



How can online marketing help grow your podcast?

Presented by Robin Moss of ribit



Market like it is 1994

- Why you need an integrated marketing strategy
- Branding - how and why it will work for you
- Email campaigns - why they matter
- Goals - you have to have goals to meet them



Integrated Marketing Strategy

- Product Analysis
- Competitive Analysis
- Target Market Analysis
- Goal Analysis





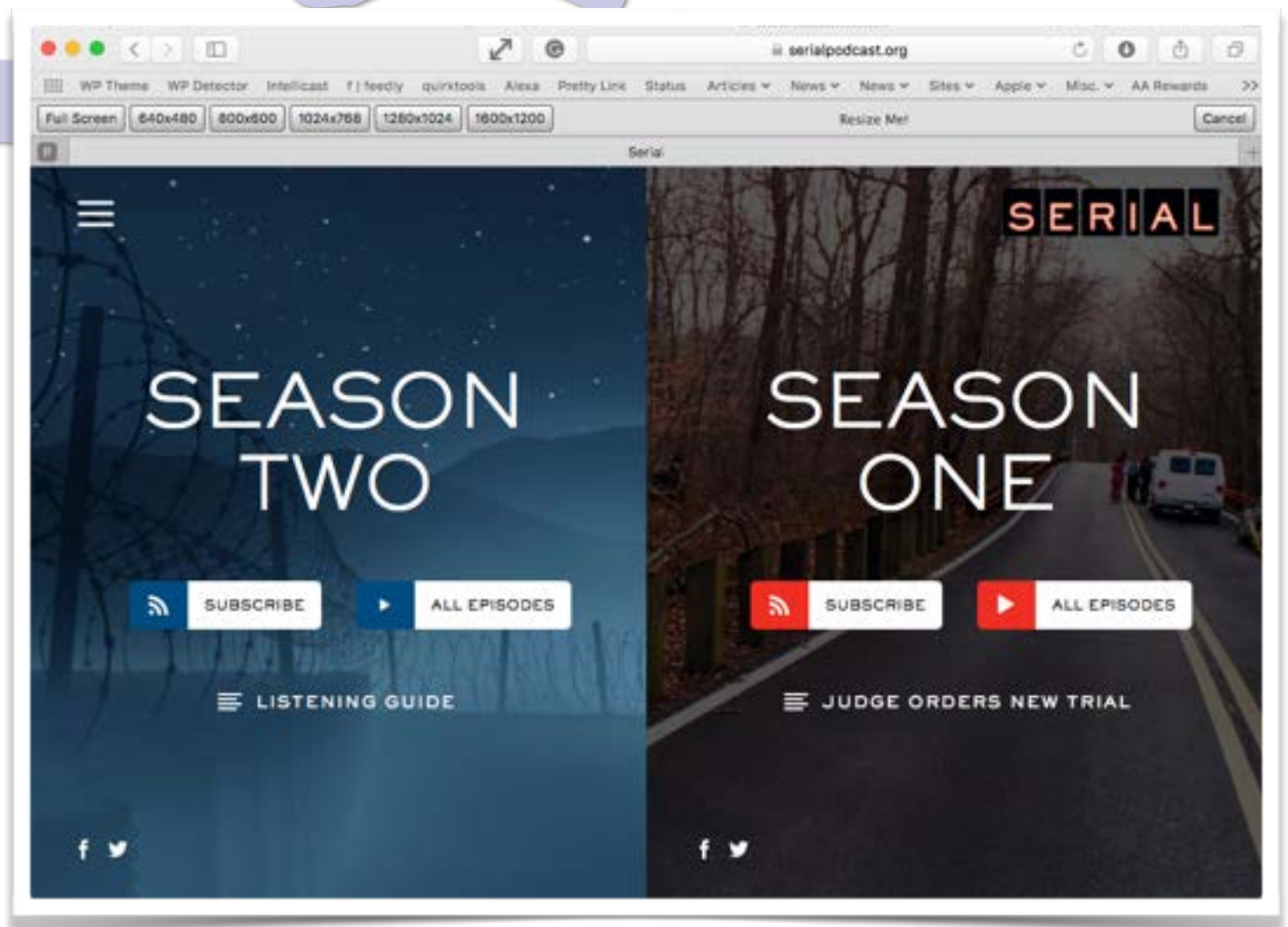
Design Matters

- Google says design matters:
 - Multimedia (images, videos and other elements act as content quality signal)
 - User Friendly Layout (citing the Google Quality Guidelines Document “The page layout on highest quality pages makes the Main content immediately visible”)
 - Breadcrumb Navigation

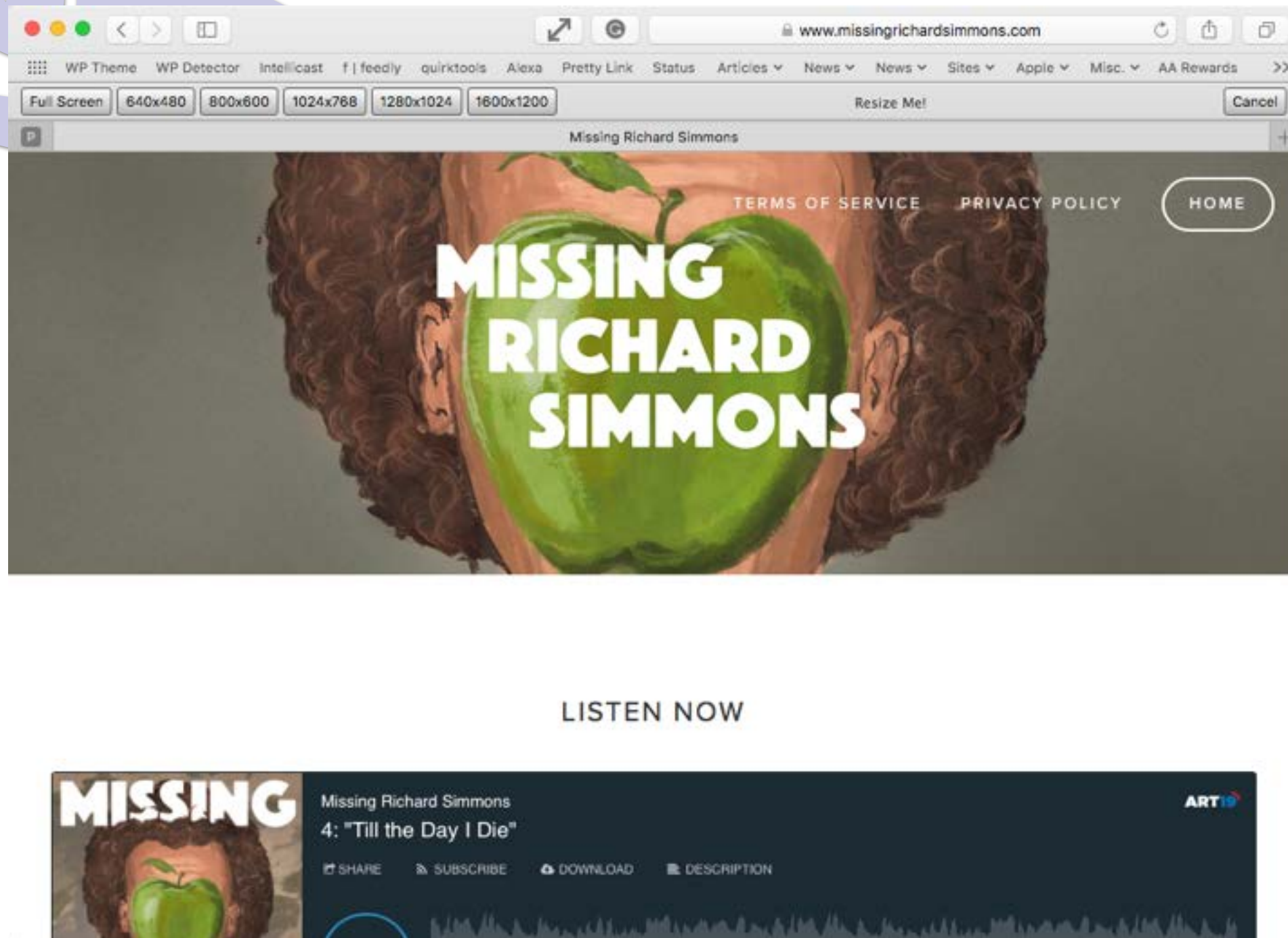


Design Matters, cont.

- Mobile Optimized / Responsive
- Link Location (in content / on page)
- Site Usability



Design Matters cont.



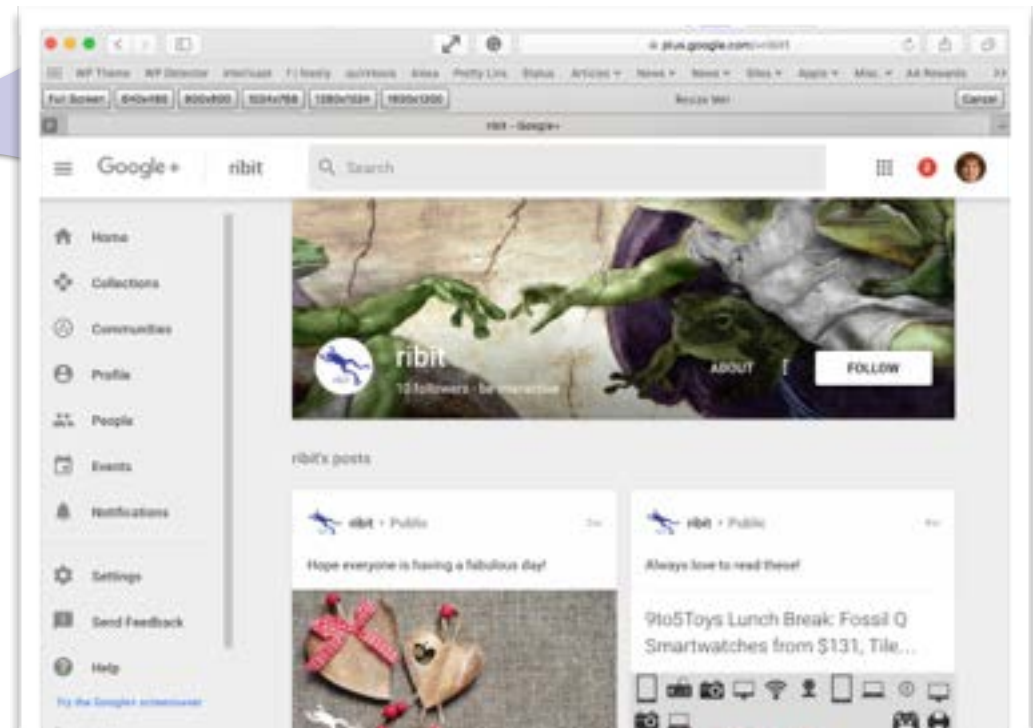
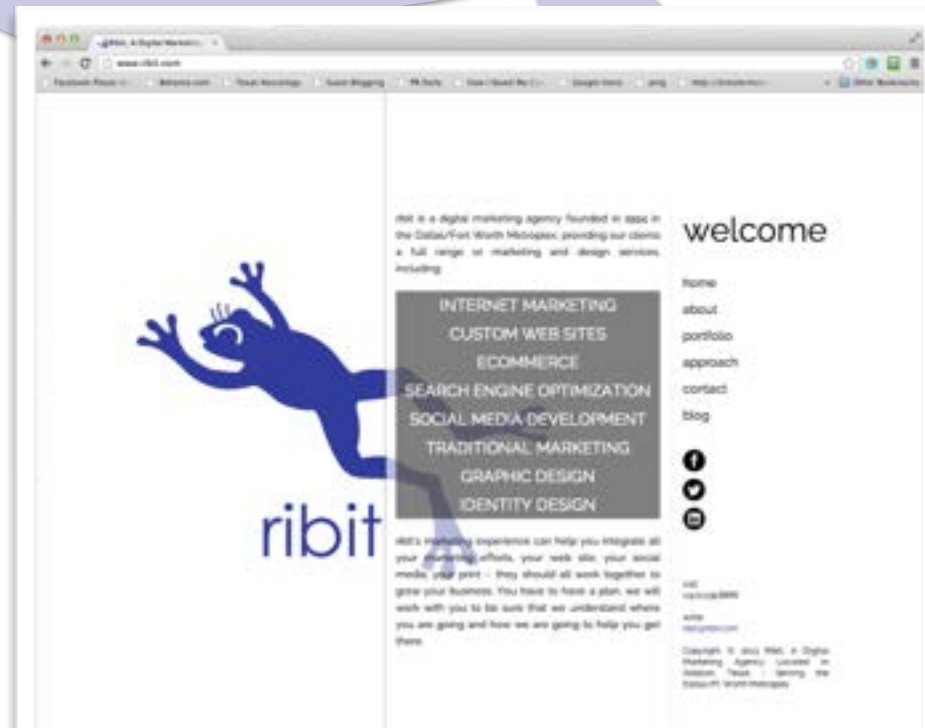
Branding



- Have consistent branding across platforms
- Social media, website, print, email, podcast, etc.

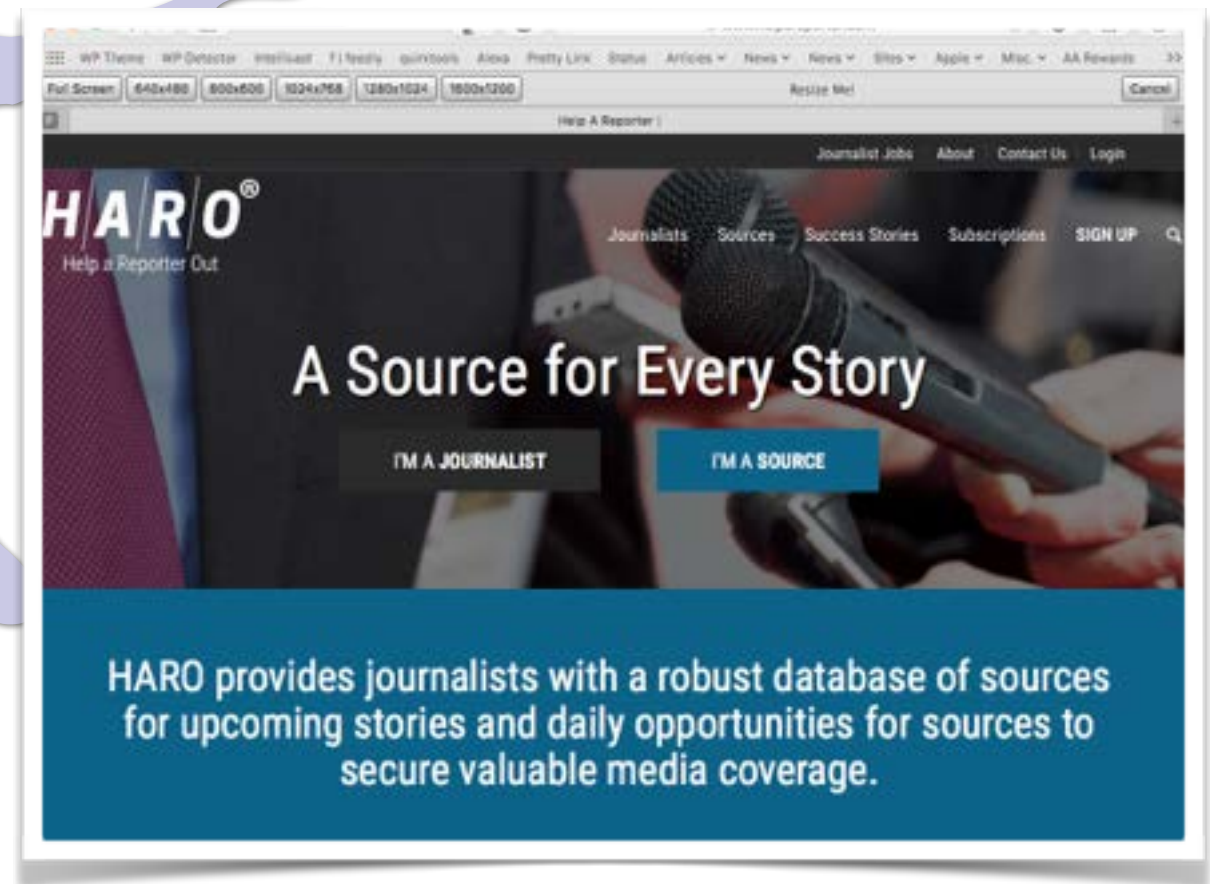


Branding, cont.



Public Relations

- HARO - helpareporter.com
- Press Releases
- Blogging
- Special Events / Donations



Email Campaigns

- MailChimp, Constant Contact, AdWeber, etc.
- Content Driven
- Drive Traffic



Email Campaigns cont.

- Use images
- Be succinct
- Use links to drive traffic

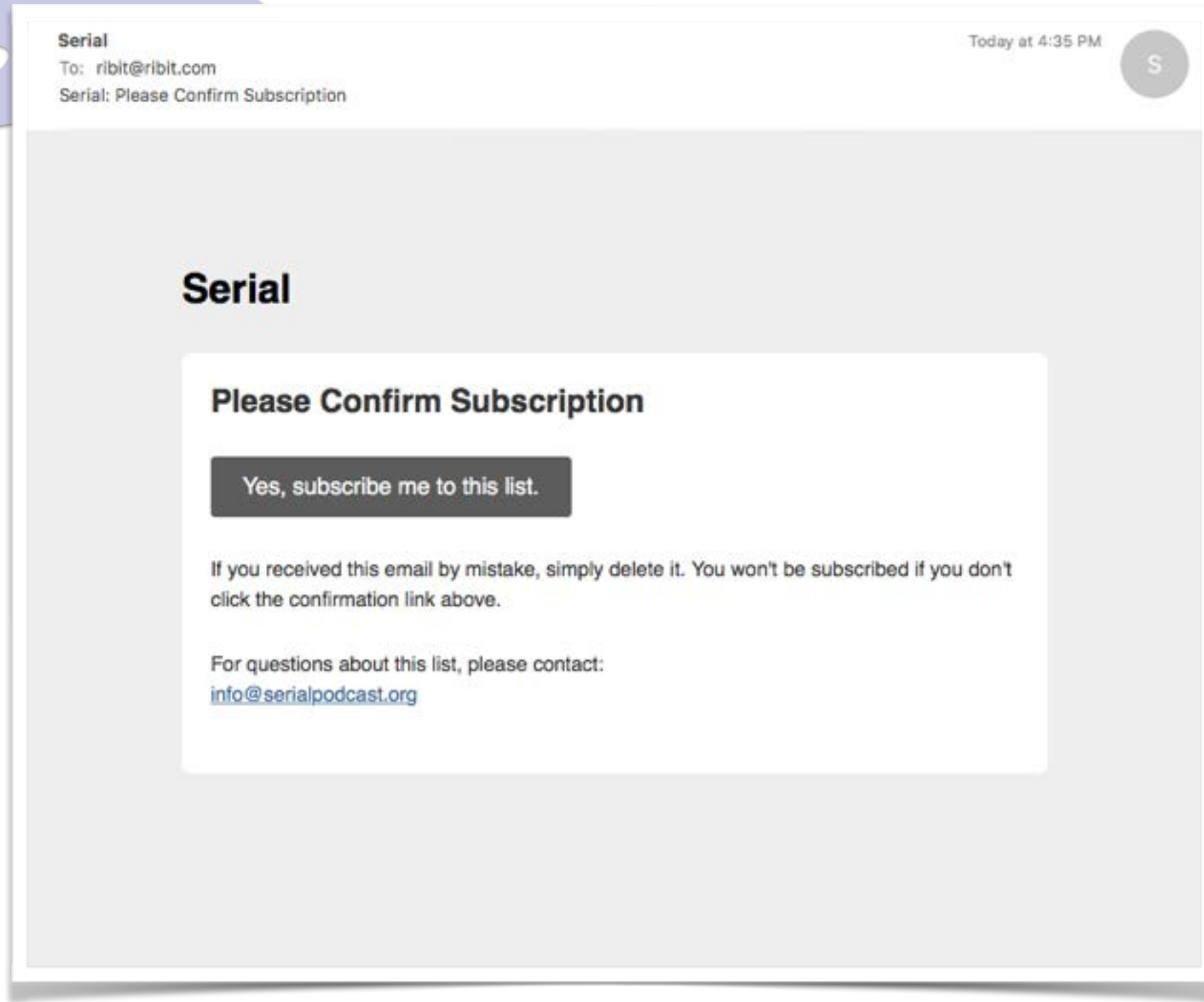


Email Campaigns cont.

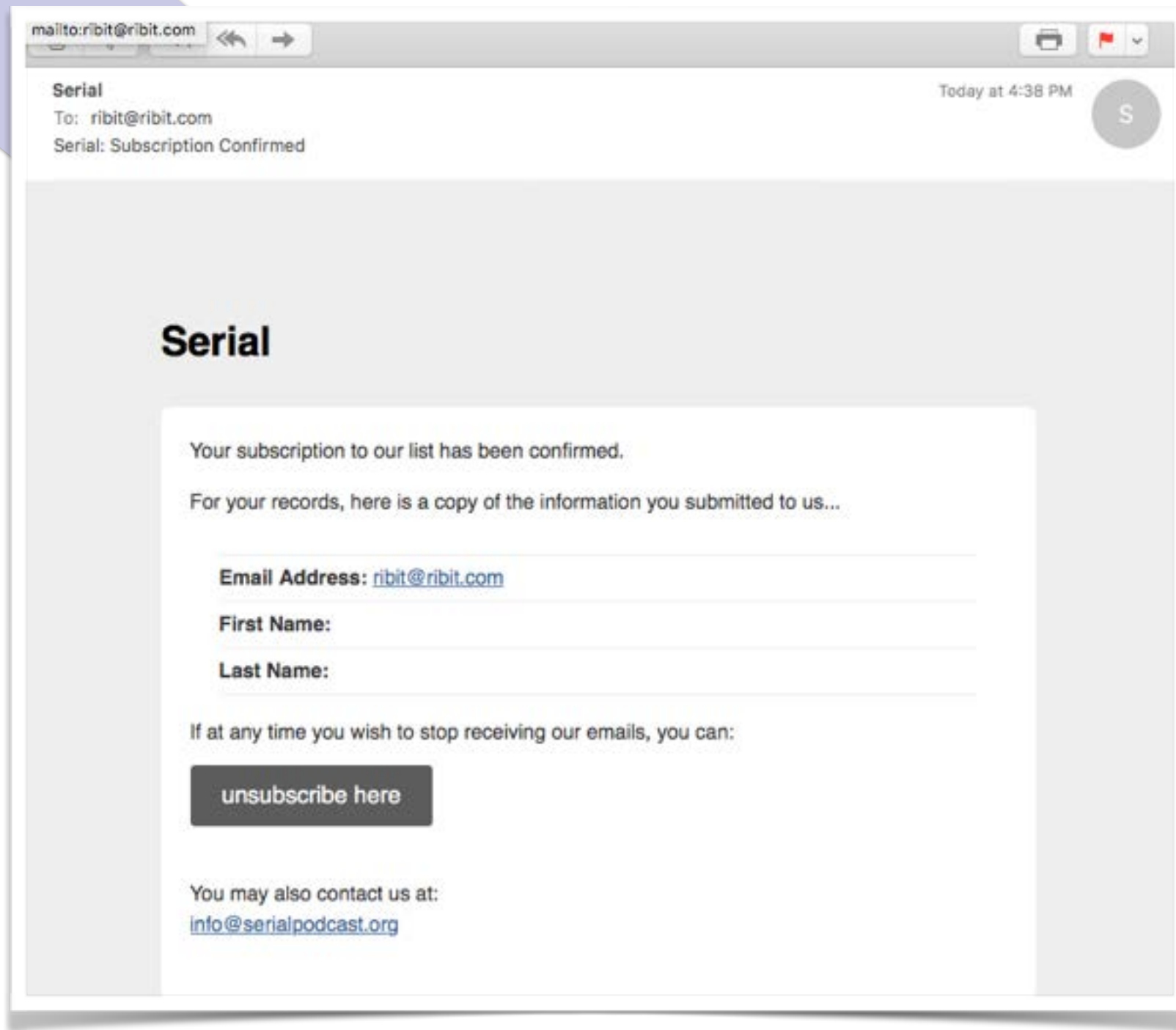
- Spam Can Act of 2003
- MUST be opt in
- Must say where you are located
- Must have an opt out on the email
- A great overview: <http://www.ribit.com/ftc>



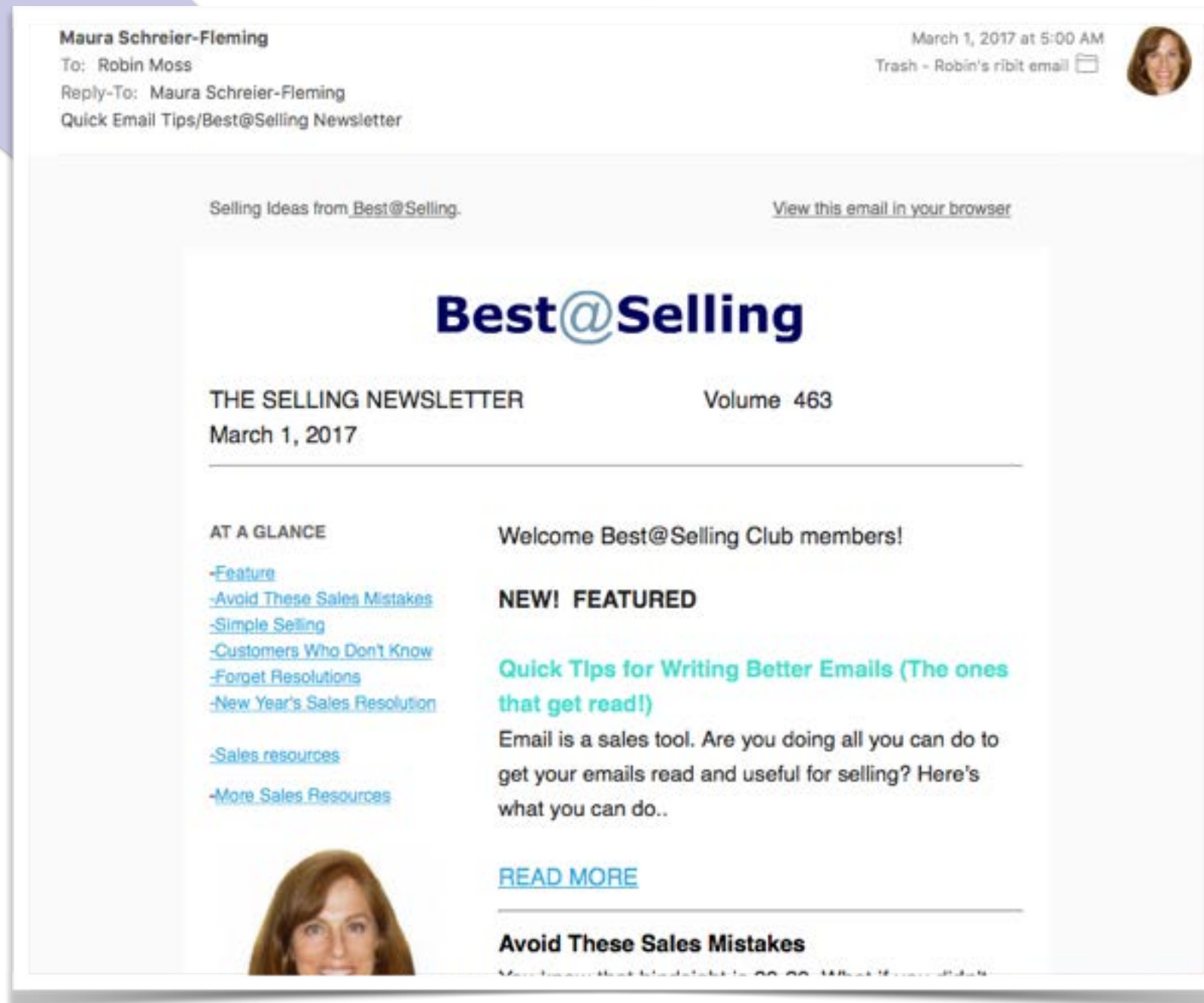
Email Campaigns cont.



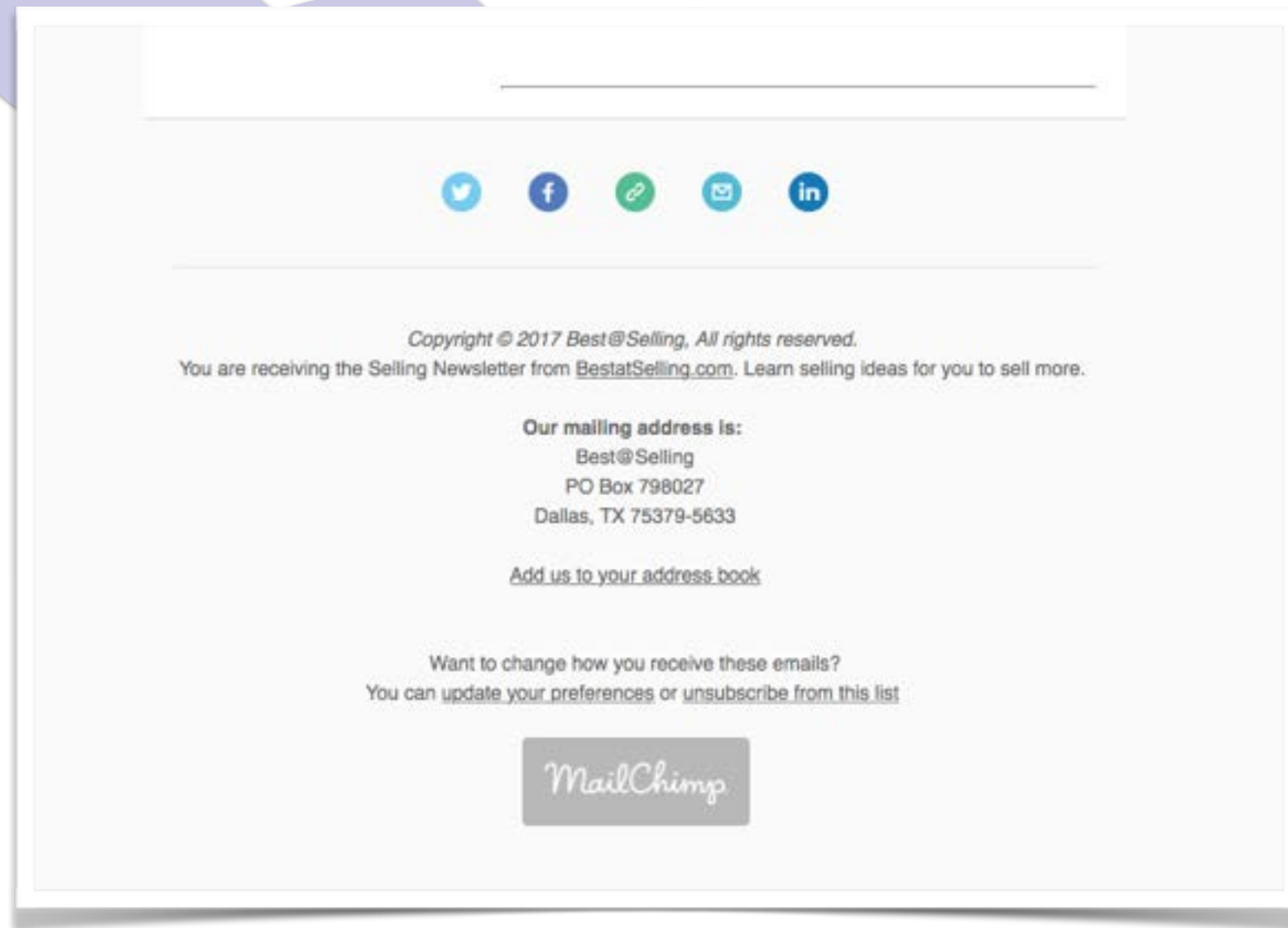
Email Campaign cont.



Email Campaign cont.



Email Campaign cont.



Path to Growth

- List in Directories (be consistent in your listing)
- Social Media
- Cross Promote
- Market with people you interview
- Get Sponsors!



Path to Growth cont.



Goals

- If you don't have them, you can't meet them
- Number of subscribers
- Number of advertisers / sponsors





Robin Moss

ribit

972-239-8866

robin@ribit.com

facebook.com/ribitdotcom

twitter.com/robinatribit

linkedin.com/in/ribit

plus.google.com/+ribit1

