

What I know for sure about podcasts



By [Warren Harding](#)

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Earlier in the year, I wrote a piece for [BizTrends 2016](#), titled '[The push for podcasts in 2016](#)', where I looked at why I thought podcasts would be popping up more in 2016, what makes them so popular for listeners and why brands need to think about them.

Think about this:

Podcasts are bigger than you think:

- When people commit to podcasts, their consumption increases significantly.
- 20% of weekly podcast listeners consume six or more podcasts a week.
- Thanks to the mobile nature of podcasts, people can take them anywhere... in the gym, driving in the car, out for a walk.

Listeners to podcasts are:

- More likely to be social media users.
- Affluent.
- Serious about podcast listening.
- Tech savvy.
- Looking for ways to consume ad free media.

With those points in mind, if you want to reach this audience, you have to make a GREAT podcast to capture them.

I have been hosting and producing [BizTakeouts](#), The Marketing and Media radio show, aired on [2OceansVibe Radio](#) live, with the podcast hosted on [Bizcommunity.com](#), for over three years now. Here are some of the things I have learnt along the way.



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The most common question I get asked is: “How long should a good podcast be?” I am a firm believer that the length of the podcast is not as important as the content. People will consume great content, don’t worry about the length, worry about the content and what people want to listen to.

Here are the 20 points I learned about making a podcast:

1. Plan a good chunk of time to record your podcast, don’t think it will just take 20 minutes. Do a few records. Get in the flow.
2. Book your guests, write your script and do your research. Do this well before the time so you are in control and on top of the episode.
3. Make sure your equipment is working, and your recording tools are good to go.
4. Have a one-pager explaining your show. Be it email- or site-based, have a blurb for guests and listeners to know what the podcast is all about.
5. Make sure your audio quality is up to scratch.
6. If interviewing guests, learn as much about the guest as possible. Do a pre-show form to learn about the guest and their business.
7. Share with your listeners what is coming up on the next show. Use social media, emails, and site news pieces.
8. Record the podcast.
9. Record the ads. Record the ads separately and on your own time.
10. Propose an episode title based on the show just recorded. Titles are important, so keep it simple and intriguing.
11. Edit the podcast. Make sure audio is good, cut obvious errors, insert stings, openers, bed tracks and recorded ads.
12. Add the show to your site, platform etc and share with social media, site news and emails.
13. Promote the podcast. Promote each episode on as many social channels as you can.
14. Start an email list for subscribers and use this to promote the podcast.
15. Run display ads and find places to promote your show on sites interested in your topic.
16. Write an article about the show, to drive traffic to the podcast.
17. Get your guests to share the podcast and post as well.
18. Create a “badge” for the guest to insert onto their site/blog to drive traffic to the podcast page.
19. Use the podcast to create more content. Post a monthly recap on your blog or create a ‘greatest hits’ eBook of the most valuable points discussed during your show.
20. Look at what topics work well, understand your audience and create more of what they want.

Some of my favorite podcasts right now:

[Reply All](#)

[Surprisingly Awesome](#)

[Freakonomics](#)

[WTF with Marc Maron](#)

[StartUp Podcast](#)

Interesting local podcast developments:

Primedia Broadcasting recently launched [Life](#), a collection of lifestyle, information, finance and entertainment podcasts, including the best of Primedia Broadcasting's on-air content.

Included in this is the recently launched podcast series called [Medical Miracles](#). Big radio broadcasters are getting involved and even advertising the podcasts on terrestrial radio. This move should tell you something.

Also check out the recently launched local podcast series started by Cape Town blogger Natalie Roos ([Tails of a Mermaid](#)) called [The Most Interesting People I Know](#).

While there is no local, official measurement tool for podcasts, it is coming. I believe that by the end of 2016, we will have some official measurement figures for local podcasts, which will help monetisation of podcasts.

***Disclaimer:** I am not saying I do all this well, I should probably listen to my own advice sometimes too, but these are the things I know for sure about podcasts and making them work. Look out for a new podcast series coming from me in May. I will keep you posted!*

ABOUT WARREN HARDING

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