



The Beginner's Guide To Podcasting

From Initial Idea To Publishing and
Distribution

13/05/2020



Connect with us

“Marketing is no longer about the stuff that you make, but about the stories you tell” Seth Godin



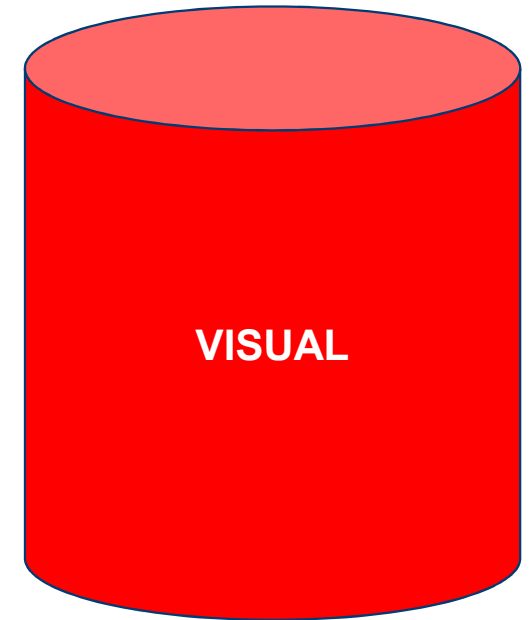
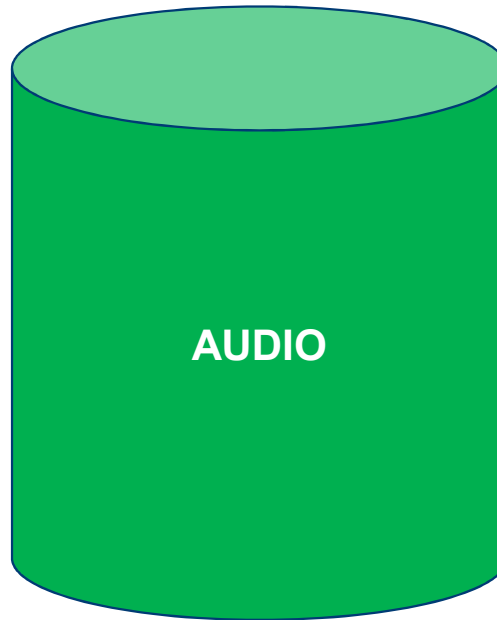


**Brand Storytelling is
all about adding value**



THE THREE PILLARS OF CONTENT

Everything comes back to this





The Importance Of Messaging

Who is your Content for?

Why are you making it?

What form will it take?

“Your Actions must map to your Intentions”

Gary Vaynerchuk (Gary Vee)

Why Podcasting?

Lead Generation
Brand Building
Become a “Trusted Voice” in your space
Access To Markets

What is your Job?



ENTERTAIN



EDUCATE



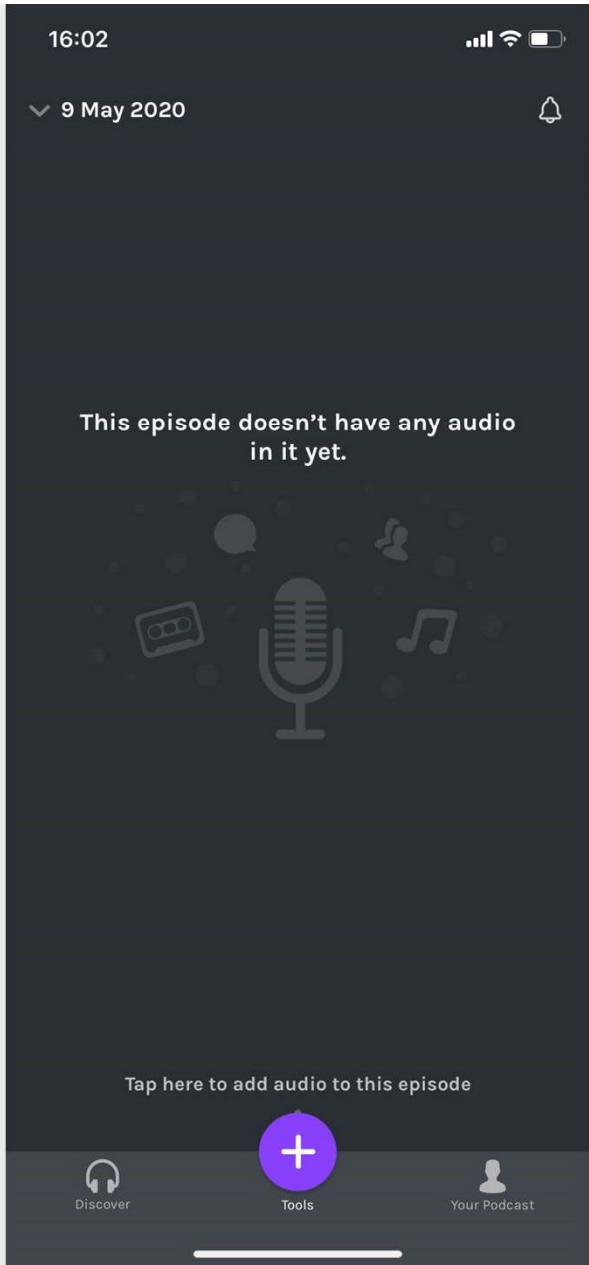
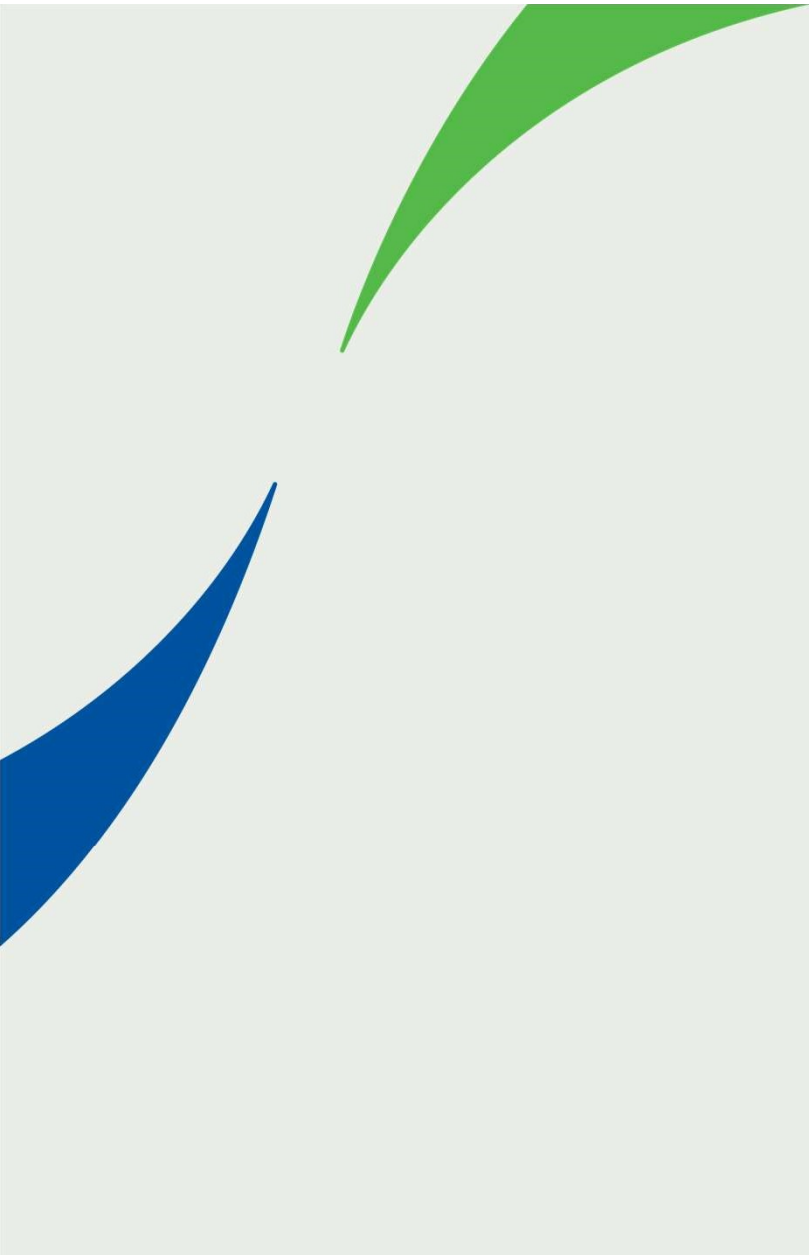
INSPIRE



THE ALL-IN-ONE PODCASTING APP

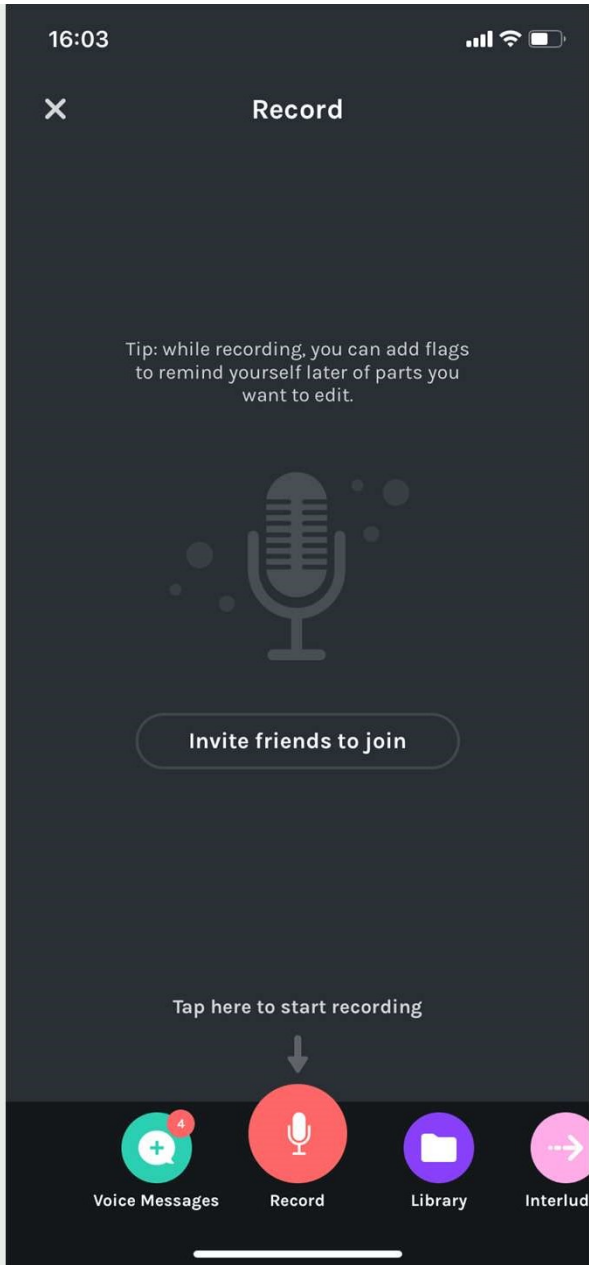
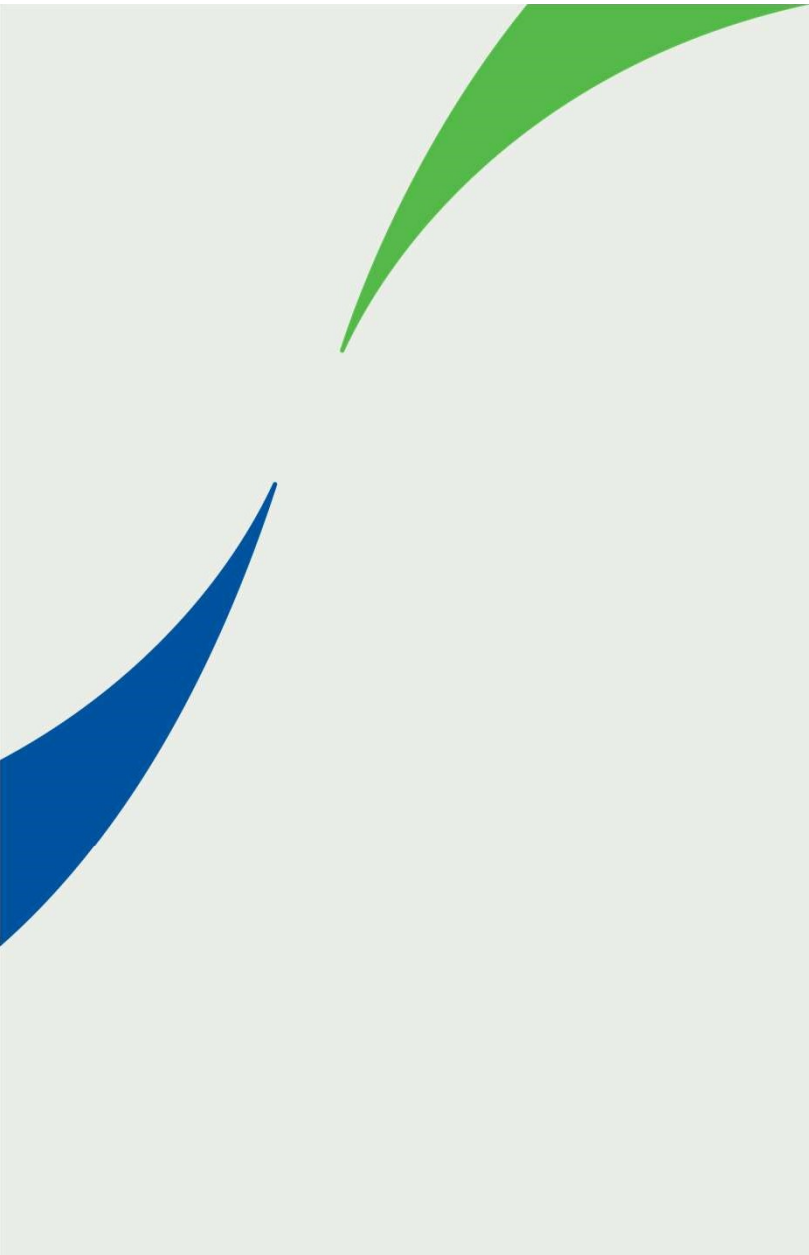
**WORKS AS A STANDALONE APP FOR RECORDING,
EDITING AND PUBLISHING**

**ALSO WWW.ANCHOR.FM IS THE WEBSITE TO
UPLOAD PRE-RECORDED CONTENT VIA YOUR
COMPUTER**



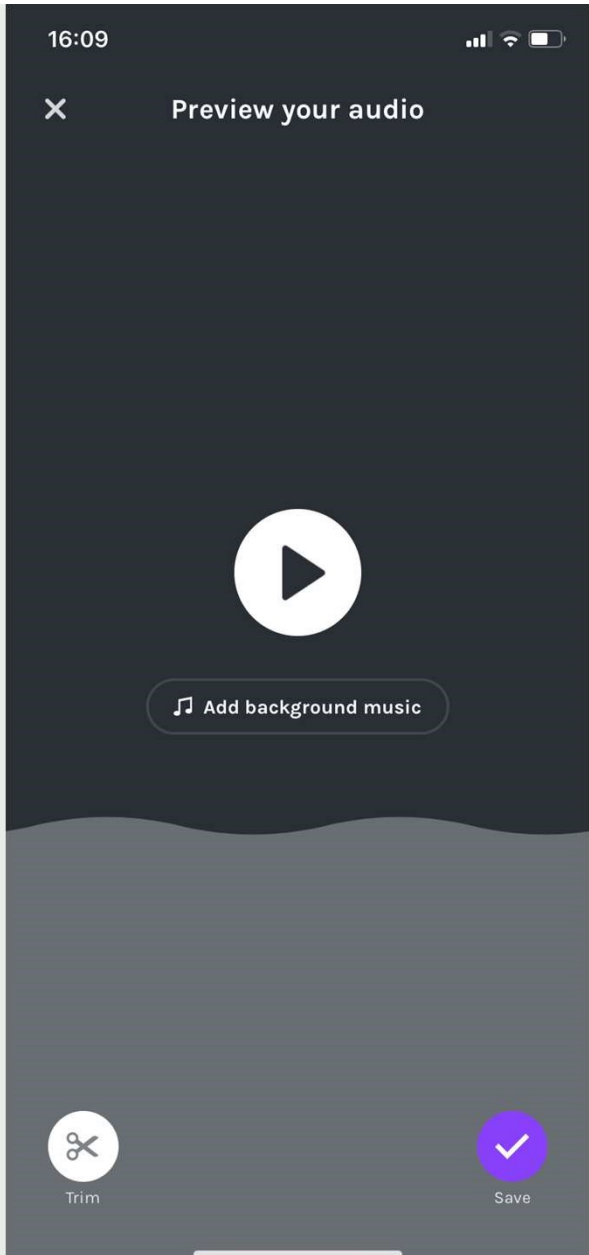
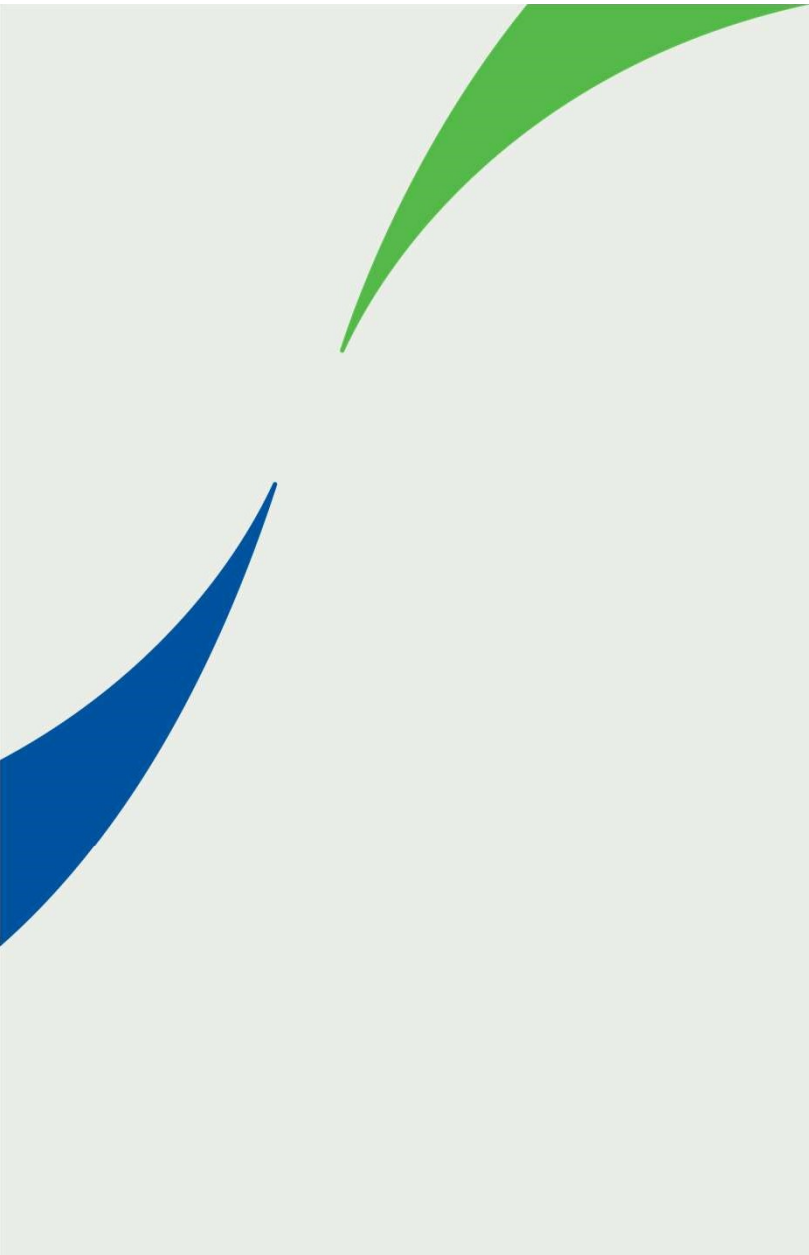
CREATE NEW EPISODE





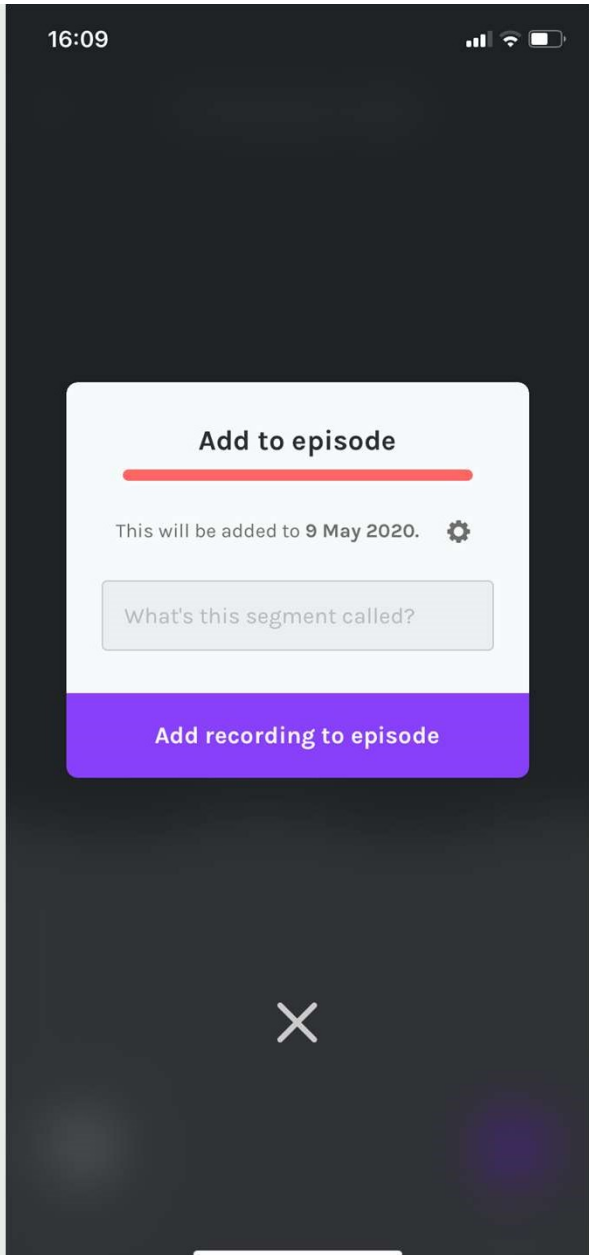
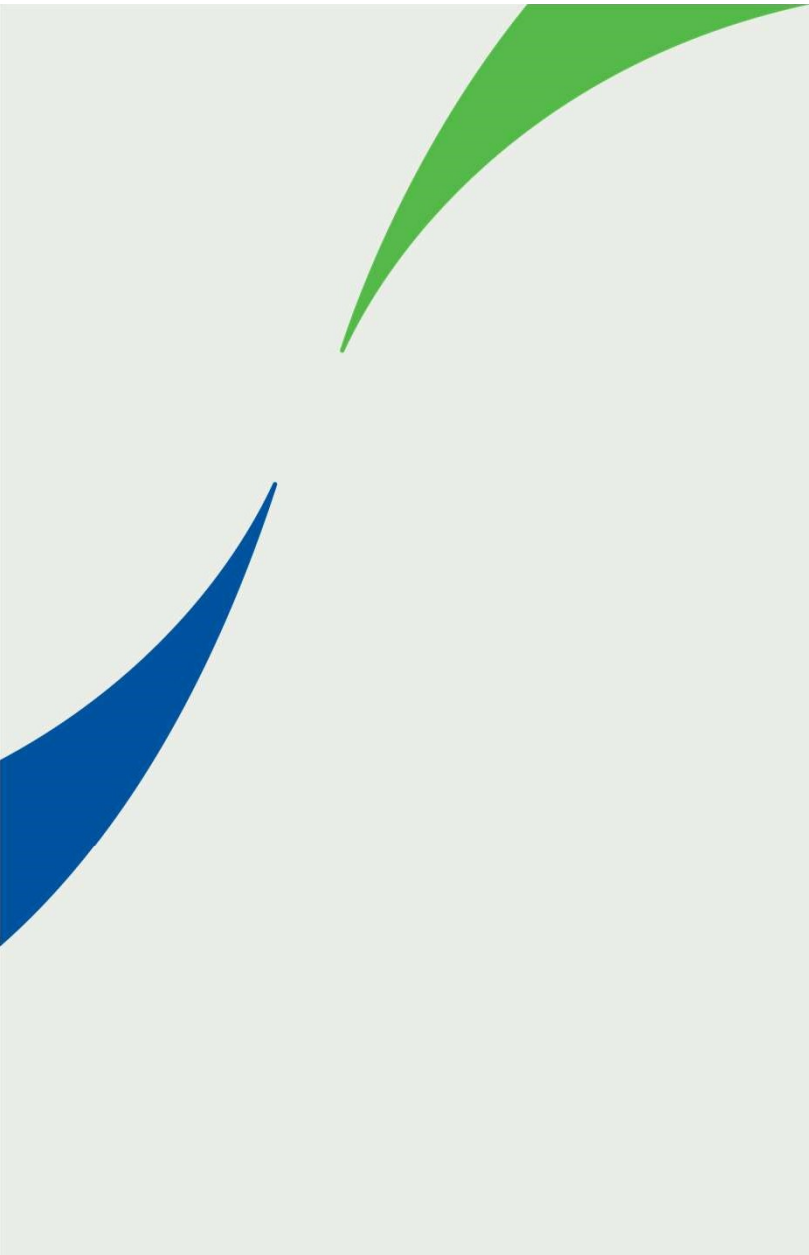
HIT RECORD AND TALK





PREVIEW YOUR AUDIO





ADD TO EPISODE





ANCHOR DISTRIBUTES YOUR PODCAST TO:-

**SPOTIFY
APPLE PODCASTS
GOOGLE PODCASTS
BREAKER
CASTBOX
OVERCAST
POCKETCASTS
RADIO PUBLIC**

14:44

my.captivate.fm — Private

4G



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PODCASTER

\$19

USD per month

12,000

downloads /month

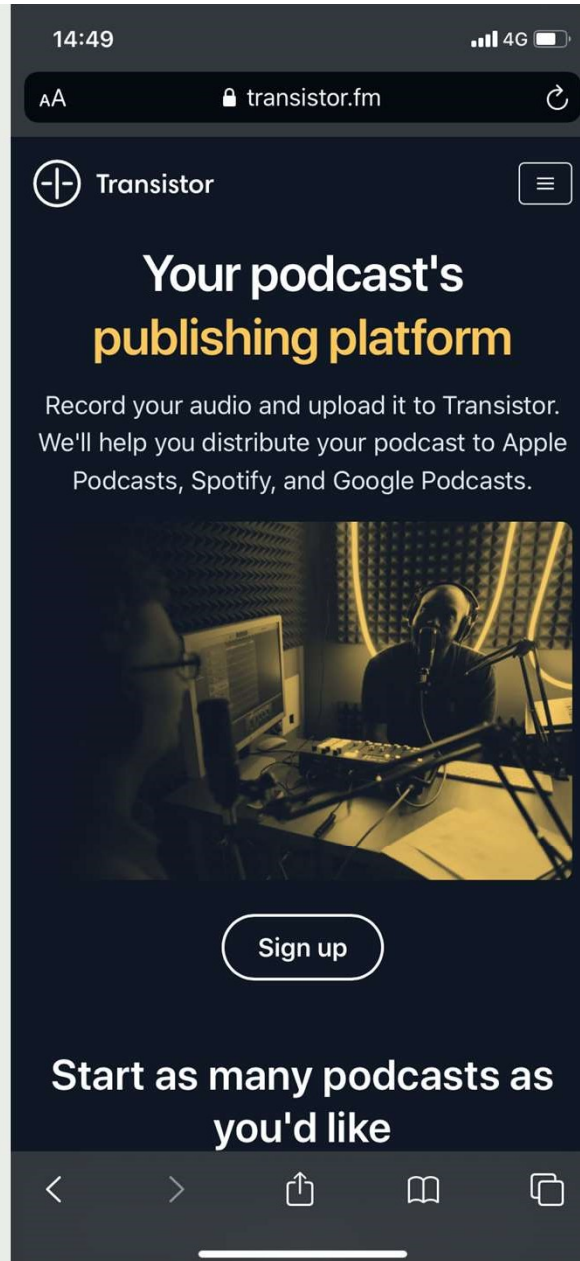
START TRIAL



READY TO TAKE
YOUR
PODCAST
FURTHER?

MARKETING SUITE





**PUBLIC &
PRIVATE PODCASTS**

COMMUNITY PODCASTS

INTERNAL TEAMS

PROTECTED PREMIUM CONTENT



BUILDING AN AUDIENCE

- DEDICATED PODCAST WEBSITE/FB PAGE
- INTERVIEW GUESTS WITH HIGHER PROFILE
- FOCUS ON YOUR NICHE
- FACEBOOK ADS
- BE CONSISTENT
- LEVERAGE ATTENTION FROM ELSEWHERE
(FAMOUS PEOPLE HAVE THE MOST LISTENERS)

SOME USEFUL STARTER KIT/TIPS

- A LAVALIER LAPEL MIC OR...
- USB MIC (ANYTHING AROUND £50 IS FINE)
- A POP SHIELD (FOR YOUR MIC)
- AUDACITY (FREE AUDIO EDITING SOFTWARE)
- BE CONSISTENT
- RECORD A BATCH OF EPISODES BEFORE YOU RELEASE ANY. THEN FANS OF YOUR SHOW CAN “BINGE” ON IT WHEN IT STARTS. HELPS WITH RANKING ON APPLE PODCASTS AS WELL.



Q & A

Business Gateway East Dunbartonshire

- Offices in Kirkintilloch and Milngavie
- Here to support both people planning on setting up their own business and existing companies within East Dunbartonshire
- We provide practical assistance, training workshops, networking opportunities and information on the support available throughout the enterprise network and beyond
- Call 0141 578 8530 to arrange to meet a Business Adviser