

# Boosting Your Content Marketing Through Podcasts

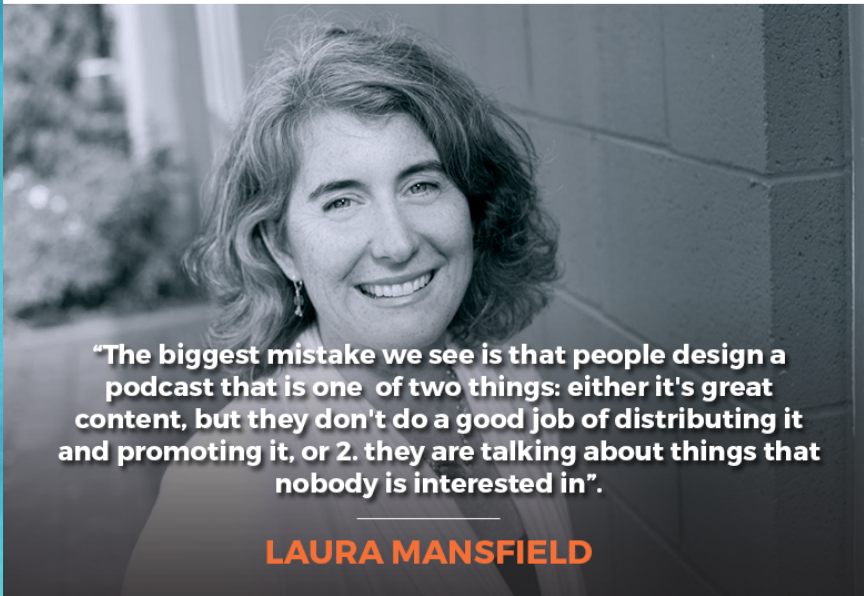
## 10 Point Checklist

### Laura Mansfield

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"The biggest mistake we see is that people design a podcast that is one of two things: either it's great content, but they don't do a good job of distributing it and promoting it, or 2. they are talking about things that nobody is interested in".**

**LAURA MANSFIELD**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- Define your company's idea of podcasting success. Is it to supplement the launch of a brand, to promote awareness? This choice changes what metrics matter to you.
- Plan out content that appeals to your desired audience and that fits into your brand's promise.
- Quality audio is so important - the right equipment is an essential investment if you're serious about making podcast content. [Transom.org](http://Transom.org) is a great place to look for great audio equipment that fits the specific use you need it for.
- Distribute that content through iTunes and Soundcloud – and tag the content for relevant keywords that your audience will use.
- If you're interviewing a remote guest, the best option is to send them the audio equipment they need in the mail.
- Bring on guests that your listenership can get excited about and that the guest's following would love to hear so you can combine both of your audiences and grow as a podcast!
- Don't forget to promote the podcast through social channels and power users.
- If you are using Libsyn, check out your podcast analytics and document how many downloads you are getting each month.
- To get SEO benefits out of your podcasting efforts, consider repurposing your content by creating slides of the material and posting those slides along with the audio to YouTube.
- Do research into what tags your audience looks for and uses so you can tag your podcast with categories that your audience really uses.