



Ready, Set, Podcast

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,
...
PODCASTER

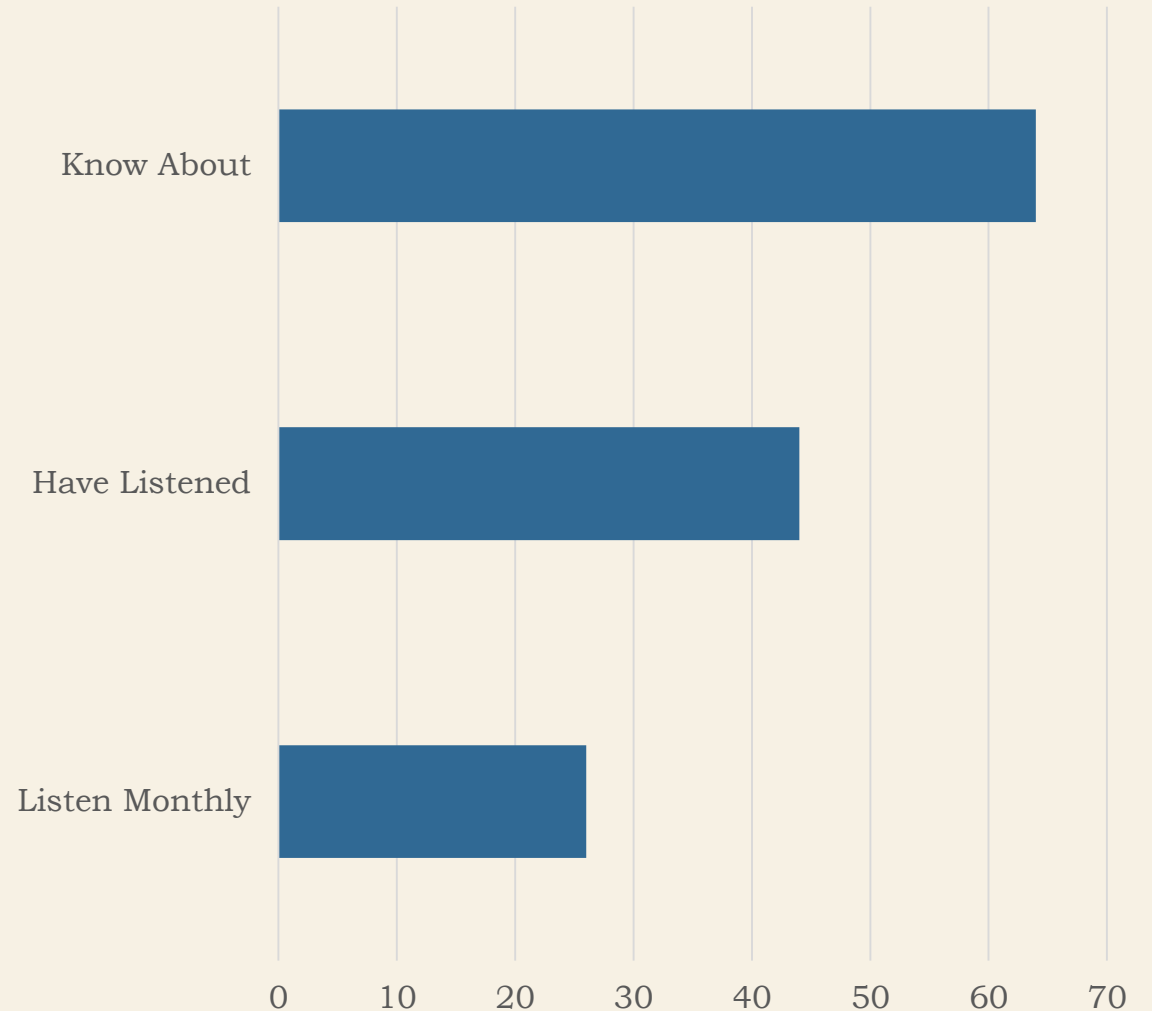
Podcast Statistics

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

American Podcast Listening in %



ADD A FOOTER

Why I should:

Start

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

Not Start

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



ALLIE PROFF | TECHNICALLY ECLECTIC

Podcast Content

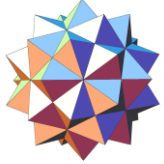
WHAT VALUE ARE YOU BRINGING?



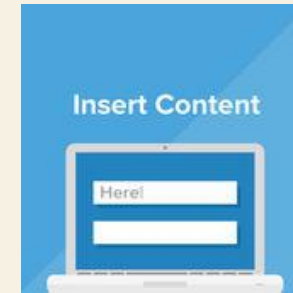
ADD A FOOTER

Types of Podcasts

Technically Eclectic
News Podcast



Technical Communication
Content Strategy
User Experience



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

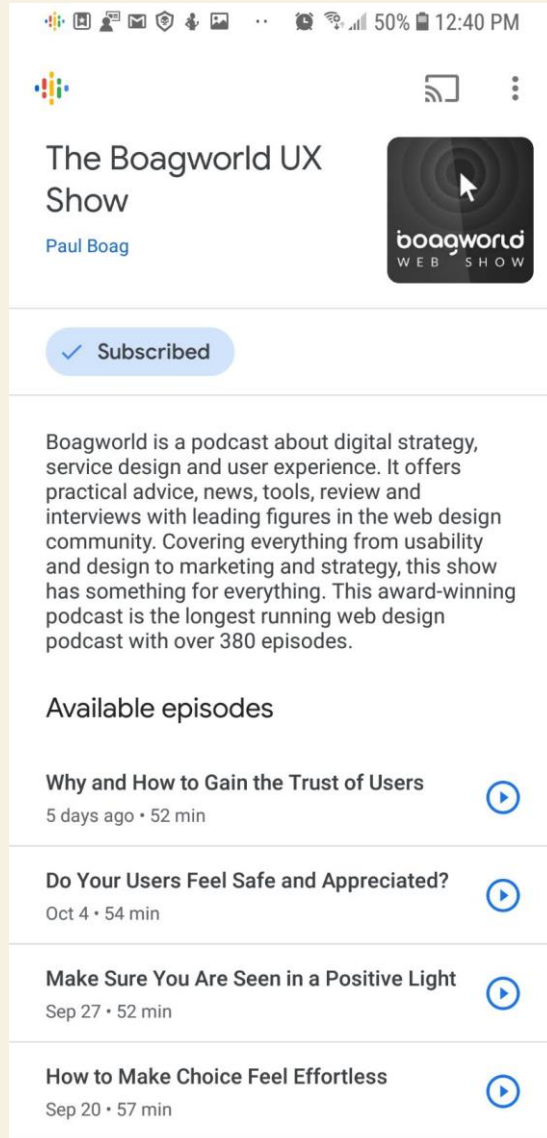
- Episode artwork (optional)
- Episode description
- Show notes on your website

Tips

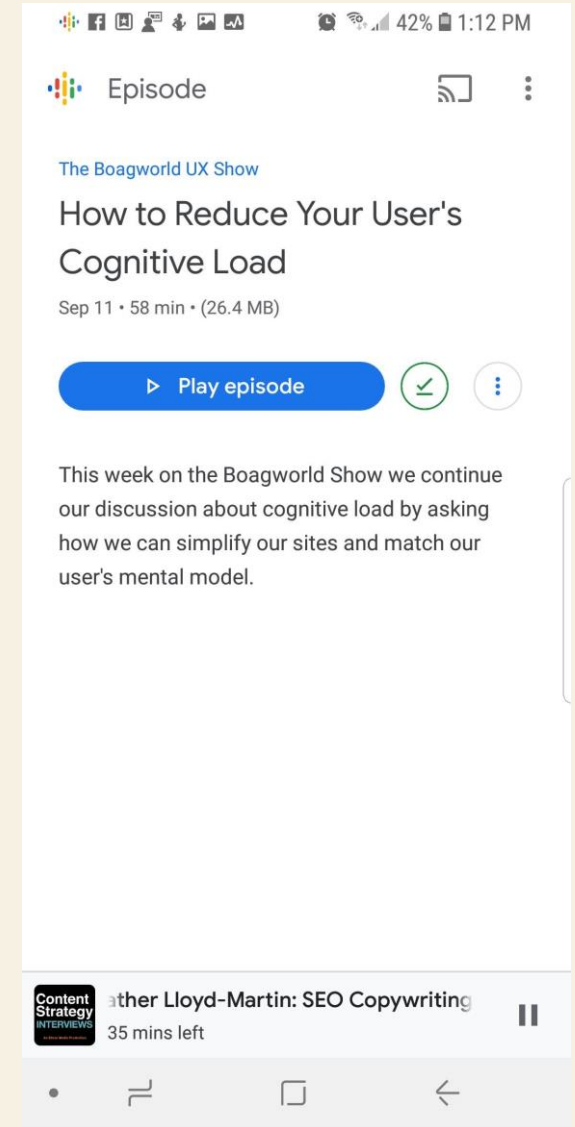
- Plan a bullet outline before recording
- Content batching



What it Looks Like

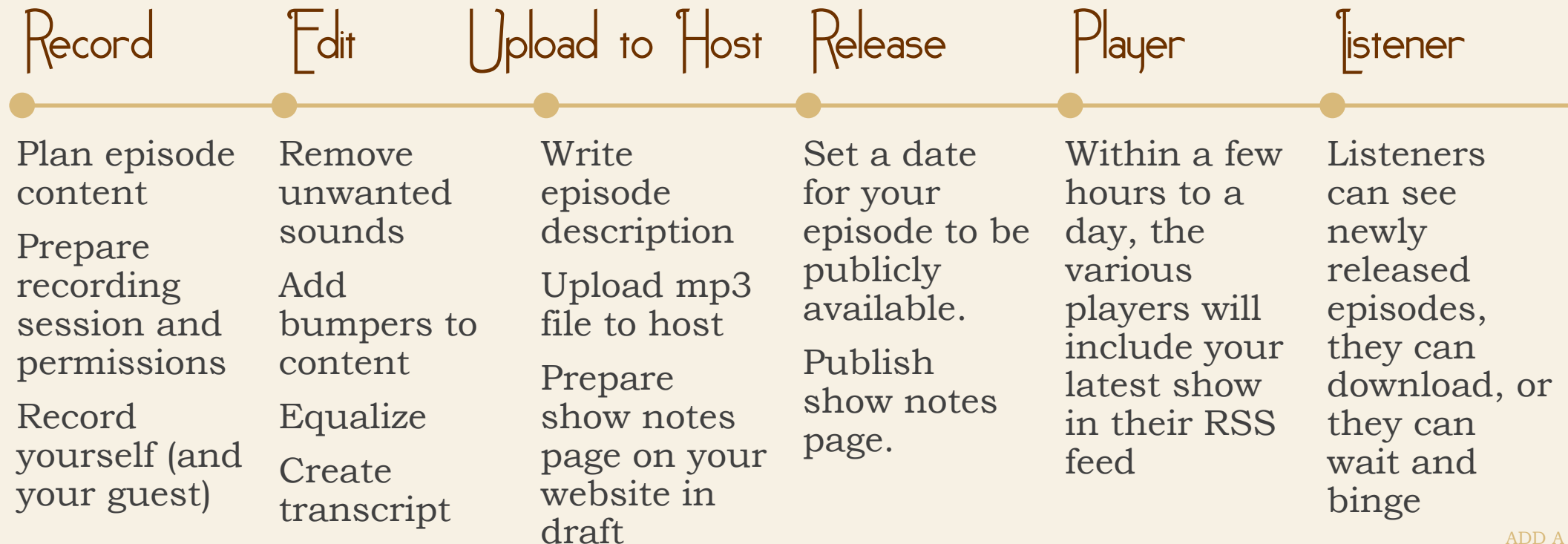


- Google Podcast Player
- Android phone



How a Podcast Gets Published

THE STEPS FROM RAW RECORDING TO YOUR LISTENERS' EARS



ADD A FOOTER

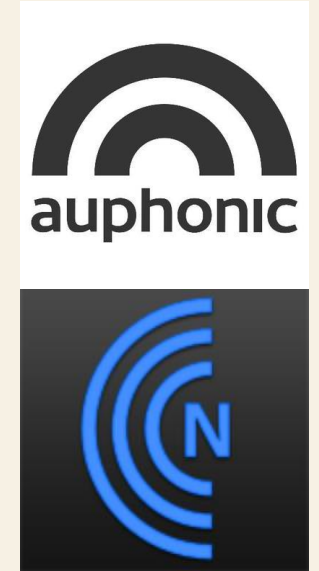


Record

CAPTURE YOUR AUDIO

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

ADD A FOOTER



Edit

MAKE IT SOUND GOOD

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

ADD A FOOTER



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!)

ADD A FOOTER

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

Website

www.technicallyeclectic.com

Email

allieproff@gmail.com