



SINGLE GRAIN



# Lessons From 12M Downloads:

*The Ultimate Podcast  
Promotion Plan*





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*Hi,  
Eric Siu here.*

I've built two successful 5-star rated podcasts - the daily Marketing School Podcast (with Neil Patel) and Growth Everywhere, where I interview successful entrepreneurs and marketers. These shows have received **12M** (and counting) **downloads!**

While it took some time to get traction, podcasting is the major lever that built a loyal audience, brand exposure, and a reputation as a thought leader in the marketing industry.

If you're just starting out or want to take your current podcast to the next level, I'll share the tips and tricks I used to go from just a few listeners to where I am today.

*Let's get started!*

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- ERIC SIU

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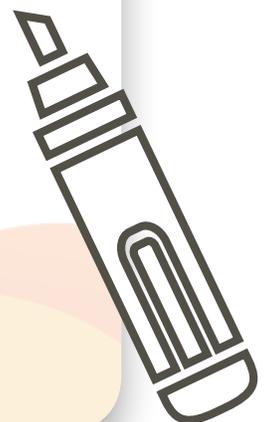


## The Overlooked Podcast Growth Lever: SEO

SEO efforts on podcasts are often overlooked and underestimated, so use this checklist to make sure that your podcast is fully optimized!

*(Be sure to check everything off the list before moving forward!)*

- Choose a keyword for each episode
- Make sure you're adding your target keyword in the URL, title tag and meta description
- Create a page/blog post for each episode
- Write an intro with 2-3 summary bullet points
- Insert an image
- Link to relevant product or solution page
- Transcribe the podcast below the embedded media player
- Add a call-to-action (CTA) to a relevant landing page or form
- Get social and promote your podcast (and ask your friends, family and colleagues to share it to their social networks, too!)





## Your Guide to Podcast Directories

Now that you've clearly defined your target audience – as well as grasped why they're listening to podcasts – you'll need to advertise and build your audience. If you run your own podcast, there are number of online directories you should consider submitting your show to:

iTunes



iTunes, which makes up 75% of the global digital music market, is a great way to share podcasts. In order to increase your chances of getting your podcast approved, follow the tips outlined on their podcast specs page, including these main requirements:

- Viewers must be able to access the content without entering a password.
- It must meet the RSS 2.0 specification.
- You should include the recommended iTunes RSS tags.
- Use appropriate tags in the titles and description because the iTunes search engine uses these tags to help users find relevant podcasts.
- You must set the <explicit> tags to “yes” if you plan on using any profane language in your podcast. Keep in mind that you can't use explicit language in your title, description or cover art, even if you use this tag.
- You can't use any images that glorify sex, drugs, violence or other content that may be interpreted as obscene.
- You are prohibited from using trademarked words or images without prior authorization from the trademark holders.



## [PodBean](#)



PodBean is another great platform for both hosting and promoting your podcasts as it receives about half a million unique visitors a month. You can set up your podcasts for free on the service, though you can also pay extra for hosting, custom images, and other features.

- It is search engine optimized so you don't need to worry!
- Unlimited storage and bandwidth
- Website builder and full-featured podcast site
- Reliable cloud hosting
- Your own domain and branding



## [Google Play Music](#)



Google Play  
Music

- Before you can add a podcast, you need to have a Google or Google Apps account.
- Your artwork is a square jpg or png image at least 1200 x 1200 and at most 7000 x 7000 in size in RGB color space (1400 x 1400 jpg image recommended).
- Create a unique podcast program title to stand out.



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- Choose at least one Google Podcast Music Podcast category.
- All podcasts submitted to Google Play Music Podcast Portal are moderated.
- The process can take between 1-10 days, though most submissions are approved within 3 days.

Stitcher



Stitcher offers users free podcast downloads (with ads) and a paid tier where they can listen ad-free.

- When signing up for Stitcher, it will automatically import your podcasts from the Apple Podcast app on your phone.
- Register for a content provider account and fill out the content provider application [here](#).
- It may take a few business days before Stitcher is ready to approve your show.

Spotify



Spotify has 70 million paying subscribers worldwide and is continuing to blow up.

- You can use podcast directories to connect your account with your Spotify account.
- Listeners get featured and recommended episodes.



[SoundCloud](#)



There are 10 million SoundCloud music creators and 12 hours of audio is uploaded every minute. It makes sense that you should syndicate your podcast to this channel.

- Spotify supports AIFF, WAVE (WAV), FLAC, ALAC, OGG, MP2, MP3, AAC, AMR, and WMA files.
- The maximum file size is 500MB.
- Free users can upload a total of 180 minutes (3 hours). Pro users have no upload limit.
- You are able to track how many hours you have left on your Tracks page.

## Get Your Guests to Spread the Word



Now that you've defined your target audience, found the right podcast directories for your podcast or podcast ad, you need to promote it!

If your guests have a strong social following, ask them to help promote your podcast. You may be surprised by how much traction it'll receive. Busy guests appreciate if you give them 'swipe' copy to use for emails or social posts.



## **Post on Relevant Communities on Reddit**

Reddit is one of the best platforms out there for generating leads for your podcast, but never spam Reddit because Redditors can spot a sales pitch a mile away. Make sure that you provide some value to the communities you're participating in before trying to promote anything.

### *Finding the Right Subreddits*

There are thousands of different communities on Reddit with whom you can engage, like the subreddit on podcasting that has nearly 22,000 members or the subreddit on marketing. To drive attention for your podcast, create a text post in the "Daily Episode" section and add a link to your episode within your post.



## **Get a Shout Out From Fellow Podcasters**

Draw attention to your podcast by receiving referrals from other podcasters who appeal to similar demographics. You can pay them for a mention or you can exchange favors of some kind (such as promoting them on your own podcast).



## **Use the Reach of Podcast Advertising Networks**

Consider investing in one of the different advertising networks that exists specifically for promoting podcasts, like Midroll and RadioTail.

The main purpose of these sites is to help podcasters monetize their content; however, you can also use the platforms to promote your own podcast. For best results, you'll want to start by browsing the other podcasts that work with your chosen service, and then find those that serve a similar audience as your own.



## More Overlooked Promo Tools: YouTube and Facebook Ads



### YouTube Ads

YouTube is still the most popular video-sharing site, with over **17% of all internet traffic delivered** through it, and is a great place to share episodes of previous podcasts.

You'll get even more exposure if you promote your episodes through YouTube Ads as well, since this is a surprisingly cost-effective advertising channel compared to other online channels.



### Facebook Ads

You can also promote the YouTube channel for your podcast – or the website itself for your podcast – via Facebook Ads.

Here are some guidelines to create a successful Facebook ad campaign for your podcast:



- The average Facebook ad costs about \$0.27 a click, so clearly define your conversion goals so that you can generate leads who are likely to subscribe, download an episode or complete some other conversion goal.
- Create a campaign through the Facebook Ads platform and set “clicks to website” as your conversion goal, since your ad will link to your podcast website or YouTube channel.



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- Specify the devices that you want to target. Since iTunes is an iOS platform, you'll need to create a campaign that targets "iOS Devices Only" for your iTunes traffic and then follow the same practice with Stitcher in order to target Android users.
- Facebook allows you to target people by age, gender, interests, and many other factors, so clearly identify your target as users who have "liked" a similar podcast.
- Post the URL link of your podcast or YouTube channel page and track the results of your campaigns to determine which option results in more conversions.
- Provide a clear overview of your podcast and give a good reason why your audience should follow it in the metadata for the page you're trying to promote, including headline, description, and display URL. Doing so will help qualify your leads so that you're only paying for traffic from visitors who meet your conversion goal.



### **Tracking Your Performance on Facebook**

Once your podcasts ads are up and running on Facebook, start monitoring their performance. Try not to run any other marketing campaigns at the same time so that you'll be able to distinguish the effects of your Facebook ads from other factors.

If you're trying to measure downloads, from opt-ins or CPA leads, you can set your tracking application to fire a pixel when a conversion goal is met.

Since you can't do the same thing with podcasting, you'll need to get more creative with your analysis to see which conversion goals are worth tracking.



## Don't Forget About Your Blog

Your blog can be another great place for driving listeners to your podcast because it's easier to convert people into podcast followers if they're already loyal readers on your blog.

You can also use these blog posts as landing pages in your podcasting marketing funnel, and then you can use native advertising platforms like [Outbrain](#) or [Taboola](#) to drive visitors to them.

Make sure that both your blog posts and your native ads are carefully optimized to draw only qualified leads to your site. You want to make sure that they're going to actually subscribe to your podcast if you're going to be paying for them.

*OK, enough time reading — get out there and start finding new fans!*

