



Social Media Overdrive

Module 06: Podcasting

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



You may have heard of podcasting but might not know what it is if you're new to the world of online media marketing. Principally speaking, the more senses you appeal to a person the receptive the person is to information. Nowadays, it's harder to communicate with a person just using text and images. And this is where audio marketing comes in the form of podcasting.

This is what this entire module is all about: podcasting and audio marketing.

- Any audio device that can play MP3 files can be used for podcasting
- Podcasting is the broadcast of audio files on the Internet (like Youtube.com is for videos)

Podcasting Overview

So what is podcasting, really? In the simplest of definition, podcasting is the publishing of audio programming to be distributed on the Internet. Any audio device that can play MP3 files can be used for podcasting.

Podcasting allows Internet users to subscribe to a regularly updated feed of new audio files. Podcasting is unlike most other types of online media because of its subscription-based model. Think of it as having your own 'online radio station' except it's a mini version of it. Podcasting usually uses a feed like RSS to deliver an enclosed file. Not all podcasts require subscription, though.

That being said, podcasting enables independent producers like yourself make syndicated "radio shows," and gives broadcast radio programs a new distribution method but it also offers much more than that. So if you're not good at writing but speak

better, you can reach out to people and communicate your message and ideas faster, and the content travels quicker too.

- Create short audio files with a few minutes of solid content
- TYPES: Interviews, Teaser Messages
- Must follow by call to action (visit a website)

Podcasting Strategy

So how would you typically craft your podcasting strategy? Or rather, what constitutes a good audio content worthy of podcasting to your listeners?

To begin with, you should record a short few-minute audio of solid content. The standard procedure works like this:

Step 1: Wear your headphone, position your microphone in front of you, and read from the transcript either on-screen or printed on paper. Everything you need must be within an arm's reach.

Step 2: Record the entire audio! But make sure there's no echo in the room and nothing you expect will interrupt you is in the room, like your cell phone for example.

Step 3: When you're done recording you'll have numerous options for editing the material as well as changing the format, although in most cases you will have recorded in a format that be directly "podcast" or in MP3.

Now more about the content. I'm sure you've listened to enough radio advertisements in your life. You will have heard of advertisements that excite you, the rest that bore you or have nothing to do with you. Recall those contests they normally have? And people dialing in? They are successful because of one thing: call to action.

Your audio must have a call-to-action at the end of it. What do you want your listeners to do after listening to your podcast? What kind of action do you want them to take? It could be visiting a website, which is a very common call-to-action on the Internet. So make sure your domain name is easily spelled out and easy to mention too.

- You can submit to a list of podcast sites at:
<http://www.podcasting-tools.com/submit-podcasts.htm>

Sharing Podcast

Next up: audio marketing! If you already have a website or a blog you'll know what to do. But heck, I'll say it anyway.

For starters if you have a blog, you can put your podcast in your latest blog post. You will draw immediate listeners right away. But the whole point is in getting more visitors right? You can encourage visitors to get their friends and other contacts to the site by making your call to action there, or insert a "tell a friend" email feature in your blog, like what many prominent websites do.

Now if you don't have a blog, offer the podcast in some way that makes sense for your business and visitors. Remember, from the host standpoint, a podcast is just a URL, so you don't need any special hosting software. If you already offer some kind of RSS feed(s) you can obviously enclose the podcast feed within it.

I expect that you're probably just starting out and you don't already have high-traffic web sites, or if you do but your podcast is not appropriate for that audience, you'll want to look elsewhere, including the podcast listing directories we mentioned earlier are good resources for you when looking for podcasts - and valuable resources for you when trying to get an audience for your podcasts.

You can submit a list of podcast sites to: <http://www.podcasting-tools.com/submit-podcasts.htm>

This will be an absolute time saver. All in all, Podcasting has made audio broadcasting much more portable. This allows circulation of information and ideas from people to people. Most people working in the entertainment field use podcasts to distribute information to one another through podcasts. You can also use it to share educational content if you are a student. Now you know how journalists get their work done more easily! Imagine the sheer impact it has for Internet Marketers already.