



## How To Create a Podcast Series

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Dan Olds



Shahin Khan

OrionX Webinar  
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# OrionX Speakers + Agenda



Dan Olds

- ✦ Favorite quote
  - “Don’t believe everything you read on the net” Abraham Lincoln
- ✦ Bucket list travel
  - Russia, India, and maybe Des Moines
- ✦ 300+ podcasts to date – some of them good



Shahin Khan

- ✦ Favorite quote
  - Change is easy when it’s your own idea
- ✦ Favorite app
  - ImageAlpha, Inkscape, Gimp
- ✦ Podcast experience as a CMO and co-host of several

## Agenda

- ✦ The Power of the Pod
- ✦ Six ~~Seven~~ steps to podcasting success
- ✦ Podcasting & Human Marketing
- ✦ Q & A

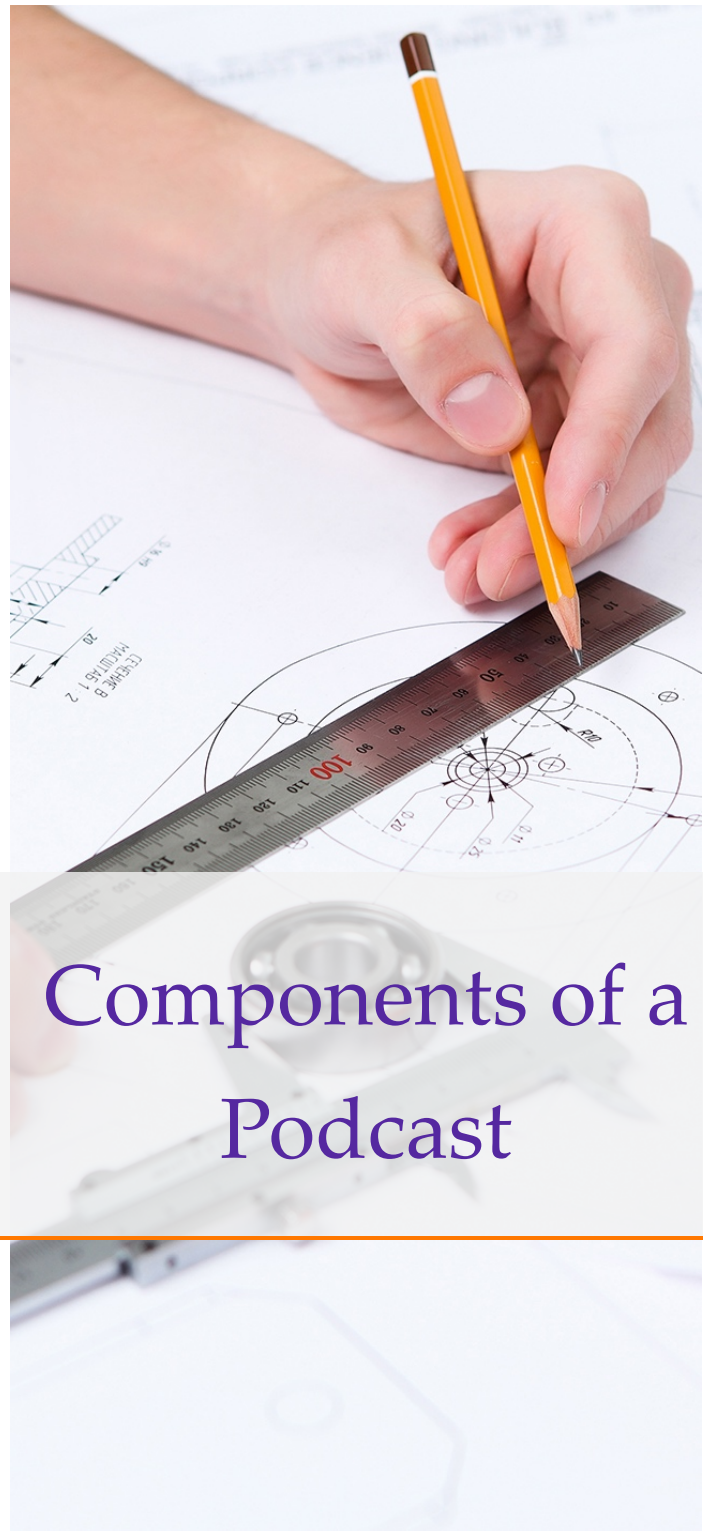


## The Power of the Podcast

- ✦ Spreading your message
- ✦ Educate
- ✦ Develop a relationship with your customers
- ✦ Engage prospect/customer interest
- ✦ Respond to news, changing conditions
- ✦ Get with the swing of things – podcasting is part of the modern marketing mix

But

- ✦ Getting crowded so the bar is raised



# Components of a Podcast

## One time

- 1 Concept
- 2 Design
- 2 Back-end
- 3 Workflow

## Ongoing

- A Content
- B Derivatives
- C Production
- D Promotion
- E Metrics



Step 1  
Define Goals & Targets

What would a successful podcast look like?

Who is your target audience?

Why would your target audience listen?

Why are you podcasting?



## Step 2 Understand What it Takes

- ✦ Commitment
  - It takes time to build up an audience – give it plenty of time
- ✦ Content
  - Varied and interesting, not product pitches
- ✦ Format
  - Yes, audio. But video is possible.
- ✦ Chemistry
  - Successful podcasts are personality driven
- ✦ Technical
  - Some technical skills are needed to produce the podcase and manage distribution
- ✦ Outreach
  - Marketing outreach to build your audience



## Step 3 Develop Your Podcast Personality

- ✦ Come up with a compelling name
  - Should imply the content and style of the podcast
- ✦ Decide on episode frequency
  - Weekly is good, but can be difficult to keep up the cadence
  - Bi-weekly is a good for a new podcast
- ✦ Decide on episode length
  - Longer podcasts (over 30 minutes) are fine – but only if the content is compelling and entertaining
  - New podcasts should probably aim at 15-20 minutes
  - Anything over an hour is probably too long – if it bores you, it will bore your listener twice as much



- ✦ Several ways to record
  - Participants in the same room using separate mics
  - Recording local and/or far flung participants/guests via online app (Skype, Zencaster, others) and USB headsets
  
- ✦ The key is to have an easily editable end product
  - Critical to have voices recorded onto separate channels
  - Need to match voice volumes, take out crosstalk, take out redundant passages
  - Also need to add music, sound effects, etc.
  
- ✦ Production Tools
  - Audacity is a good open source audio editing tool
  - Adobe Audition is probably the best commercial choice
  - Some podcast recording services include editing tools, but be sure to test drive them!





## Step 5 Get Your Distribution Right

- ✦ Record at least two test episodes to understand your workflow and the time required for production
- ✦ Tens (~40) of services to record, host, distribute
- ✦ Depends on your budget and technical skills
- ✦ Decide where to host your audio files, or say, SoundCloud. You need an RSS feed at the end.
- ✦ "Wherever you find your podcast!" Again, either manually or one of the services out there. You want at least iTunes, Google Play, Spotify.

## Step 6 Build Audience Push, Push, Push



- ✦ It takes time to build an audience – more than you'd expect
- ✦ Engage and promote to your community
- ✦ Social media promotion and ads
- ✦ Sponsor and advertise on relevant podcasts
- ✦ Feature your partners in the pod and have them also promote

### New Audience

- ✦ More people and conversations online
- ✦ Isolated - more receptive to outreach
- ✦ No commute means more screen time

### New Content

- ✦ People online want human content, not SEO content
  - Authenticity
  - Empathy
  - Advocacy

### New Digital

- ✦ Focus on people will level the playing field
  - Quality of engagement matters more
  - Size of company matters less

## Make it Part of Your Human Marketing



## Let Us Know if We Can Help



Shahin Khan



Cindee Mock



Dan Olds



Celia Chase



Stephen Perrenod



Laura Drago

We're an Email Away

info @OrionX.net

or

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- ✦ Human Marketing budgeting/planning/execution
- ✦ Community strategy/program development
- ✦ Customer-focused content creation (video, podcast, collateral, web copy, etc.)
- ✦ Educational webinars and podcasts hosted by our research analysts

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## Questions

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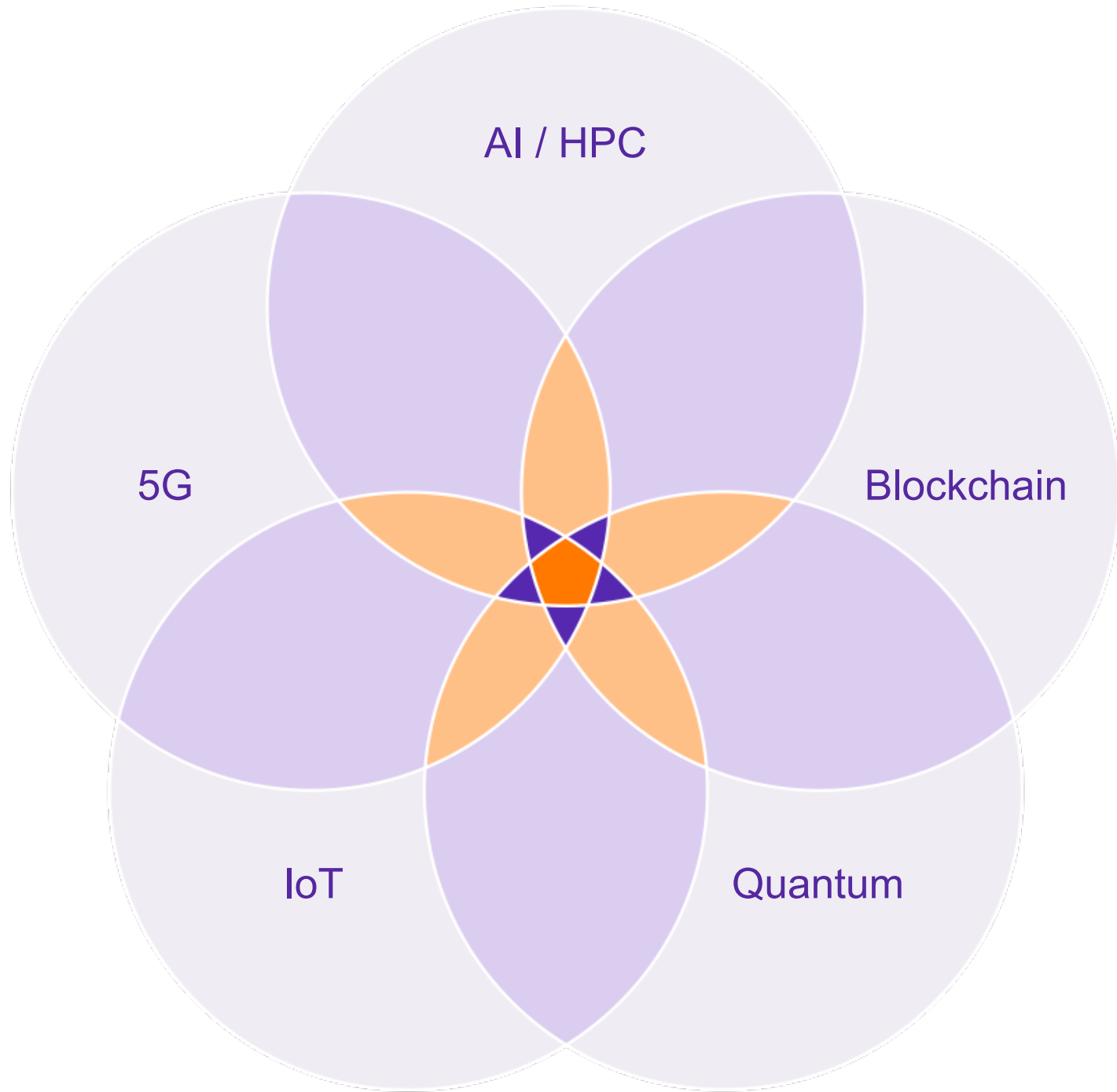
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