

How to Produce a Podcast: A Marketer's Guide

Presented by Jeff Large

@realjefflarge

ComeAliveCreative.com



In this workshop we will cover...

1. Why podcasting matters for marketers
2. How to plan, produce, promote, and track the progress of your own podcast









4K 60W
00:07
1H:55

GoPro

GoPro Hero 8 Black could change the way you shoot video

A clever redesign, great accessories and some smart new features and updates show why GoPro still owns the action-cam category.

BY JOSHUA GOLDMAN  | OCTOBER 1, 2019 6:01 AM PDT







Why podcasting
matters...

70% of Americans have
heard of podcasts.

(Up from 64% in 2018)

via The Podcast Consumer 2019, Edison Research & Triton Digital

51% of Americans (12 or older) have listened to a podcast.

(20 million more than last year)

via The Podcast Consumer 2019, Edison Research & Triton Digital

32% of Americans listen
to podcasts monthly.

(Up from 26% last year)

via The Podcast Consumer 2019, Edison Research & Triton Digital

40% of Americans 54 or younger listen to podcasts monthly.

Nearly **one-quarter** of
Americans listen to
podcasts weekly.

Podcast listeners are more likely to earn \$75,000+ per year and have college degrees.

via The Podcast Consumer 2019, Edison Research & Triton Digital and the NPR Podcast Listener Profile 2016

Nearly **half** of listeners
hold positions where they
make purchasing
decisions.

Podcasts generate up to
4.4x better brand recall
than widely-used forms of
digital advertising.

86.5% of audiences
listen to podcast ads

89.8% think podcast ads
are effective

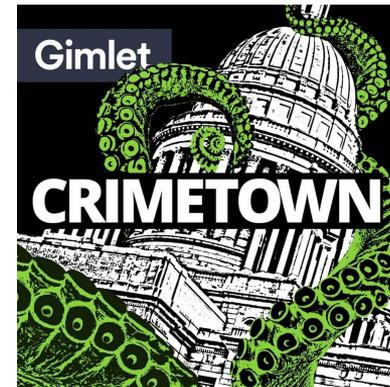
55.6% have purchased
an item advertised on a
podcast.

via The Podcast Trends Report 2019 from Discover Pods



U.S. podcast ad revenue grew by 53% in 2018, totaling \$479 million dollars and is predicted to exceed \$1 Billion in 2021.

THIS AMERICAN LIFE









come alive
CREATIVE

Some of our team





Reasons to podcast...

Build Authority



Promote a
Product or
Service



Engage &
Entertain



Market Research



ONE STOP

SHOP



"I can describe Jeff as a real human being, someone who truly cares and has so much empathy and love for others. We worked together on the One Stop Shop Podcast for Receiptful, and I didn't have any podcast-recording experience prior to this, but his guidance helped me ease into the role. His skills were instrumental in our success.

This podcast taught me more about our customers than any hard data could have. It's a completely different experience when you get to hear your customers' stories as they tell them. You learn about their beginnings, their fears, their hopes. You share their little joys and victories, and you connect with them on a level that you simply couldn't achieve with a survey. Highly recommended.

Also, funny guy. Expect to have great conversations and a good laugh!"

-Aleana, customer success specialist

Teach
Something



Grow Your
Network



Make Money



B28754846G

2 *Ben Sumner*

Sumner

FOR ALL DRAFTS, PUBLIC AND PRIVATE
THIS NOTE IS LEGAL TENDER



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1. PLAN

Goals, Audience, and Details



2. PRODUCE

Record and Edit Episodes



3. PROMOTION

Create Once and Post Everywhere



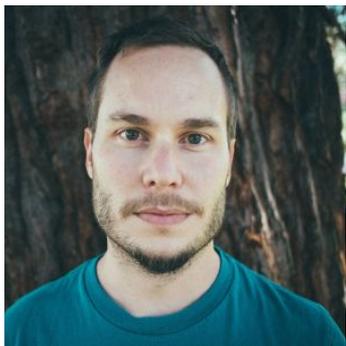
4. PROGRESS

Measure Your Progress









TotallyAwesomePerson@marketing.com

Feedback/Favor

Person!

Hope things are well.

My agency is launching a 1 to 2-minute daily podcast soon geared towards listeners like you. The idea is to target CMOs, heads of content, and other professionals with a branded podcast about the audio/digital marketing space.

To be fully transparent, I'm using this as an opportunity to test the smart speaker space and to feature our content and related digital marketing content we're up-to-date with.

The hope is to inform and inspire listeners (be genuinely helpful) while raising awareness of Come Alive Creative.

What kinds of things do you read and listen to? What pain points do you have or topics you'd like to know more about?

I'd like it to be the type of show that could be part of your routine and I'd rather get your feedback than blind guessing. :)

Last, if this is the kind of thing you'd never listen to, that's good to know as well.

-Jeff

[Come Alive Creative](#) | Podcast Strategy & Production

P.O. 183 Belmont, MI 49306

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“I think the benefit of creating short snippet content like this comes from covering the most relevant information or news about what's going on in an industry for that quick takeaway. We talked about how the internet was saturated with content and this could potentially highlight the most important happenings without individuals like myself having to weed through 10-15+ articles a week.”

“Well I don't ever listen to podcasts, so that's a tough one for me. If I could get super short-form audio content and build a habit around listening to it each morning before I start my day, perhaps I would. For that to happen, I suppose I'd need to believe that I'm getting super-timely, high-action advice for the many problems I face in a day.”



CREATIVE

MARKETING

BRIEF



The internet is saturated with content, and things move so quickly that it's hard to keep on top of it all. This daily podcast quickly curates highly-actionable, super-timely, and inspirational info faster than weeding through 15+ articles per week. Hosted by Jeff Large and featuring the best digital pros on the internet.

So 190+ episodes later...

- Producing a Flash Briefing
 - Increase authority
 - Network
 - Cross-promotion
 - Monetization

Plan your podcast



What is your goal?

Who is your target
market?

What will your podcast
be about?

What is the story arc, from both a micro (episode) and macro (the series of episodes) scale?

How many episodes do you plan on making?

How long will they be?

What format will it take?

Is it a solo show, interview-style
production...
or a narrative, public radio style
podcast?

Who will be telling the story?

Who is/are your host(s)?

What guests will be on?

How will you be recording
yourself? And your guests?

Where will you be recording?

Will it be remote or will you be
traveling?

Do you need music and/or sound design?

If so, will you use Creative Commons or get something specifically made for your show?

What is your budget?

Do you need to hire anyone to
help you?

Pause.

Podcast Equipment



JeffLarge.com/podcasting-equipment

Recap: The Plan - goals, audience & details

- Learn about your business and your podcast plan
- Research your target audience and topics
- Decide on the style, structure and execution



Production



Pre-Production

Guest and topic

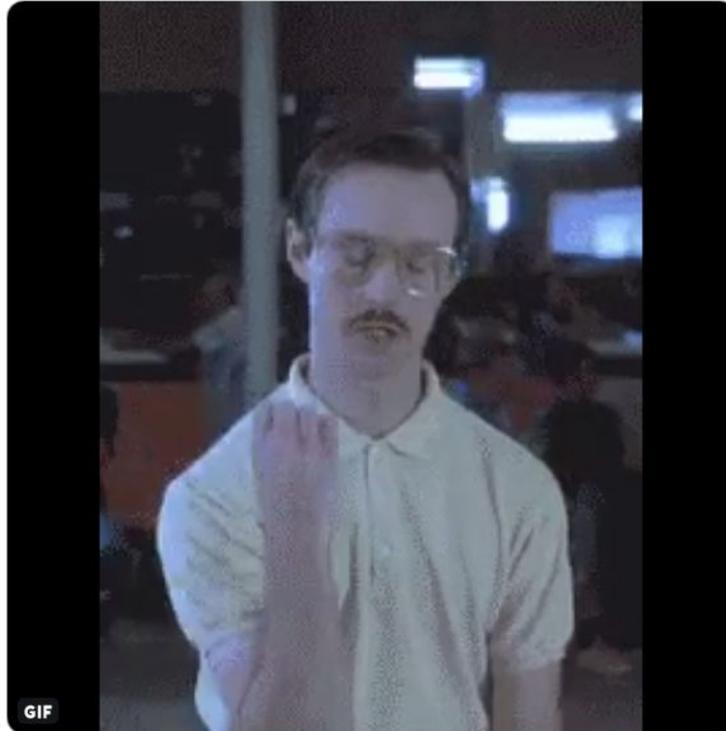


Mike Stopforth

@mikestopforth



I ran an advertising agency for 13 years. This is a thread about what every owner / manager wishes their employees would do more, but forgets (or neglects) to tell them. I added GIFs because I'm down with the kids.





Follow

Mike Stopforth

@mikestopforth

Entrepreneur and investor. Sometimes writer and speaker. Insatiably curious. Learning new things at @LSEMarshall. To dare is to do.

📍 Johannesburg, South Africa [🌐 mikestopforth.com](https://mikestopforth.com) 📅 Joined March 2007

933 Following 20.7K Followers



Followed by MISSING LINK, Don Packett, and 6 others you follow

Hey Mike- any chance you'd want to do a podcast interview on what an agency owner wants from staff (i.e. your thread)? I'll send more info if you're interested. You'd be in good company- other SA people I've interviewed include Mulholland, Packet, Haralambous, Dingle, and more.

Sep 6, 2019, 2:46 PM ✓



Hi Jeff

Yeah, sure, open to that. When did you have in mind?

Sep 6, 2019, 3:23 PM

I'll get back to you next week on the details

Sep 6, 2019, 7:35 PM ✓



Jeff Large

@realjefflarge

Replying to @KateBour

Kate- thank you for this. What is your policy for guesting on other people's podcasts? I have two you might be interested in...

5:04 PM · Jul 15, 2019 · [Twitter for Android](#)

||| [View Tweet activity](#)

2 Likes



Katelyn Bourgoin @KateBour · Jul 15

Replying to @realjefflarge

Hey Jeff! I do like the sound of my own voice so..... email me? kbo {at} katelynbourgoin [dot] com 🙄

1



1



Jeff Large @realjefflarge · Jul 15

Will do. Thx!



1



Podcast Interview Details



Jeff Large <jeff@comealivecreative.com>

to kbo ▾

Katelyn,

Thanks for being open to guest on my podcast.

My show is for digital entrepreneurs and creators. I interview a variety of amazing people (like yourself) and explore the principles of success that you follow to help the listener.

The interviews usually take an hour to record and I book them on Thursday afternoon EST time.

Here is a Calendly link to schedule yours- <https://calendly.com/jefflarge/podcast-interview/>.

I will do the research and question writing for our interview. We will connect via Zoom the day of the interview.

If you want to listen to the show in advance, you can go to JeffLarge.com/podcast, JeffLarge.com/itunes or JeffLarge.com/stitcher.

Let me know if you have any questions.

I look forward to connecting!

-Jeff

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Who would you like to talk to?

What stories would you like to
know more about?

Pre-interview

Evaluate, provide clarity, and ensure sound quality



Jeff Large <jeff@comealivecreative.com>

Hi [REDACTED]!

I'd love to connect to cover a few things for the podcast interview:

1. Learn a little more about your background
2. Answer any of your questions
3. Discuss the setup for recording

This shouldn't take more than 15 minutes. Would you please send me some dates/times that work for you? Also include your phone number.

Thanks,

-Jeff

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Scheduling

Automate and batch

Guest Prep

Research and questions



Production

The Interview

Be intentional. Be curious.

Pulling Selects

Choosing the best audio to tell the story

Tips for pulling and organizing tape:

1. Note your favorite parts of the recording.
2. Transcribe the tape.
3. Print out the transcript of the interview and mark it up.
4. Review the quotes to see what might make for an interesting or compelling beginning.
5. Sketch a rough outline based on your choices.

Write the Script

Narrate the story

How to write for audio:

1. Be clear
2. Say it faster and better
3. ID who's speaking
4. Set up your tape
5. Don't step on the tape
6. Think about ratios
7. Write with/for someone else

Tracking

Recording the script

Tips for tracking audio:

1. Know yourself
2. Stand up
3. Smile
4. Practice by doing



Post-Production

Editing

Put it all together

Tips for editing audio:

1. Start with software you're comfortable with.
 - a. Entry/automated: Audacity or Levelator
 - b. Beginner: Audacity or Garageband
 - c. Advanced: Audition, Reaper, Pro Tools
2. Better pre-production makes for better post-production.

Pick-ups

Re-recording

Bumpers

You say goodbye and I say hello

Ads

Share what you love

Mixing and Mastering

Check your levels

Media Host

Where your audio will live

Tips for choosing a media host:

1. Factors include:
 - a. Uptime
 - b. Reliability
 - c. Speed
 - d. Openness
 - e. Usability
 - f. Tech and Analytics

Personal Recommendations for Hosting:

1. Simplecast
2. Megaphone
3. Blubrry
4. Libsyn



KitKat

Crisp Wafers
In Milk Chocolate

SNACK SIZE

210
14g Total Fat
18g Carbohydrate
2g Protein

NET WT. 1.12 OZ (31.5g)

Promotion



ComeAliveCreative.com/podcast-promotion

Listeners & Non-Listeners

Tips for promoting to non-listeners:

1. Language matters
2. Meet them where they are
 - a. Billboards
 - b. Tutorials
 - c. Postcards
 - d. Event flyers
 - e. Merchandise
 - f. Trailers
3. Series-level promotion vs episode-level promotion

Tips for Promoting to Listeners

Consistency





Cross-promotion



Use All Mediums

Visual

- Cover art
- Promotional images
- Audiograms

Written

- Show notes
- Transcriptions
- Articles
- eBooks



Which of these stand out?

Images with faces

Whitespace

Strong contrast





BUILDING A GRASSROOTS DONOR-BASE

With Scott Hennig

EPISODE 8

In this week's episode, podcast guest speaker Scott Hennig unpacks how his nonprofit uses grassroots fundraisers and one-on-one donor meetings to build a base of over 26,000 individual donors.

Trevor Bragdon

PODCAST HOST

Trevor Bragdon is the founder of 7-Figure Fundraising. He is a behavioral scientist who helps executives and organizations increase their impact and persuasion. Trevor combines his expertise in human decision making and experience working on over 70 political campaigns to create unique solutions for clients. He earned an MSc in Behavioral Science from the London School of Economics and specializes in memorable framing and clarity for complex ideas.



Scott Hennig

GUEST SPEAKER

Scott Hennig, the president and CEO of the Canadian Taxpayers Federation. The Canadian Taxpayers Federation has been a unique nonprofit taxpayer advocacy group in Canada for the last 29 years. Scott has worked for the Federation for 14 years, moving up the ranks before taking over leadership in 2019.

Craft Your Call to Action

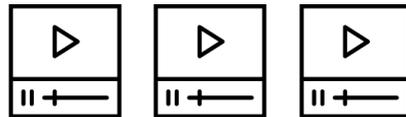
- Look cross-industry
- Make it easy
- Break the norm
- Self-promote



Be Discoverable

- Apple Podcasts
- Spotify
- Google Podcasts
- Stitcher
- TuneIn
- Pocket Casts
- iHeart





Jeff Large



BY JEFF LARGE — 14 COMMENTS

The Absolute Beginners Guide to Podcasting: Equipment

It has been a long time since I originally wrote this article in 2012. Since equipment in the market moves and prices change quite rapidly, this update will help you determine what equipment will best fit your needs.

Choosing the right podcast equipment can be incredibly frustrating and confusing. Many podcasters suggest poor equipment and setups that don't fit your needs.

There is no one size fits all solution. Everyone's situation is unique and your needs will vary based on the answers to a few questions:

1. What is your budget?



Equipment for Podcasting

Learn everything you need to know to buy the right podcasting equipment.

Stop waiting time figuring out what you need and start spending time on making your podcast.

Sign up for our complete equipment list and 9 emails explaining exactly what to purchase.

[Sign Me Up](#)

A project by Come Alive Creative

MCIT Home Courses Top Stories

Search for podcasting equipment

Podcast Equipment

My Podcast Setup

4.9 (12)

Podcast Equipment (entry level)

Books on Specialization and Niching

4.9 (12)



Leverage Social Media

- Sell the story, not the medium
- Understand your platform

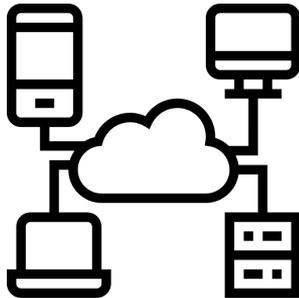


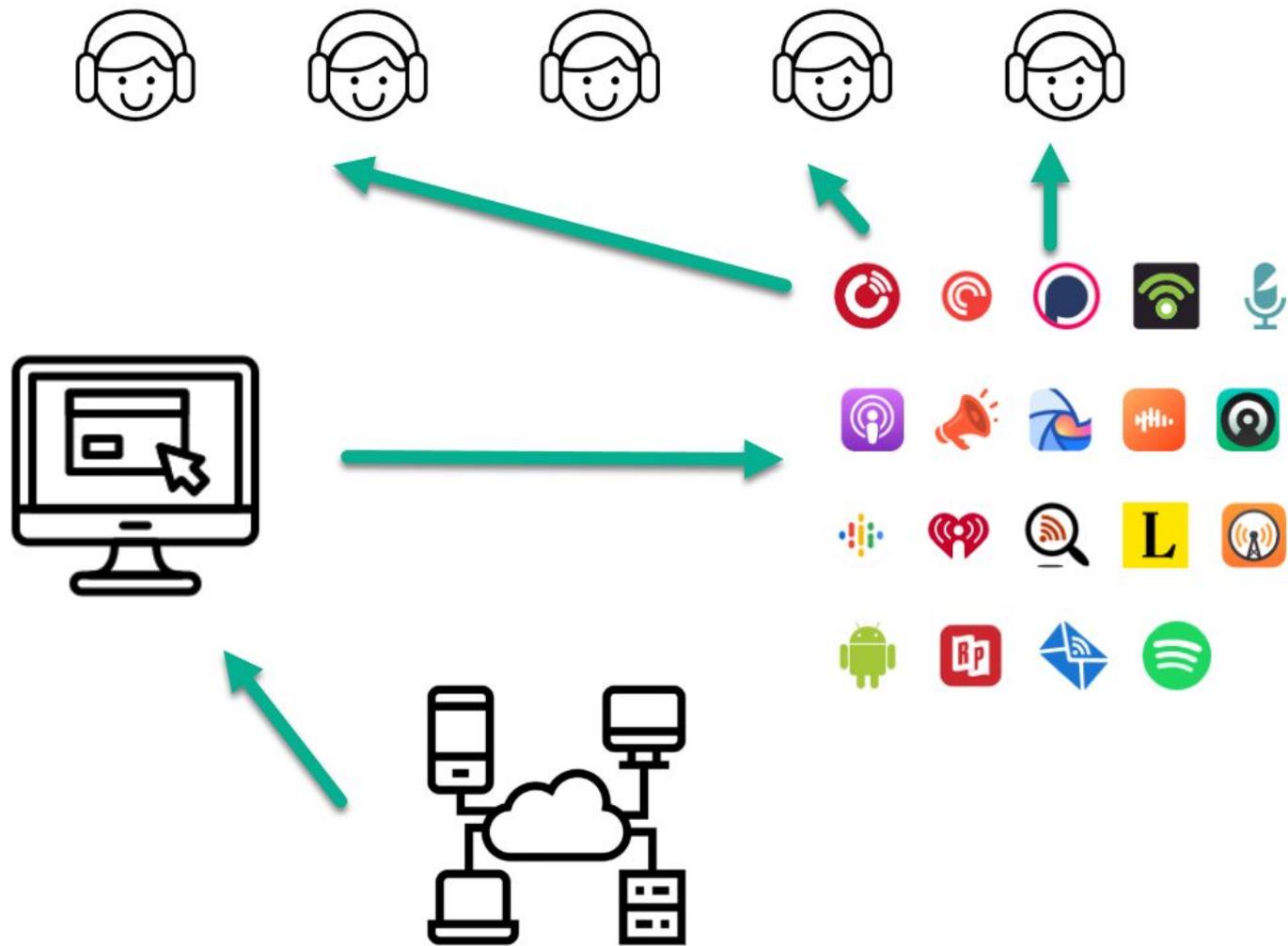
Recap for promoting to listeners:

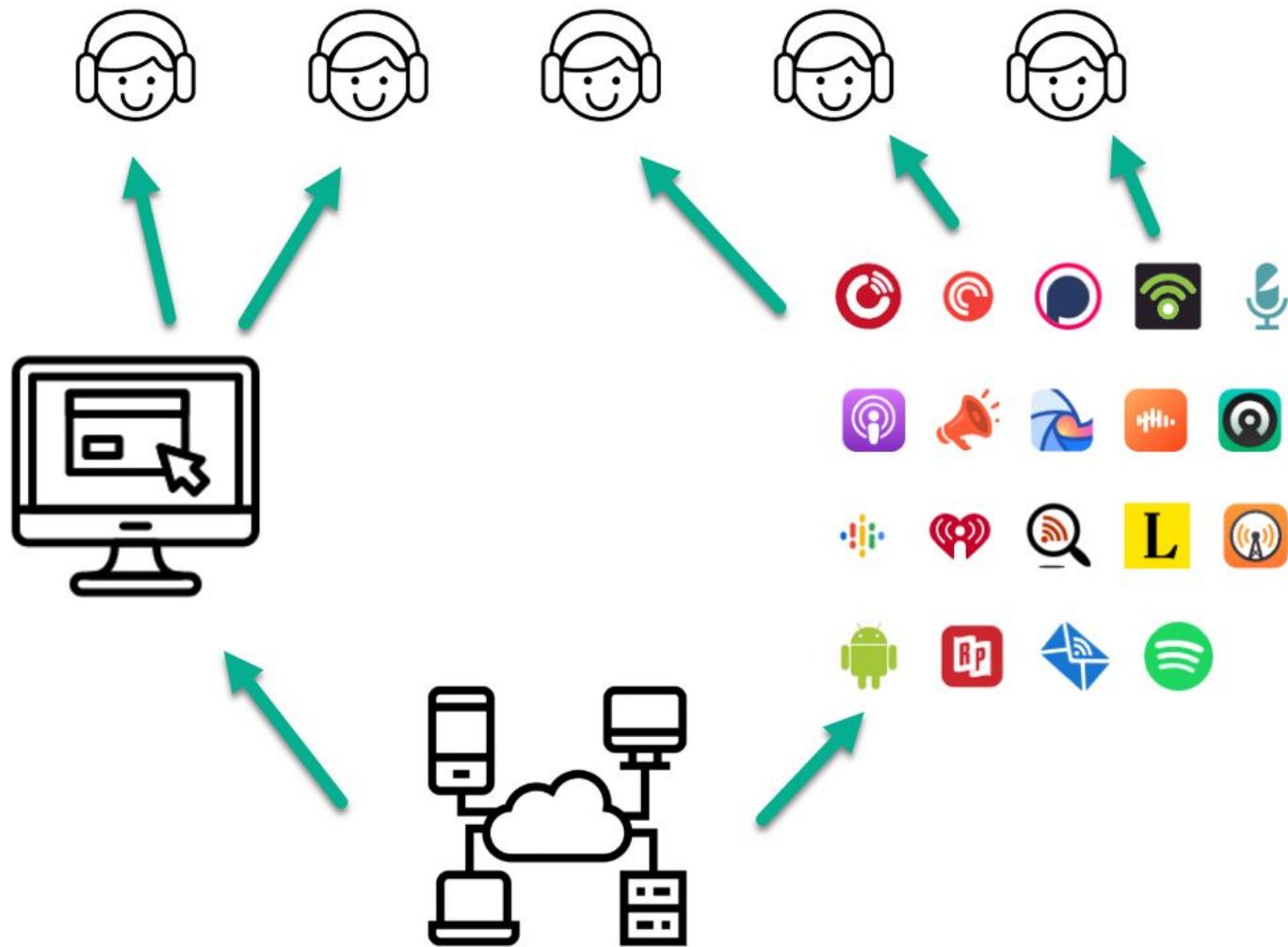
1. Consistency: frequency and duration
2. Guest on other podcasts
3. Cross-promotion
4. Use all mediums (visual and written)
5. Craft your call to action
6. Be discoverable
7. Repurpose your content
8. Leverage social media



Progress







Number of Listeners or Downloads



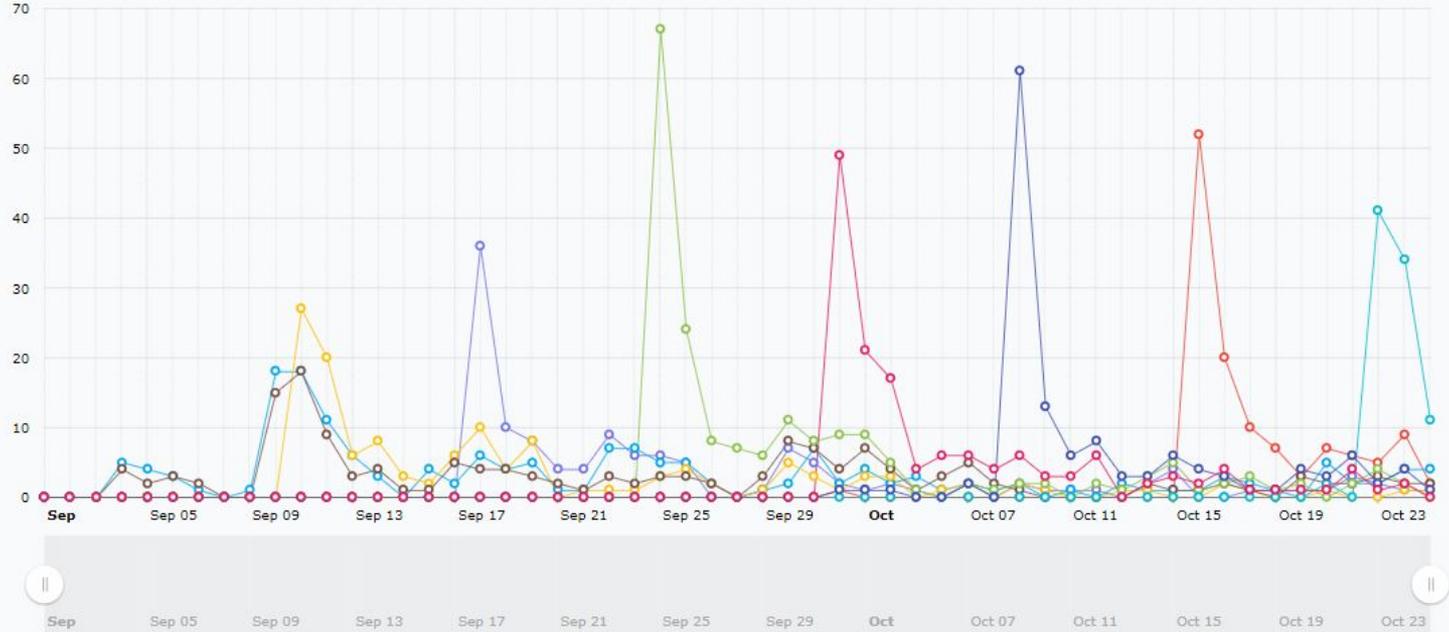
ADD ITEMS REMOVE ALL

- MINDSET: HOW SUCCE...
DOWNLOADS: 175
- WHAT HAPPENS IN A 7-F...
DOWNLOADS: 160
- INSIDE THE MIND OF A D...
DOWNLOADS: 136
- PROSPECTING EVENTS: ...
DOWNLOADS: 131
- GRAND STRATEGY: HOW...
DOWNLOADS: 190
- HOW TO FIND AND KEEP...
DOWNLOADS: 147
- HOW TO LAUNCH A WIL...
DOWNLOADS: 134
- BUILDING A GRASSROOT...
DOWNLOADS: 122
- BUILDING AN IMPACTFU...
DOWNLOADS: 88

Episode Downloads

Podcast and episode downloads, and order impressions

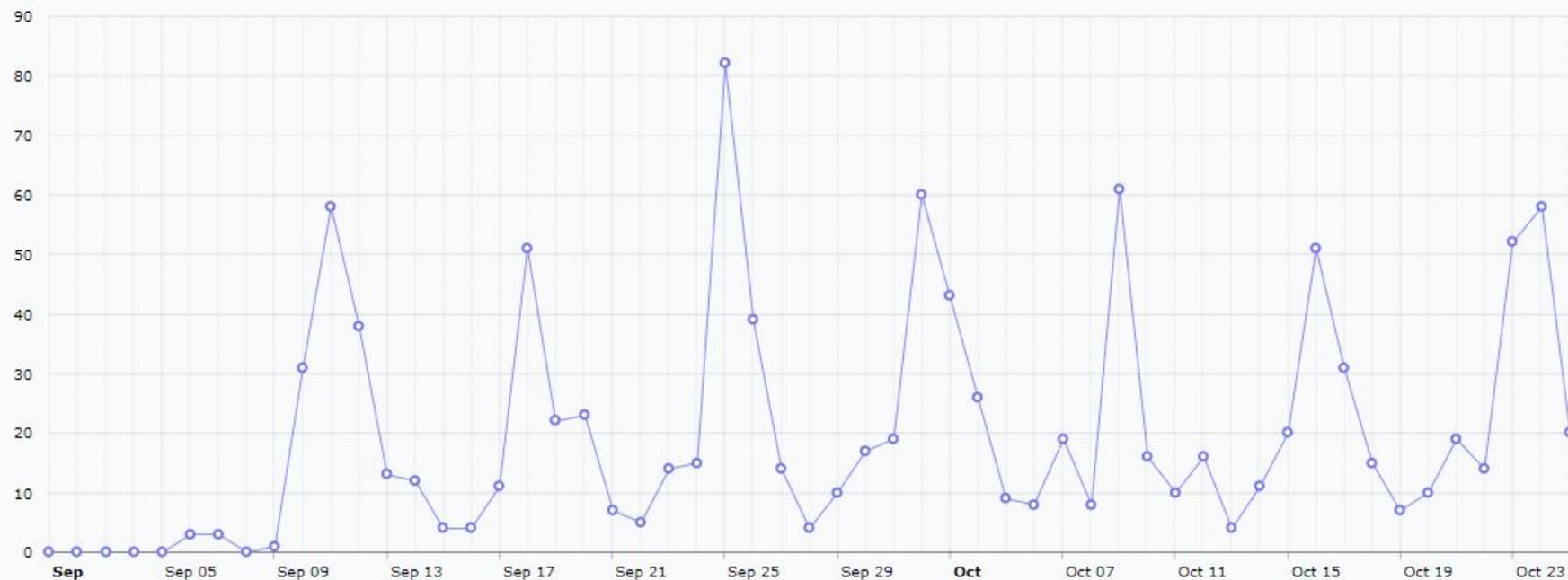
Total
1,283



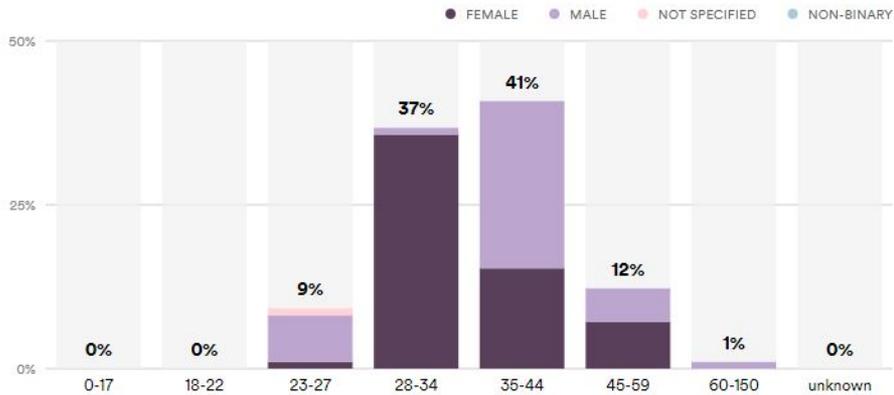
Order Downloads

Podcast and episode downloads, and order impressions

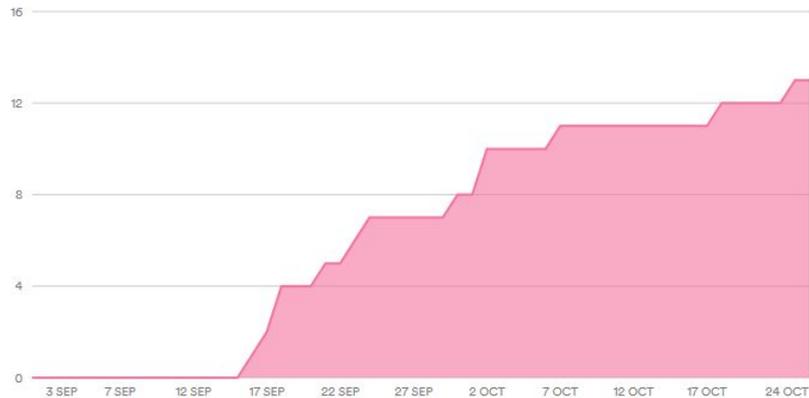
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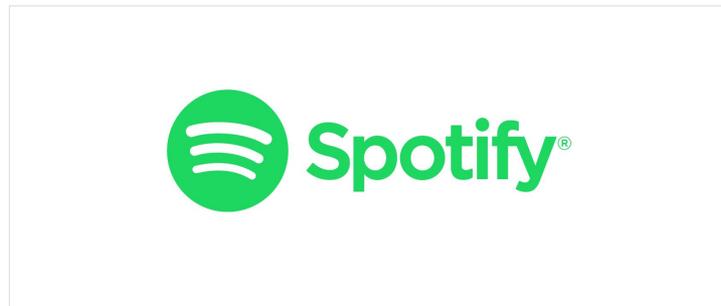
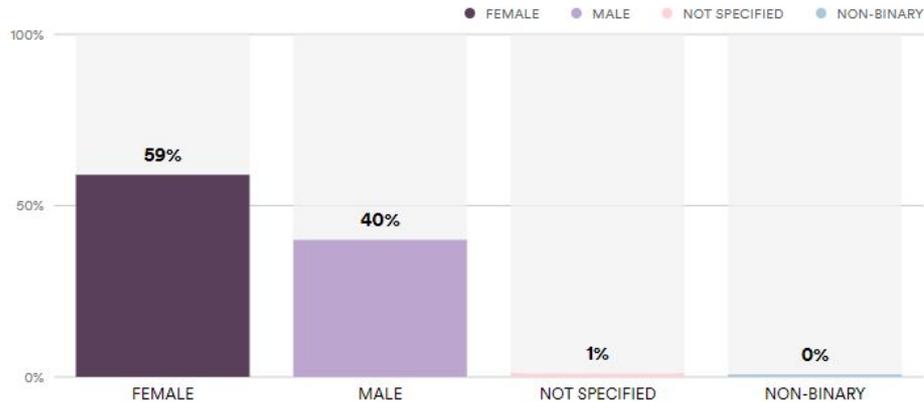
Age



Followers



Gender



Episode	Name	Released ▼	Duration	Devices	Total Time Listened	Time per Device	Average Consumption
S1, E9	Building an Impactful Development...	Oct 23, 2019	49 min	-	-	-	-
S1, E9	Building a Grassroots Donor-Base ...	Oct 16, 2019	42 min	8	3 hr	23 min	56%
S1, E7	How to Launch a Wildly Successful...	Oct 9, 2019	53 min	19	8 hr	26 min	49%
S1, E6	How to Find and Keep Recurring...	Oct 2, 2019	40 min	20	7 hr	21 min	53%
S1, E5	Grand Strategy: How to fight fear, ...	Sep 25, 2019	45 min	32	17 hr	33 min	73%
S1, E4	Prospecting Events: How to find ne...	Sep 18, 2019	51 min	33	18 hr	33 min	65%
S1, E3	Inside the mind of a donor handler ...	Sep 11, 2019	53 min	25	14 hr	33 min	63%
S1, E2	What Happens in a 7-Figure Donor...	Sep 4, 2019	42 min	33	19 hr	35 min	84%
S1, E1	Mindset: How Successful...	Sep 4, 2019	32 min	47	21 hr	26 min	82%

Total Time Listened



68%
Subscribed

32%
Not Subscribed



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Gimlet

StartUp Podcast

A series about what it's really like to start a business.

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▶ 0:00 / 51:06   



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Apple Podcasts

RANK	CHANGE		
#19	▶	Apple Podcasts : Australia : Business	Rank History
#74	▲14	Apple Podcasts : Brazil : Business	Rank History
#174	▲19	Apple Podcasts : Belgium : All Podcasts	Rank History
#6	▲4	Apple Podcasts : Belgium : Business	Rank History
#61	▼4	Apple Podcasts : Argentina : Business	Rank History

[More Apple Podcasts chart appearances »](#)

Stitcher

RANK	CHANGE		
#9	▲3	Stitcher : Business And Industry : Top Shows	Rank History

Spotify

RANK	CHANGE		
#53	▼2	Spotify : United States of America : Stories	Rank History



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Artwork or description wrong?

[Request an update »](#)

Updates may take a few minutes.



Sponsorship or Ad Revenue



Podcast Reviews

Site Traffic & Conversions



A row of mailboxes is shown in a shallow depth of field. The foreground features a teal mailbox with "U.S. MAIL" embossed on its lid. The background shows several other mailboxes in various colors (white, blue) receding into the distance. The ground is covered with fallen leaves, suggesting an autumn setting. The overall lighting is soft and natural.

**Email
Sign-Ups,
Open-Rates,
& Engagement**



S O C I A L
M E D I A



Networking & Referrals

Podcast Analytics and Key Performance Indicators:

- Number of listens/ downloads
- Sponsorship and ad revenue
- Podcast reviews
- Site traffic, behavior, and conversions
- Email sign-ups, open-rates, and engagement
- Social media shares, likes, and engagement
- Networking and referrals

via ComeAliveCreative.com/9-ways-to-determine-roi-of-your-podcast

Questions?



For resources & slides
JeffLarge.com/thanks

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