episode content!



## What's New? The Workforce180 PODgress Report

Your personal Podcast success plan!  
Earn 15 points every month for 12 months to make a complete 180 in your podcast success!

Every month we will discuss posting strategy, where you are relative to contract terms, and what we can do to get more eyes and ears on your show. Use this report as a checklist and tracking sheet. Stay on schedule every month by adhering to this list, and even challenge yourself to achieve bonus points



## New Customer Spotlight!

Welcome to our newest podcast customers.

- Creating IT Futures, IL
- Eliot Marshall LLC, CO

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