



Module 7 Cheat Sheet - Maximise the Value of Your Podcast Interview

Lesson 1: Publicise Your Podcast Interview

Key Takeaways:

- Only use the social media platforms your target market uses
- Promote your host and their show when publicizing your interviews. This will help build your relationship with them.

Learning Objective:

- ✓ Pick ways to use social media for maximum publicity so that you'll attract more listeners to your interviews and more followers on your platforms

Use Social Media

- ✓ To attract new listeners for your podcast interview, you'll use social media
- ✓ 'Spray and pray' won't work – you need to be where your ideal customers are
- ✓ Pick the social media channels (no more than 2) that make sense





for your audience

- [Twitter](#)
 - [LinkedIn](#)
 - [Instagram](#)
 - [Facebook](#)
 - [YouTube](#)
- ✓ Once you have the date and time of the broadcast, you can share the link with your followers
 - ✓ Encourage them to listen and leave a review
 - ✓ Ask them to share the link with their followers
 - ✓ Social media tactics to promote:
 - Convert your audio to a video file and upload it to YouTube
 - Grab quotes from the interview and create graphics
 - Edit the audio into sound bites to post on social media
 - Make audiograms using a tool such as [Wavve](#) or [Headliner](#) which have audio clips and video
 - Share links and clips of your interview in your Facebook group
 - Organize a joint Facebook live event or Instagram Live with the host to talk about the interview
 - Run a competition with your followers for who can share the most clips of your interview
 - ✓ Notify your email list every time you do a new interview on a different topic





- ✓ Segment your list to have a dedicated list of podcast listeners
- ✓ Always include a link to the recording, tag the host, and give them credit
- ✓ Some will work better than others so work out which ones by trial and error

