



The Loop Head Peninsula  
Digital Academy



Zucca Films



Masterclass

# An Introduction to Podcasting

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hÉireann  
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of Ireland

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Project Ireland  
2040



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020  
Co-funded by the Irish Government  
and the European Union

# What we will cover

- ✓ Podcasting as a Growing Medium
- ✓ Why Podcasting for Business & Organisations
- ✓ Podcast Planning
- ✓ Recording Your Podcast
- ✓ Podcast Marketing & Syndication
- ✓ Podcast Analytics
- ✓ Podcast Marketing
- ✓ Podcasting Case Studies

# Podcasting as a Growing Medium



# A Growing Medium

- 37% of people listen to a podcast once a month
- 46% listen to podcasts about topics of personal interest
- 39% listen to podcasts to learning something new
- 25-34 year olds want educational content

*[Podcasts are] more of an outsider source of news or opinion, so you have a diverse range of news ideas and thoughts from vastly different people; not your traditional people who look and act a certain way.*

Chloe, 31–35, UK

*[With] radio you can't control what shows are on, whereas podcasts you can.*

Mark, 31–35, US

**Source:** <http://www.digitalnewsreport.org/survey/2020/podcasts-who-why-what-and-where/>

# Reasons to Podcast



# Is podcasting for me?

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- Build trust and transparency on key issues
- Build brand awareness
- Build niche and loyal audiences
- Education marketing
- Affordable
- Accessible
- Drive leads / sales
- Highly re-purposeable content
- Considered a 'safe' conversation space
- Go deep on issues in a controlled setting
- Showcase your subject matter expertise
- Legacy content archived on the web



# Podcast Planning

# Podcast Planning

- Topic e.g. Wild Atlantic Way Weddings (Niche) / The Yoga Podcast (General)
- Frequency e.g. daily, weekly, fortnightly, monthly **OR**  
**Series** e.g. Planning your wedding during COVID-19  
**Seasonal** e.g. Summer on the Wild Atlantic Way
- Title e.g. How to plan a wedding in Level 5 restrictions



# Podcast Planning

- The sub-title/descriptor e.g. A news podcast from Loop Head Peninsula on the Wild Atlantic Way
- Description: your opportunity to hook a listener/subscriber
- Host name
- Niche audience: be very clear on your audience
- URL: e.g. <https://www.irishtimes.com/podcasts>
- Branding / logo

# Podcast Branding

- Square image
- 3000x3000 pixels max
- 1400 x 1400 min
- Png or jpg
- RGB colour tone

***NOTE*** Apple won't let you submit without adhering to this criteria



# Audio Branding

- Show Trailer
- Show jingle
- Show intro
- Show outro
- Feature stings
- Bed music
- Voice-over



# Podcast Schedule

Podcast	The Public Sector Marketing Show
Podcast #	Episode 2 / Solo Show
Date Recorded	January 19 2021
Date Published	February 10 2021
Title	2021 Social Media Sorted
Length 0.10	Intro Jingle
Length 1.00	<i>Intro</i> by Joanne
Length 7.00	<i>Joanne's Column:</i> Why Social Media is Mainstream Communications
Length 0.30	AD for Social Media Diploma
Length 25.00	<i>Consulting:</i> 2021 Trends, Tactics & Team Structure
	Section Jingle
Length 8.00	<i>Case Studies</i> introduction and commentary by Joanne (Video) Andrew McLindon, An Garda Siochana (Video) Sandra Buchanan, Donegal Education & Training Board
Length 1.00	<i>Resources &amp; CTA</i> 2021 Sorted Webinar Digital News Report 2020
Length 0.30	Ad for Membership
Length 0.20	Outro jingle

# Recording Your Podcast

# Recording your Podcast

## Equipment

- Microphone [Blue Yeti](#)
- Pop Shield [Scobuty](#)
- Sound Booth [PSIB27](#)
- External audio recording [Zoom H1 recorder](#)
- Recording & Editing Audio [Audacity](#) (Mac & PC)
- Recording & Editing Audio [GarageBand](#)  
(Built into Mac)
- Record online interviews [Zoom](#) or [Riverside.FM](#)
- Podcast Hosting [Captivate.FM](#)
- Podcast Transcription [Rev](#) or [Otter](#)

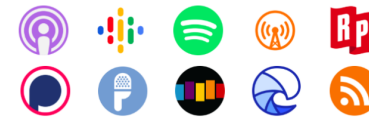


# Podcast Marketing & Syndication

# Marketing & Syndication

## Captivate.FM Tour

**Automate**  
audio publishing




### MY PODCAST LINKS

 Apple Podcasts ⓘ

<https://podcasts.apple.com/za/podcast/public-sector-marketing-show/>

Copy

 Spotify URL ⓘ

<https://open.spotify.com/show/5sT00Vek5eilXsjeTASpGc>

Copy

 Google Podcasts ⓘ

<https://podcasts.google.com/?feed=aHR0cHM6Ly9mZWVkcyc5jYXB0aXZhc>

Copy



# Podcast Marketing

## - repurpose for video & blog

The screenshot shows the top of the Public Sector Marketing Institute website. The header is dark blue with the logo on the left and navigation links (Courses, Membership, Services, Summit, Publications, Blog, About, Contact) on the right. Below the header is a red hero section with the title "Social Media at the World Health Organisation During COVID-19" in white text.

Subscribe to [The Public Sector Marketing Show on Spotify](#) or your preferred podcast platform.

This screenshot shows a podcast player for the episode "Social Media as the Antidote to COVID-19" from the "PUBLIC SECTOR MARKETING SHOW - JOANNE SWEENEY • EPISODE 2, 4TH MAY 2020". It includes the show's logo, a waveform, a play button, a progress bar (00:00:00 to 00:35:36), and options to share, add notes, or subscribe. The Captivate logo is in the bottom right corner.

The video thumbnail features a woman, Aleksandra Kuzmanovic, in a circular frame. The text on the thumbnail reads "Social Media for the World Health Organ...", "COVID-19 Crisis Communications on Social Media", and "Aleksandra Kuzmanovic, Social Media Manager, World Health Organisation". It also includes logos for the Public Sector Marketing Institute, YouTube, and a "SUBSCRIBE NOW" button.

# Podcast Marketing Plan

Day	Time / Frequency	Content	Channel
Monday	11:00am	*Live Show Teaser (1-min)	Facebook, Instagram, Twitter, LinkedIn
Tuesday	11:00am	*E-zine Takeaway / subscribe CTA Show Quote Graphic	Facebook, Instagram, Twitter, LinkedIn
Wednesday	11:00am	*Live Show	Facebook & YouTube Links shared on Twitter & Insta Stories
Thursday	8:00am	*Podcast (scheduled on Captivate.FM)	Announcement post on Facebook, Instagram, Twitter, LinkedIn
Friday	8:00am	Blog Post (transcription on Rev from live show)	Publicsectormarketingpros.com website
Saturday	12:00pm	Audiogram from Podcast (prepared in Wavve)	Facebook, Instagram, Twitter, LinkedIn
Sunday	4:00pm	Video Clip from Live Show (edited and sent to Splasheo)	Facebook, Instagram, Twitter, LinkedIn

# Podcast Analytics

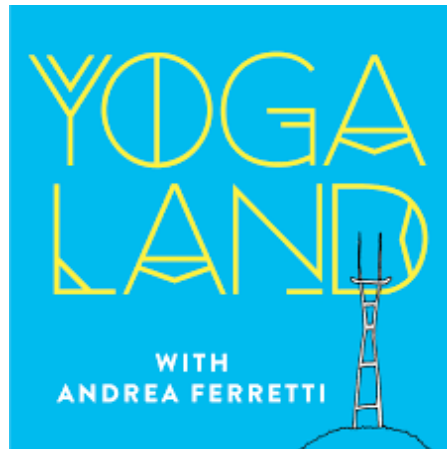
# Podcast Analytics

- Downloads
- Subscribers
- Rating
- Reviews
- Listened Using (podcast platform)
- Listened On (podcast device)
- Geo listening



# Podcast Examples

# Case Studies



**Podcasts**

Pulse Of The West is the official podcast from the Western Development Commission, bringing listeners stories, insights and lively debate.

CHECK THE PULSE OF THE WEST ON ITUNES





Today's Takeaway



# Connect with me on social



@PublicSectorPro



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Public Sector Marketing Pros



Public Sector Marketing Institute



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