

ALLIE PROFF

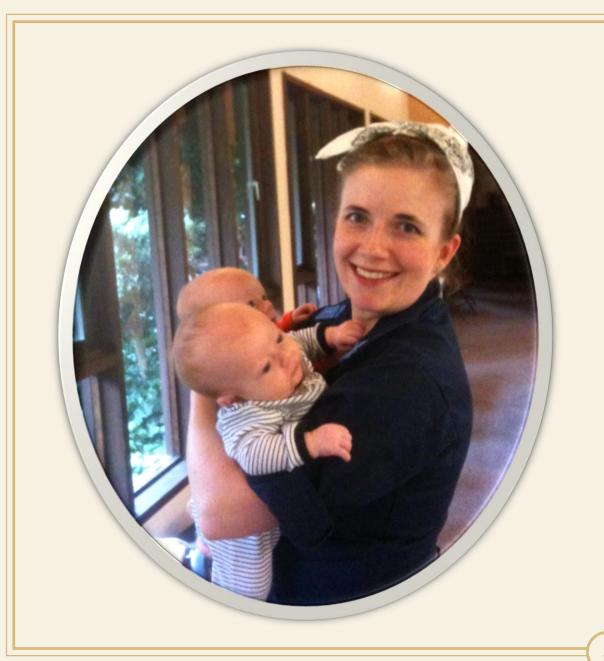
October 16th

2018

Today's Topics

- About podcasts
- Podcast content
- Podcast tech
- Measuring success
- Funding your podcast





Meet Allie

TECHNICAL WRITER,
TWIN MOM,
BLOGGER,

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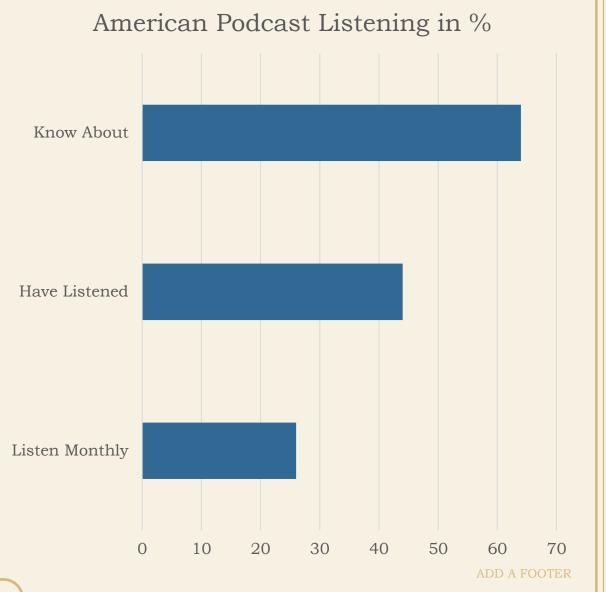
PODCASTER

Podcast Statistics

64% of Americans know about podcasts

44% of Americans have listened to at least one podcast

26% of Americans listen to podcasts at least once a month



Why should:

Start

- Novelty
- Your ideal avatar
- Listener attention
- Audience connection
- Enjoyment

Not Start

- Novelty
- Your ideal avatar
- · Hard work, dedication
- Commitment
- Text
- Money



Podcast Content

WHAT VALUE ARE YOU BRINGING?



Technically Eclectic News Podcast **Technical Communication** Content Strategy User Experience





Types of Podcasts









NOT-B&RING

LavaCon **Speaker Series**















Podcast Information



- Podcast cover: 3000 x 3000 pixels
- Podcast description: Be descriptive, but not too long. Since podcast players are search engines, include SEO keywords.
- Link to your website in your description
- Keywords and categories
- Show type: episodic (no order) vs serial (first episode first)

Episode Information

Audio Requirements

- Bumpers (intro, outro)
- Show

Release requirements

- Episode artwork (optional)
- Episode description
- Show notes on your website

Tips

- Plan a bullet outline before recording
- Content batching











Boagworld is a podcast about digital strategy, service design and user experience. It offers practical advice, news, tools, review and interviews with leading figures in the web design community. Covering everything from usability and design to marketing and strategy, this show has something for everything. This award-winning podcast is the longest running web design podcast with over 380 episodes.

Available episodes

Why and How to Gain the Trust of Users 5 days ago • 52 min



Do Your Users Feel Safe and Appreciated?Oct 4 • 54 min



Make Sure You Are Seen in a Positive Light

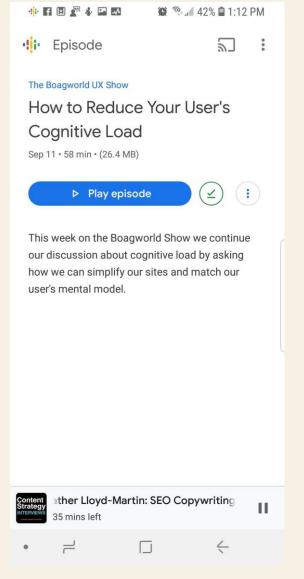


Sep 27 • 52 min

How to Make Choice Feel Effortless Sep 20 • 57 min



- Google Podcast Player
- Android phone



How a Podcast Cets Published

THE STEPS FROM RAW RECORDING TO YOUR LISTENERS' EARS

Record	Edit Ur	pload to Host	Release	Player	İstener
Plan episode content Prepare recording session and permissions Record yourself (and your guest)	Remove unwanted sounds Add bumpers to content Equalize Create transcript	Write episode description Upload mp3 file to host Prepare show notes page on your website in draft	Set a date for your episode to be publicly available. Publish show notes page.	Within a few hours to a day, the various players will include your latest show in their RSS feed	Listeners can see newly released episodes, they can download, or they can wait and binge

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CAPTURE YOUR AUDIO

- Audio Technica ATR 2100 \$70
- Blue Yeti \$100
- Headset for guests
- •Inteview via Zencastr, Skype, or other webinar tools





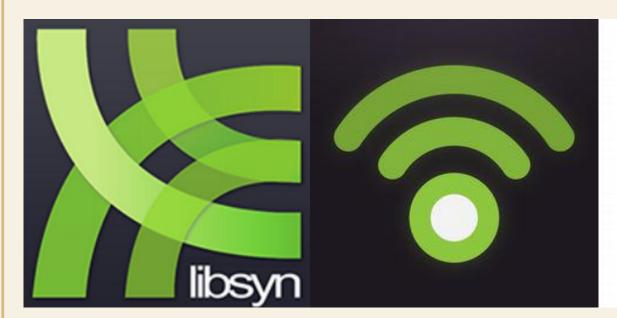






MAKE IT SOUND GOOD

- Free: Garage Band or Audacity
- Paid: Adobe Audition
- •Optional: Auphonic or Levelator
- Podcast engineers (humans)







Host

STORE YOUR AUDIO CREATE AN RSS FEED

- Libsyn
- Podbean
- Buzzsprout
- Blubrry
- (Soundcloud)











- Play
- WHERE PEOPLE LISTEN

- iTunes
- Google Podcast
- Spotify
- Stitcher
- Soundcloud
- Your website (embedded player-remember the transcript!)

Measuring Success

What is your goal?

- Building your email list
- Analytics from your audio host
- Content marketing metrics
- Personal growth and satisfaction

- Lead quality
- Sales
- Web traffic
- Onsite engagement
- Social media engagement
- SEO success
- Exposure and authority

Podcast Funding



Initial equipment + host fees Part of a larger picture (website, email client, etc.)

- Corporate budget
- Personal budget
- Selling your own product
- Advertising and sponsorships
- Affiliate marketing
- Crowdfunding (Patreon)

Thank You!

ALLIE PROFF

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