

Getting Started with Podcast Marketing

July 28, 2006

Bay Area Consultants Network

Sallie Goetsch

www.author-izer.com



Introduction to Podcasting



Do You Suffer from *Podcastus Ignoramus*?

Podcastus Ignoramus

A horribly debilitating disease that ravages the body and mind of the victim. Sufferers lose cognitive coherency and start to believe that podcasts are either not relevant to their lives, or else pretend they don't even know what they are.



Professors Hopkins and Goetsch celebrate as yet another *Podcastus Ignoramus* is healed



Even Among Geeks...

- 47% have never listened to a podcast.
- 50.4% don't listen because they don't own a digital audio player.
- 64.8% don't listen to podcasts because they "don't know enough about them."

Source: KnowledgeStorm




Podcasting is Not... Streaming Audio




Interviews



Anita Roddick



Eve Ensler



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wsRadio.com
The leader in internet talk »)



Paused 01:07 / 19:09

Playing Now:
03 Why Should You Incorporate?
Lee and Reiva speak with Garrett Sutton of Sutlaw.com about why it is important for you to incorporate your business. He also discusses the purpose of an LLC.

Like this show? [Get the RSS feed](#)

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Podcasting is Not... Downloadable Audio

Teleseminar: Attract More Business By Getting 'Slightly' Famous

This is a recording of a teleseminar I conducted with the New Coach Connection on Oct. 27, 2005. Here, I discuss how to build visibility and credibility by positioning yourself as a mini-celebrity within a specific target market including:

- ★ **How to become a center of influence in your industry**
- ★ **How to generate consistent, client-attracting media coverage**
- ★ **Strategies to draw your best prospects to your web site**
- ★ **Finding time for marketing using a simple, proven system**

[click here to download the free audio file](#)



Podcasting is Not *Quite...* *TiVo for Radio*



Podcasting Is...

- A serialized, regularly updated, subscription-based audio or video message delivered to a computer or audio file player. (Karen J. Bannan)
- The method of distributing multimedia files, such as audio programs or music videos, over the Internet using either the RSS or Atom syndication formats, for playback on mobile devices and personal computers. (Wikipedia)



And in English That Means...

- If you can't subscribe, it's not a podcast.
- If you can't listen whenever and wherever you want, it's not a podcast.
- You don't need an iPod to listen to or create podcasts.
- The only people listening are already interested in what the podcaster has to say.



Finding Podcasts

Yahoo! My Yahoo! Mail

YAHOO! PODCASTS BETA Welcome, Guest [Sign in, Sign Up, Help]

Search the Web Search

Home Getting Started Publish a Podcast My Subscriptions Help

a podcast is... An audio recording posted online, much like a short radio show. [More...](#)

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2 listen to 'em Listen online, download to your computer, or subscribe and get new stuff automatically!

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what other people like

explore on your own

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Science Friday, as heard on NPR, is a weekly discussion...
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Learn Mandarin Chinese with free daily podcasts and a p...

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comedy news technology
education politics
entertainment science

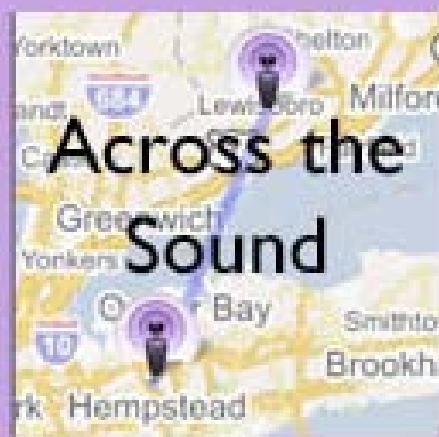
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Subscribing to Podcasts



Across the Sound New Marketing Podcast

Joseph Jaffe

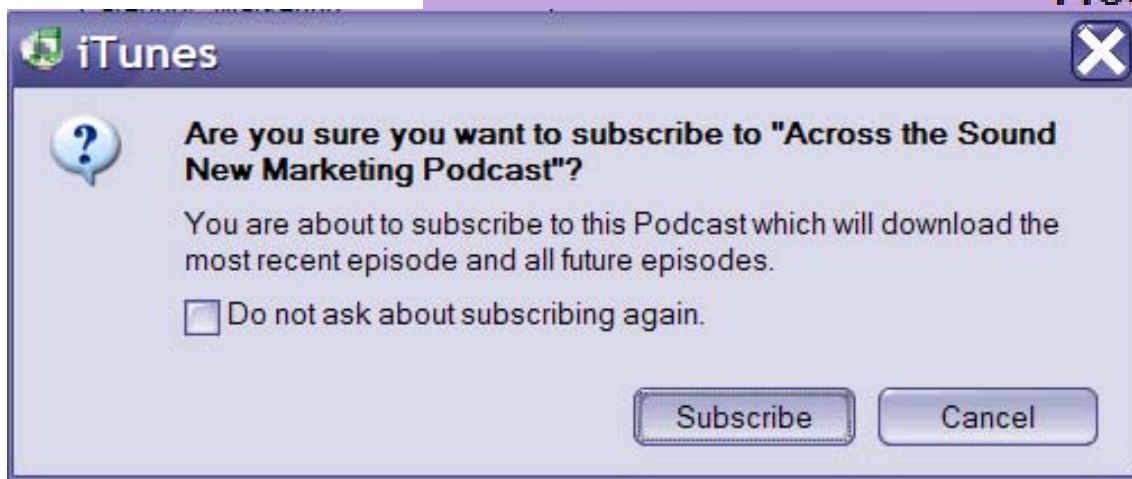
Category: Marketing

Language: English

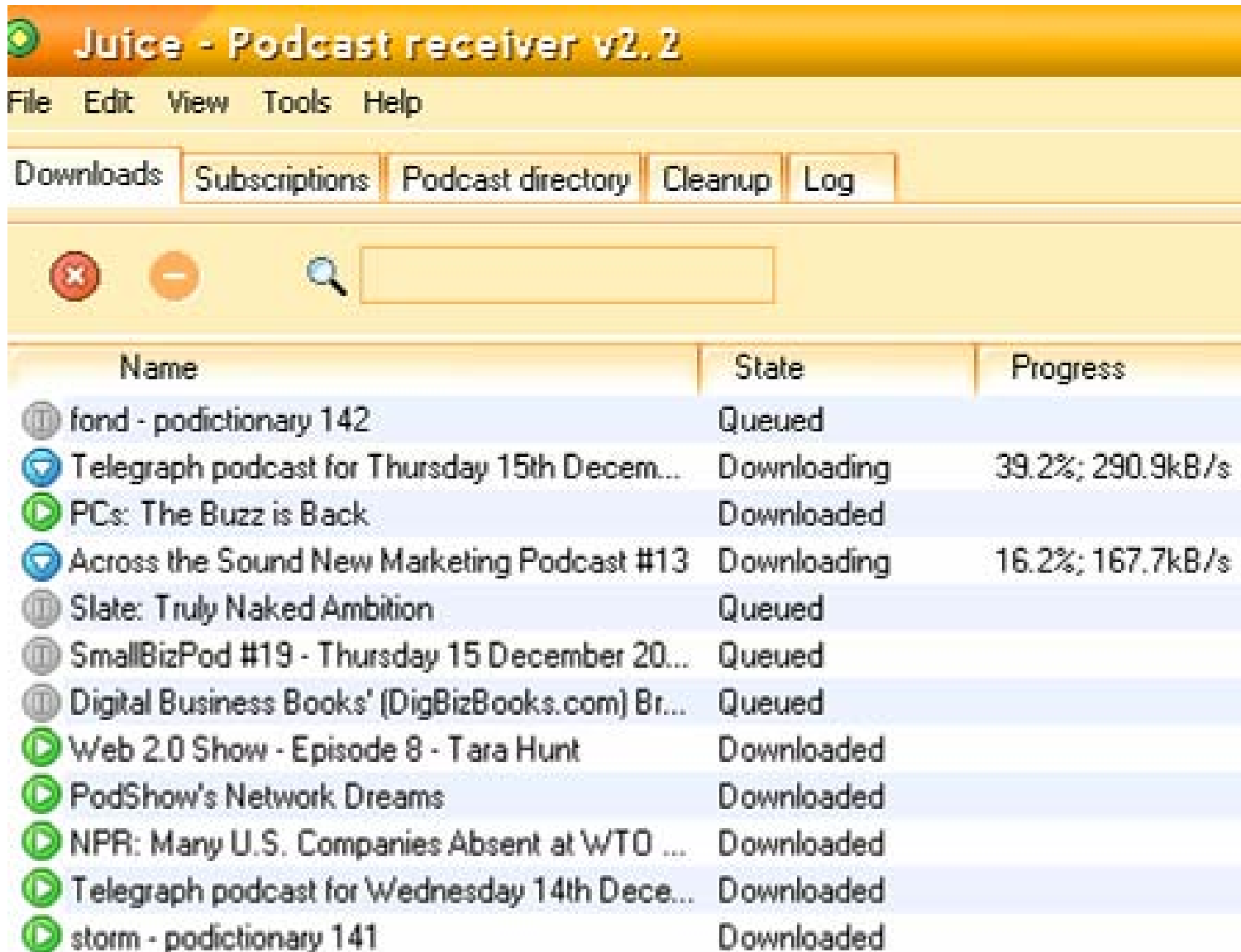
Total: 8 episodes

Free

SUBSCRIBE



Downloading Podcasts



The screenshot shows the Juice Podcast receiver v2.2 application window. The title bar reads "Juice - Podcast receiver v2.2". The menu bar includes "File", "Edit", "View", "Tools", and "Help". Below the menu bar are tabs for "Downloads", "Subscriptions", "Podcast directory", "Cleanup", and "Log". The "Downloads" tab is active, displaying a list of podcasts. The list has three columns: "Name", "State", and "Progress".

Name	State	Progress
fond - podictionary 142	Queued	
Telegraph podcast for Thursday 15th Decem...	Downloading	39.2%; 290.9kB/s
PCs: The Buzz is Back	Downloaded	
Across the Sound New Marketing Podcast #13	Downloading	16.2%; 167.7kB/s
Slate: Truly Naked Ambition	Queued	
SmallBizPod #19 - Thursday 15 December 20...	Queued	
Digital Business Books' (DigBizBooks.com) Br...	Queued	
Web 2.0 Show - Episode 8 - Tara Hunt	Downloaded	
PodShow's Network Dreams	Downloaded	
NPR: Many U.S. Companies Absent at WTO ...	Downloaded	
Telegraph podcast for Wednesday 14th Dece...	Downloaded	
storm - podictionary 141	Downloaded	



Why Podcasts for Marketing?



From the [Functional Brain Imaging Laboratory](#)



Podcast Marketing for Listeners



Commenting



1. Shel, Neville, and Lee:

Guest hosts are a great idea. This was fun. And, if you ever need a temporary co-host, feel free to call.

Given that I'm not a professional communicator, it's a bit out of place at the IABC conference in Vancouver. I'll see y'all for dinner there, but we should get together at the Expo, as I'll be speaking on Creating and Keeping Raving Fans, and will of course be using FIR as an example of best practice.

Cheers,
Sallie

Posted by Sallie Goetsch (rhymes with "sketch") on 05/12 at 11:51 AM

We want your feedback

Email comments with or without audio attachments (5 MB/3 minute limit) to fircomments@gmail.com.

North America Comment Line:
+1.206.222.2803

Europe Comment Line:
+44.20.8133.9844

Skype: [fircomments](#)



Shout-Outs and Frappr



FIR - 168 Members <http://www.frappr.com/fir>
Listeners and friends of 'For Immediate Release: The Hobson & Holtz Report' podcast.
www.forimmediaterelease.biz
Tags: [podcast](#) [pr](#) [business](#) [hobson](#) [holtz](#)

Legend
People (168)
Places (0)

Members

- [Robert](#) Auburn (AL)
- [Sallie Draper](#) Sun Prairie (WI)
- [Sallie Goetsch](#) El Cerrito (CA) (rhymes with "sketch")
- [Sam Vigil Jr](#) Gresham (OR)
- [Sarah Kelley](#) Cincinnati (OH)
- [Sebastian](#) Neckarsteinach

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Getting Talked About

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HEIDI MILLER

ABOUT

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Two-Second Statement

"I turn consultants into authors."

This is the two-second statement that [Sallie Goetsch](#) sent in this week. Curious to see more about her work (see how it was a good teaser?), I went to her website. There, emblazoned across her banner, were two neologisms that tickled my fancy: *Author-izer* and *Collabowriter*. I couldn't help but be reminded of Karen Post's article [Kool Wordz](#) on creating words to define your brand. Well, Karen, here is an excellent example of that concept!



Getting Interviewed

The Marketer's Podcast

A Podcast On Marketing Your Business

« Do you have enough flexibility of behaviour to market your business effectively? »


Andrew gives an Internet Marketing Seminar for the IIB »

Interview with Eve Abbott - The Organizer Extraordinaire

The 12th episode of The Marketers Podcast features an interview with [Eve Abbott](#), author of *How to Do Space Age Work with a Stone Age Brain™*. During the podcast Eve reveals secrets that should be voluntarily mandatory for every online marketer. Visit Eve's websites at: www.organize.com to take the brain quizzes mentioned during the podcast. Remember to sign up for Eve's FREE Organizing Tips.



Contributing



Lee's new and improved blog:

Better Communication Results

"one of Australia's leading thinkers on communication strategy in an online environment"

communicate with **passion!**

Home About me Subscribe! How can I help you? Why blog? Why podcast? My podcasts Others to read


May 24, 2006

The Hobson & Holtz Report

Lee wrote this at 12:59 am:

The H&H Report (also known as '**For Immediate Release**') is the industry-leading, 'must listen to' podcast published twice a week by Shel Holtz in California and Neville Hobson in Amsterdam.

I am fortunate to be allowed to contribute a weekly report, usually for the Thursday show, and you can always pick up a copy of my short report here, in case you didn't have a chance to listen to the full '**FIR**' show.

Adelaide time: 

Contact me
+61 (0)410 642 052

About me
An internal and online communications/PR specialist, I work with companies and individuals to help them communicate better for better business results. Visit my [main website](#) to find out more...



Before You Start Podcasting, Consider...



Does It Fit Your Budget?



Does it Fit Your Schedule?

Calendar						July 2006
Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun	
June 26 7:00am Linguistic Blog Post f	27 10:00am Womensradio.com # 11:00am Lee Richter 4:30pm Tea w/ Ellen Klooste	28 8:30am Speak at Baylan's Br 12:00pm BDA 6:30pm Autodesk Panel	29 9:00am Linda Salazar	30 9:30am Lee Richter	July 1 Jonah Marshall's birthday	
3 7:00am Linguistic Blog Post f	4 Independence Day (United Sta 10:00am SF Museum Free Da 10:00am Womensradio.com # 1:00pm John Danielewicz	5 Free Day at Academy of Scien 10:30am Tim Bourquin Phone 12:00pm BDA	6 8:00am Free Day at Berkeley 6:30pm PRG Malu	7 9:00am BSBB (Emery Bay Ca 9:00am Run Cumuli Ad 2:00pm Avis Rumney	8 10:00am GS Meeting	
10 7:00am Linguistic Blog Post f 2:00pm Lee Richer 6:30pm Business Brain Excha	11 10:00am Womensradio.com #	12 Erika Bunnin's Birthday Stefan Didak's Birthday 8:30am Baylan's Breakfast of 12:00pm BDA	13 Carolyn Said's Birthday My Birthday 2:45pm NYLF/Tech (San Jos	14	15 10:00am GS Meeting 3:20pm Stefan departs KL 06	
17 7:00am Linguistic Blog Post f 2:00pm Lee Richter	18 10:00am Womensradio.com # 1:00pm John Danielewicz	19 12:00pm BDA	20 Abigale Richter's Birthday 6:30pm Brain Exchange	21	22 10:00am GS Meeting	
24 7:00am Linguistic Blog Post f 2:00pm Lee Richter	25 10:00am Womensradio.com # 2:00pm Lee Richter 6:30pm Hair--Kathleena	26 Darcy Alban's Birthday 8:30am Baylan's Breakfast 12:00pm BDA--Secretary	27 8:00am Record Podcasting fr 8:30am Remind Ron to Pack	28 7:30am BACN (Tiburon Lodg 1:00pm Avis Rumney	29 10:00am GS Meeting	
					30 Jean Phillips's Birthday	



Do You Have the Commitment?



Podfade occurs when a person who does a podcast stops podcasting due to lack of time, interest or resources.



Audio or Video?



Do You Want a Co-Host?

Shel Holtz and Neville Hobson



Taping "For Immediate Release" podcast at NewComm Forum March 2006



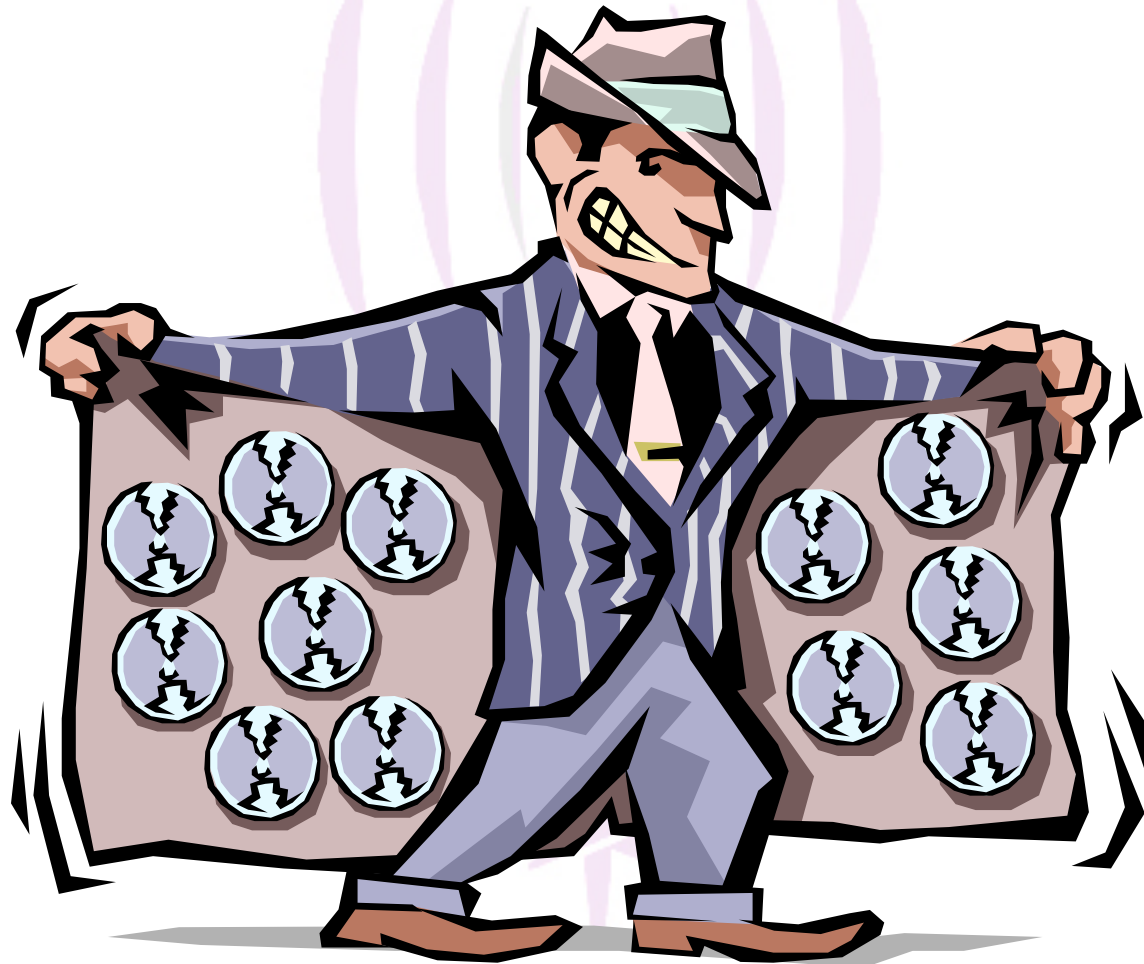
What Should You Podcast?

- Tips
- Interviews
- News
- Articles & Blog Posts
- Presentations & Speeches

Joseph Jaffe interviews Neville Hobson



Podcasting Don'ts



You Don't Need a Studio...



(But if you want to rent this one, go to www.liveoakstudio.com.)



But Don't Cut Too Many Corners

The screenshot shows the ClickCaster website interface. At the top right, there are links for "Log In", "Sign Up", and "Forgot Your Password?". The ClickCaster logo is on the left, with the tagline "Create. Explore. Connect." and a mouse cursor icon. Below the logo is a navigation menu with buttons for "Home", "About", "FAQ", "Create", "Manage", "Profile", "Explore", "Purchases", and "Podcatcher". To the right of the "Create" button are "Feedback" and "Report a bug" buttons. The main content area is titled "Create a Podcast straight from the Web". Below this title, there is a link "Already have an account? Log in". The form includes a "Title:" input field, a "Recording:" section with radio buttons for "Record", "Upload", and "Blog", and an audio player interface showing a waveform and a 00:11 timer. A callout box with a light blue background and a white border contains the following text:

Record a Podcast straight from your browser!
Type in the title of your show.
Hit record and speak your mind.
Fill in your show notes. You can even upload pictures!
Click Publish, and you're done!

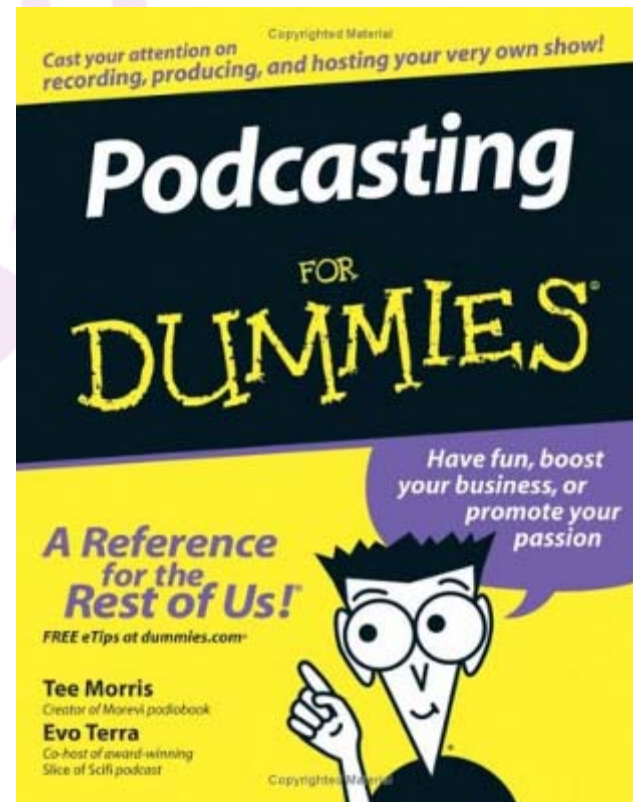
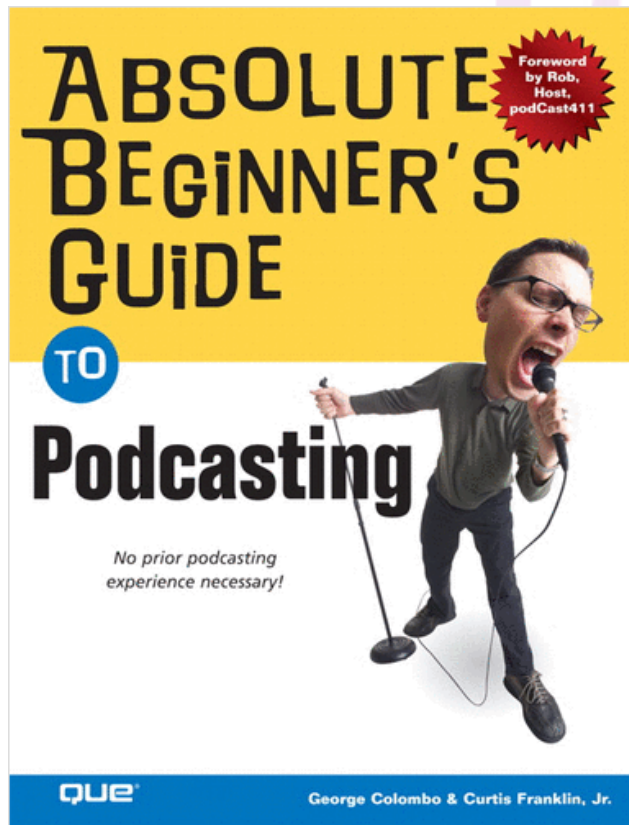
It's easy as that.



Where to Go Next



Books



Classes

CNET How-to: Online courses


ONLINE COURSES

Welcome, fileslinger! [Logout]


- ▶ My Courses
- ▶ Course Home
- ▶ How to Attend Class
- ▶ Lesson 1: Getting Started With Podcasting
- ▶ Lesson 2: Plan a Podcast
- ▶ Lesson 3: Podcast recording software
- ▶ Lesson 4: Record Your Podcast
- ▶ Lesson 5: Edit your Podcast
- ▶ Lesson 6: Publish and Test your Podcast

Podcasting 101

You are enrolled in this course.

Sponsored by 

Course Summary




Learn step by step how download and organize podcasts. Plus, find out how to record and promote your own podcasts for the world to hear.

In this course you will learn:

- Find out what hardware and software you'll need.
- Explore the style and presentation skills necessary to produce an interesting podcast.
- Learn the steps involved in recording and editing a podcast.
- Understand the technical requirements necessary publish your podcast.

CLASS STARTS:
July 31



Class Leader:
Mike King

Mike King has over ten years experience in the music industry. Currently a marketing manager at Berkleemusic.com, Mike also writes about technology and marketing for Making Music magazine, and is a music business consultant to several artists and bands.

CNET recommended materials:



Conferences



**PODCAST AND
PORTABLE MEDIA**

EXPO

Ontario

**REGISTER
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September 29-30, 2006
Ontario, California



The Podcast Asylum



Sallie Goetsch sallie@podcastasylum.com

Lee Hopkins lee@podcastasylum.com

Donna Papacosta donna@podcastasylum.com

