

Podcasts & Broadcasts

Recommended Equipment

 TRAFFIC

Podcasts & Broadcasts



OVERVIEW

- ✔ “Event Marketing” is becoming more important!
- ✔ Events aren't only for selling... great for traffic
- ✔ **Live Broadcasting** is still in its infancy but has huge potential - LIVE is more powerful than recorded
- ✔ Live events are starting to ranked in Google!
- ✔ Podcasting is an overlooked revenue & lead source
- ✔ **Even if you're not interested today, make a note of it for your business in the future.**

Driving New Leads & Customers

- ✔ Always need a **CALL-TO-ACTION!**
- ✔ Use “Media Continuation” - i.e. “useful but incomplete” strategy
- ✔ Use **SCARCITY** wherever possible
- ✔ Live VS. Recorded - Live is limited to audience you drive to event; recorded generates traffic on auto-pilot if done properly.
- ✔ **Make it “share-worthy” or give incentive to share.**

Creating Your Own Podcast

- ✔ The **NAME** of your podcast is critical - needs to be a catchy brand or benefit-driven title
- ✔ Use an intriguing graphic/logo to represent it
- ✔ Repurpose existing content to create episodes
- ✔ Pay someone else to run/manage it for you
- ✔ Pre-record a year's worth of episodes if you want
- ✔ **SUGGESTED: Observe other top podcasts and see what they have in common.**

Creating Your Own Podcast

- ✓ Create an account at [LibSyn.com](https://libsyn.com)
- ✓ Use PodTrac or FeedBurner
- ✓ Do interviews with other podcast owners to cross-promote each other
- ✓ Create short URL that redirects to longer iTunes URL – such as yourdomain.com/itunes
- ✓ Check out www.freepodcastcourse.com for more tips, info, and technical steps on setting up

Use Interview Model For Traffic

- ✔ Watch "Geniuses Of" lesson in "Borrowing Traffic"
- ✔ 90% of experts in any market WANT to be interviewed! All you have to do is ASK.
- ✔ Many successful podcasts are just interviews!
- ✔ Easy to record many interviews in advance
- ✔ Use a pre-written question template
- ✔ Link to interviewees site, let them pitch at the end
- ✔ **NO TIME? Hire someone to do interviews for you**

Hacking iTunes Podcast Directory

- ✔ Keywords drive results – just like Google
- ✔ Use keywords in the “iTunes Author” text
- ✔ Use 12 (max) keywords for your main description
- ✔ Use only 1-2 keywords for each episode
- ✔ Name episodes actual keywords
- ✔ If any a very competitive category, target keywords with less competition
- ✔ Video vs. Audio – Video podcasts rank higher

Hacking iTunes Podcast Directory

- ✔ Wait for iTunes to publish your latest added episode, then get URL and push via your list and Social Media
- ✔ Run contests to get people to leave reviews
- ✔ Must encourage people to SUBSCRIBE to your podcast and not just download episodes

Other Podcast Directories

- ✓ Google Play Music
- ✓ The Miro Guide
- ✓ TuneIn (makes available via Amazon Echo)
- ✓ Stitcher Radio
- ✓ podcast411.com – list of nearly 200 podcast directories and Apps for podcast discovery