

DISTORTED **MARKETING GUIDE**

At Distorted we recommend extra promotional activity to support your audio campaign. Whether you have created a radio show that is syndicated worldwide or a podcast, the promotion is as important as the production.

There's a myriad of different ways to reach your audience that range in complexity, strategy and budget. To help you get started we have put together a list of the basics we recommend you do. If you are already stretched for time, we can help.



Let's start with...



WHO?

"Who have you created this podcast or radio show for?"

Maybe you have a picture in mind of your ideal listener, think about their interests, what their day is like, how old they are etc. It's easy to say everyone and anyone but the more you can define your audience the easier and more effective your marketing efforts will be.

WHAT?

"What is your podcast or show about?"

Whether you are covering a broad topic or something super niche, defining your show will help you clearly communicate what you are offering. And then, help you figure out WHY your audience should listen.

WHY?

"Why should your audience care?"

Think about why you created your podcast or show, what it's giving your audience and what makes yours different to the others out there. Maybe it's your guests, maybe it's your take on a particular subject matter and very importantly whoever you are, whatever you're talking about, audio is a personal medium so YOU are very much part of the USP.

Don't be shy about putting YOURSELF upfront and centre in your marketing content.



WHEN?

"When should I publish my podcast and how often?"

In the audio world we know that consistency is important. It's similar to how social media works. It's no good doing an amazing launch show and then not releasing another episode for two months. So really think about how often you can commit to releasing an episode (weekly/ bi-weekly/ monthly) and communicate this clearly.

Once a listener finds you and likes you, they will stay with you and they'll want to know when they can get the next show.

WHERE?

"Where will you find and engage with your audience?"

Think about what they are reading, what websites they are visiting, what else are they listening to, what social platforms are they on, other communities they could be hanging out in.

Thinking about where they are is key to getting your podcast or show in front of your desired audience.



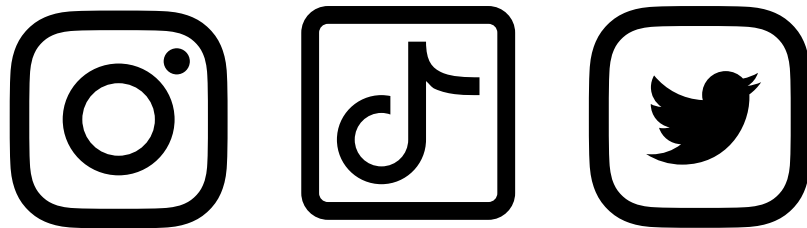
BUT WHAT NOW?

So you've shaped and defined your perfect audience, you know who they are, what they are doing, where to find them and why they are going to LOVE your new show...

"How are you going to tell them about it?"

Think about the tactics and platforms involved in reaching your audience and create marketing content that appeals to those specific channels.

SOCIAL MEDIA



Easy! Seems obvious...unfortunately shouting about the fact you have a new show or podcast once or just repeatedly telling everyone where and when they can listen isn't enough.

You are growing a community so you need to post regularly with interesting and engaging content. Give your audience a taste of what they can expect and extra content with show snippets, behind the scenes content or a sneaky look at upcoming guests.

Remember one size does NOT fit all. Consider the types of content you need for each of the social media platforms you are on.

You need to be approaching your social media content with the same care that's been given to creating your podcast.



HOT TIPS

- 1** Consider what social account you are going to use to promote your podcast. Are you planning on using a brand or personal profile? If so consider how the podcast content works alongside existing content. Or, is it worth creating a social account specifically for your podcast or show. As your podcast grows so will your community and they will want to engage with content that is relevant to the podcast or show they have come to love.
- 2** Create a content plan suitable for your audience and one you can sustain. If there's no way you can be on Tik Tok, Instagram, Twitter, Facebook, Pinterest & LinkedIn – then pick one or two that work best for your audience and you!
- 3** All social media platforms have their own algorithms to beat and content they prefer. Audiences come to expect certain types of content on the different platforms so don't be lazy, create specific content for specific platforms.
- 4** Content, content, content, what are you going to post? Your podcast is a content making machine. You can post audio snippets, BTS content, guest previews, blogs, video content and more. Most podcasts are filmed now for this very reason. Once you start to think about the content you can post you'll find there is more than you know what to do with.
- 5** If your podcast has guests and experts then don't forget to tap into their communities, ask them to share and provide them with ready made social assets to make their life easier and promotion more likely



HOT TIPS

- 6** It might sound good but make it look good as well! If you can't afford a professional tool, websites like CANVA offer free templates that you can use to create simple but great looking assets.
- 7** Post often! There isn't any getting around this, once a week won't do anything, it needs to be 3 or 4 times at a minimum and that's per platform. But don't worry, there are social media scheduling apps out there like Tweetdeck or Later that can help with this admin. Set aside time at the beginning or end of the week and create all the content for the following week.
- 8** Don't forget podcasts are personal and you are building a community, so make sure you invest the time in nurturing and engaging with your podcast social media community. Like comments, retweet interactions and engage in conversations.
- 9** Create a content planner that factors in key calendar dates that are relevant to your audience and vertical.
- 10** Finally, always post a link to listen on ALL your social media bios.



PRESS

Getting your podcast covered in the press is a great way to reach your audience and attract new listeners but a generic press release sent far and wide won't cut it. The fact you have launched a podcast or show isn't enough of a story. What makes yours different?

Below are some things to think about before you approach press, journalists & producers.



BUILD A PRESS LIST

Have a think about the type of press you want to cover your podcast. Podcasting publications are a great start as they already reach communities of podcast lovers but what about your specific audience, maybe they haven't even got into podcasts yet, maybe yours will be their first. Where will they be?

RESEARCH YOUR CONTACT

Once you have your press list, research your contact, there are often generic editorial desks but your pitch or press release has a better chance of getting read if it's sent to the right person.



PRESS

WRITING YOUR RELEASE

A quick google will take you to plenty of free online templates and resources that explain how to write a good press release. So there is no excuse to write a bad one – keep it short, snappy, ensure it has the relevant information and don't forget to include images.



YOUR PITCH

What are you pitching for, what is the angle?

The story, “podcast on X, launching on Y” unfortunately isn’t a story.

Do you have an interesting guest?

Have they said something new or newsworthy?

Are you talking about something from a different perspective?

Can you pitch yourself up for an interview or feature?

As podcasts become more popular, gaining coverage is increasingly tougher, HOWEVER there are more journalists and editors who are responsible for flagging new and interesting ones to their audience, you need to get yours on their radar.



PROMOTION

CROSS PROMO & PARTNERSHIPS

Podcast cross promotion is a brilliant way to grow your audience and the good news is paying for advertising spots and host reads isn't the only way.

A good old fashioned mutually beneficial partnership can be gold. Find a podcast that is targeting the same (or similar) audience to you and agree on mutual promotion, adverts or guesting on each other's podcasts. Unlike other media that is in competition with each other, the podcasting community loves working together and is a great way to harness and build connections.

Partnerships don't have to be limited to podcasts. It can work the same for events, websites and magazines as well. Finding a similar target audience, subject matter and making sure you can both bring something to the party is key to finding a great content partnership.



PROMOTION

NEWSLETTERS

Not to add more to your workload but if you already have a newsletter or you have a list of emails ready to go then make your podcast the focus. Tease content, add the transcript (great from an accessibility perspective too) and you can literally turn your podcast into newsletter content which is another great way to engage with your audience.

APP PLACEMENT

Streaming apps like Amazon, Spotify & Apple feature shows and podcasts on their home and category pages. Getting yours on there will really help with discoverability. Just like with your press pitch, do a bit of homework, find out what topics the apps are featuring, different apps will have different priorities and angles. Look at pitching specific episodes if pitching the podcast as a whole isn't getting anywhere.

Remember, if they do feature you, show a bit of love back, a link to their platform to listen to the podcast rather than a generic "download wherever you get your podcast from" is a good start.



NOW IS

NOT THE

TIME TO

BE QUIET



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