

Perfecting Podcasting

HMC 2020



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Smart businesses are using podcasts now more than ever to engage with their customers, their staff and their stakeholders.

Podcasts can be an effective tool for growing your customer base, positioning yourself as a leader in your field, and leveraging the influence of credible guests.

But it's not as simple as just recording the audio and sharing it online.

Here are our top 5 tips for becoming a truly successful podcaster...

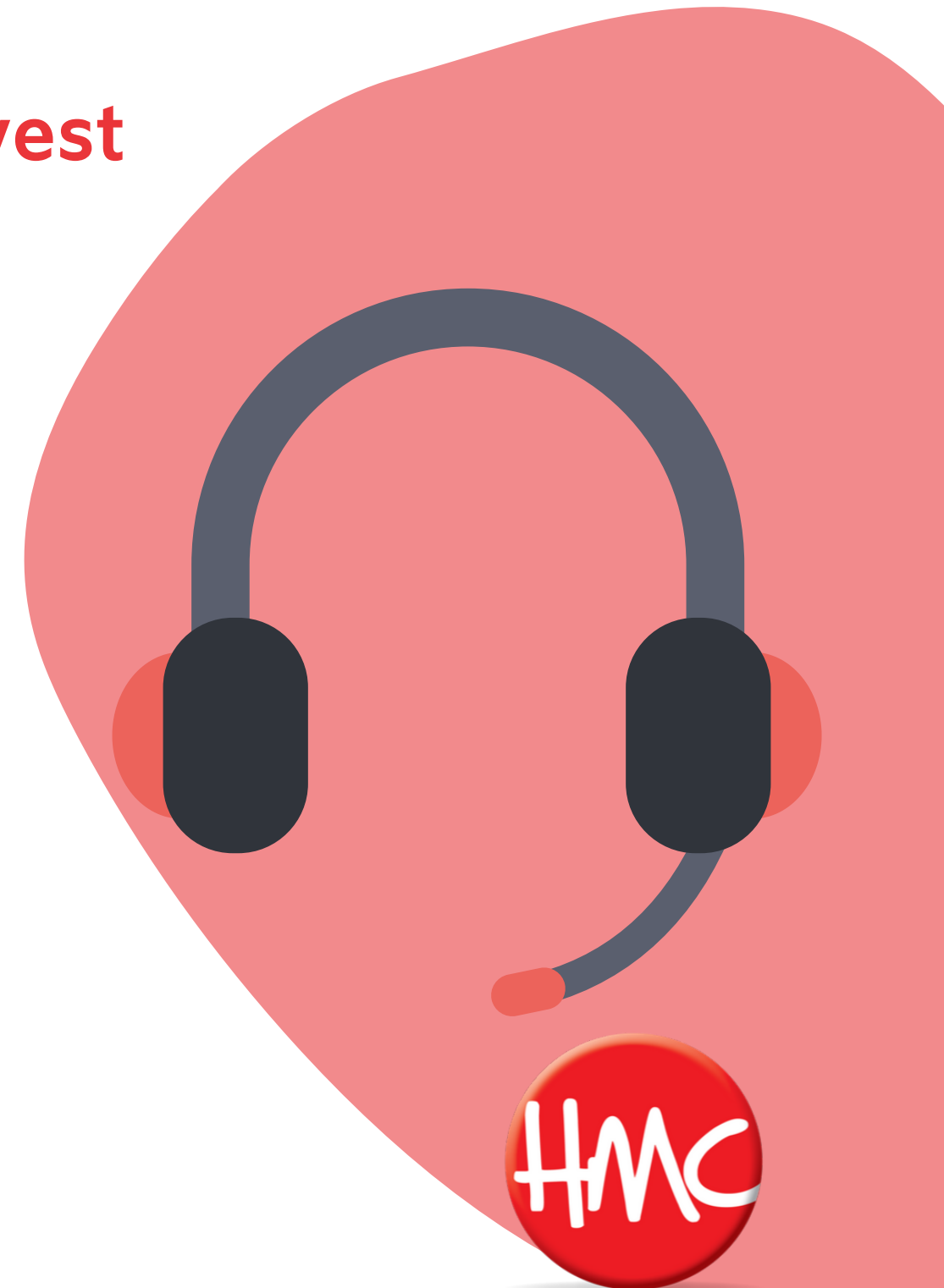


1. Don't scrimp on quality

To deliver a truly professional podcast you need to invest in quality recording equipment.

No matter who your guests are or how good your content is, you will fail to engage your listeners if the sound quality and clarity is poor.

Using the services of a professional audio engineer to edit your raw audio is also crucial to ensure you get a polished end result.



2. Use influential guests

Inviting notable guests to join your podcast will give it credibility and engage more listeners. You can also leverage their influence by asking them to promote the podcast through their own channels, including social media.



3. Choose a host with the most

Your podcast host is the glue that holds everything together. They must have the credibility, voice and personality to engage your audience. Making your guests feel at ease is also a prerequisite.

Your host should also be familiar with the subject matter so they can drive the conversation and adapt the questioning if necessary.



Get noticed. Gain respect.

4. Content is king

Your story needs to be compelling, topical and give listeners a reason to tune in. What messages do you want your listeners to take away and what is your call to action? Create a series of questions for your host to guide the discussion and get guest input.

To create an authentic and conversational tone, don't follow a formal script. Deliver even more value to your listeners by creating a content hub on your website where they can go for more information on the topic.

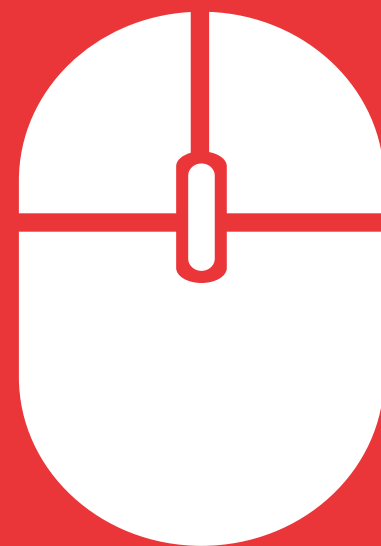
Be clever with your key words in order to maximise Search Engine Optimisation (SEO).



5. Get the word out

Create a promotional plan for your podcast to drive engagement. Think about your objectives and how you will measure the success of your podcast. What strategy will you use to target different audiences? How can your stakeholders and staff help spread the word?

A digital marketing strategy is also crucial to help you 'catch' people who are searching or browsing your podcast topic online.



HMC has the skills, expertise and equipment to help you deliver a polished and professional podcast from start to finish. Get in touch to discuss whether a podcast is right for your business.

www.wearehmc.co.nz



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