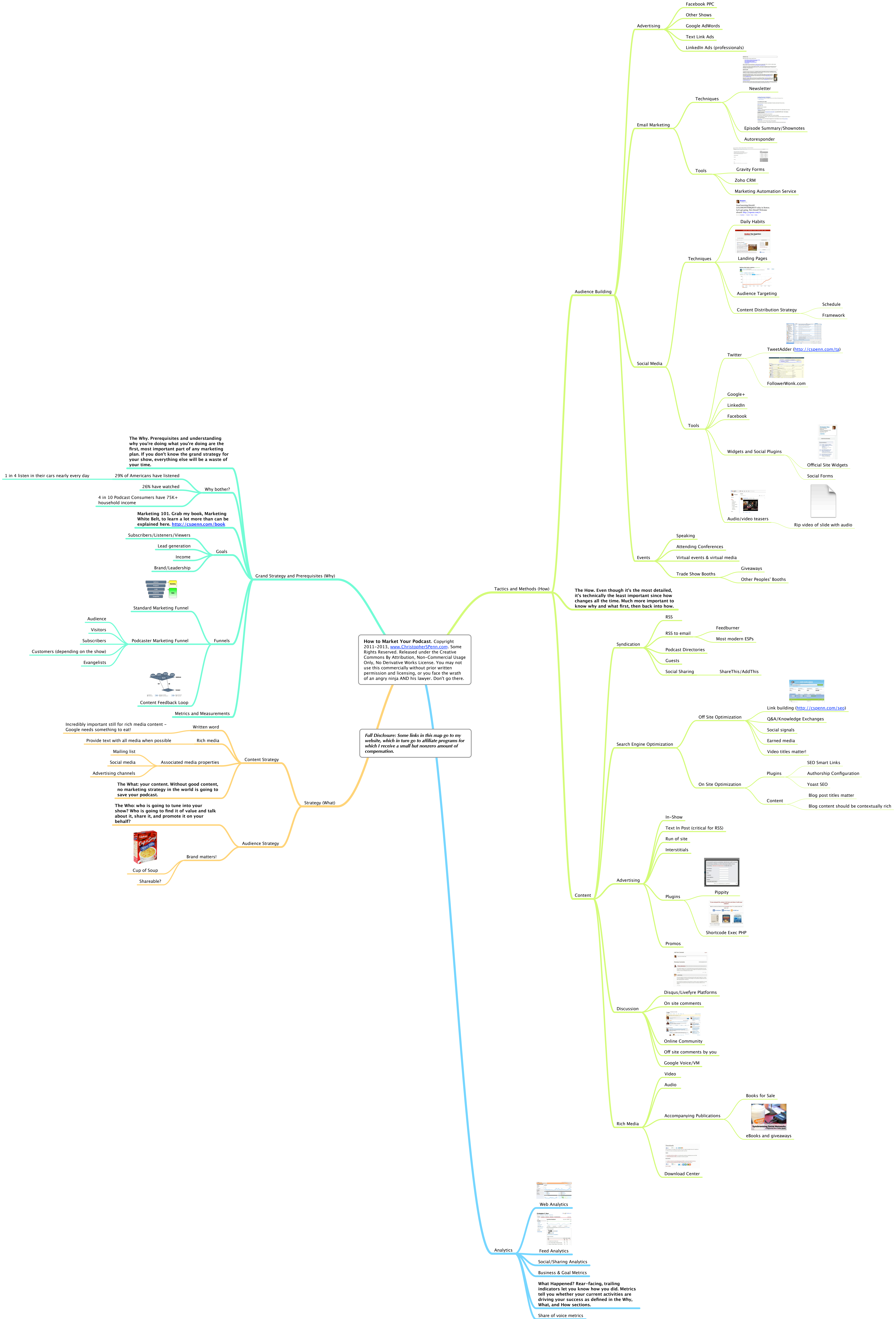


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Full Disclosure: Some links in this map go to my website, which in turn go to affiliate programs for which I receive a small but nonzero amount of compensation.



The Why. Prerequisites and understanding why you're doing what you're doing are the first, most important part of any marketing plan. If you don't know the grand strategy for your show, everything else will be a waste of your time.

Marketing 101. Grab my book, Marketing White Belt, to learn a lot more than can be explained here. <http://cspenn.com/book>

Standard Marketing Funnel

Podcaster Marketing Funnel

Content Feedback Loop

Incredibly important still for rich media content - Google needs something to eat!

The What: your content. Without good content, no marketing strategy in the world is going to save your podcast.

The Who: who is going to tune into your show? Who is going to find it of value and talk about it, share it, and promote it on your behalf?

Brand matters!

Cup of Soup

Shareable?

The How. Even though it's the most detailed, it's technically the least important since how changes all the time. Much more important to know why and what first, then back into how.

Link building (<http://cspenn.com/seo>)

Q&A/Knowledge Exchanges

Social signals

Earned media

Video titles matter!

SEO Smart Links

Authorship Configuration

Yoast SEO

Blog post titles matter

Blog content should be contextually rich

Books for Sale

eBooks and giveaways

What Happened? Rear-facing, trailing indicators let you know how you did. Metrics tell you whether your current activities are driving your success as defined in the Why, What, and How sections.