



**SOCIALMINDED**  
MEDIA GROUP

# GETTING STARTED: PODCASTING

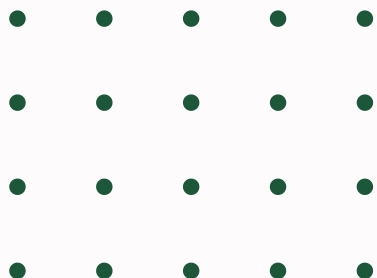




# Podcast Statistics (at a glance)

**50%**  
of podcasts podfade, or just stop all of a sudden. Only 20% survive.  
Will yours?

There are **464.7 million** podcast listeners globally (42% of Americans) as of 2023. This number is predicted to reach 504.9 million by 2024. The podcast industry market size is **\$23.56 billion**. There are over 5 million podcasts globally with over 70 million episodes between them.



# WHY PODCASTS FAIL

And how to avoid it.

## Lack of Consistency and Authenticity

Most podcasters quit after the first three episodes. Starting a podcast and not sticking to a schedule is how most podcasts fail. You probably expect to succeed after you have published your first few episodes. However, you published an episode on Monday this week, posted another on Tuesday the following week, and then waited a whole month before you dropped a new episode. It shows a lack of commitment and consistency.

## Mediocre Marketing

Your podcast passed the soundcheck, the content is quite creative, and you consistently publish a new episode, say weekly. You have been a podcaster for six months now, but you have only five listeners with two feedbacks. Lack of adequate promotion is how podcasts fail. No matter how great your show is, if you do not market it to your audience, they will not discover you.

## Poor Communication with your audience

If you want to know how podcasts end, then ignore your audience. If you don't know the type of people that should be listening to your podcast, it will be hard to grow as a podcaster. Initially, it might be hard to find your footings when you launch your first few episodes. The problem might be with the topic of your podcast, your reaction to your current audience, or you do not know who your target listeners are. Lack of feedback to the audience is how podcasts fail.



# THE FUTURE OF PODCASTING

## Is the Industry growing?

The stats on slide 2 prove that the podcast industry's growth is only on its way upward. What's more shocking though is that it's estimated that the podcast market will grow to \$4 billion by the year 2024. This clearly shows how big the podcast market is and how much the podcast industry is worth.

**If there's a time to get involved in the podcast industry, it's now.**

Big content creation platforms like Spotify and YouTube are already catering and pushing for this, so it's best to hop onto this podcast growth before it's too late.

So what? There's a lot of competition! Make your podcast stand out by defining your unique selling point (USP) and target listener persona, and implementing clever marketing based on the statistics.



**SO WHAT DO I DO  
FIRST?**

# Where do I start?

01



**Hosting:**  
Just like a website, picking your hosting is a long-term commitment.



02

03



**Going Live:**  
Having your podcast schedule laid out in advance.



04



# Pre-Planning and Research.

- 1. Name it.** Make sure it's **not trademarked** before you do that. Do you want to claim social/a website URL for it? (Or just subcategorize it under your own website). Make sure those are available before creating it.
- 2. Get your cover art made** (see the squares on iTunes? You need one of those. Canva is a great place to start, or you can also hire someone very cheap to make these on Fiverr. We also have a designer to help out.
- 3. Intro/Outro music.** You'll need to have someone create this or buy rights to some music you can edit into your podcasts. Listen to a few podcasts you like and save/send off as ideas to your musician or audio editor. We can help with finding qualified people to create this for you, too!
4. You'll also probably want an **opening**. This is something simple you can write out and record in your own (or hire someone to read for you if you want a cool, specific voice). Rich Roll is one of my favorites. He does a 5-second clip of the interview he likes to tease into the session. Then he fades into his intro, then ads, etc. [www.richroll.com](http://www.richroll.com)



# Schedule and lengths

It is good to come in with an idea of how long and how often you plan to record/launch new episodes. Will it be weekly? Bi-weekly? Monthly? Will it be a series or seasonal?

Will it be 20 minutes or 3 hours long for each? This will be good to know when mapping out time management and also for your hosting services (coming up next).

We also recommend that when you launch for the first time, you have at least 3-5 episodes pre-recorded and ready to go before you go live.





# Hosting.

There are few out there but two I like are [Libsyn](#) and [Anchor](#) (now under Spotify).

Libsyn is a paid hosting, but it's pretty flawless and integrates everything in one place from Wordpress to all syndication of podcasting channels (like iTunes, Google Podcasts, Spotify, etc). You can also schedule these out in advance (where you have to manually do it every week on Anchor). Anchor is FREE but that comes with some fine print and limitations. We do like it cause it also allows listeners to leave recorded messages and questions.

Another really good player is [Buzzsprout](#). They charge you based on time used/uploaded each month, so if you have a shorter-timed podcast, this can be a more affordable option.



# Guests.

If you want guests - you'll want to start a list of who to ask to be on in advance. You'll want to reach out to them a few weeks in advance to make sure to set dates in time. It will also become imperative to have a long-term scheduling calendar. If you're interested, we can send you our template to use and download, complimentary.



# Scheduling.

Our favorite tool for scheduling is Acuity. This is owned by SquareSpace now and easily integrates into Zoom so you can set it up, and they fill it out and it sets it automatically into Zoom meetings for you. You can pick which dates/times you're available for interviews in advance. You can also add disclaimers, pre-episode questions, and charge rates for the show if you want. This is a small monthly fee, but once you have it all automated, you'll never look back.

There are also good scheduling platforms like Calendly and Vicity, but we have found Acuity to be the best one currently.



# Contracts.

Contracts are something to consider to protect yourself if you have guests and/or talk about controversial content. This can range from content ownership of your episodes to letting listeners know you do not offer medical advice, etc.



# Editing and Recording

Okay! Now you have a list of interviews, they're scheduled and you are ready to record!

## Can I use Zoom?

Yes, especially if you're just starting out and want to do some trial runs that are cheaper. Zoom audio will work fine (just toggle on the HD option. This is also good for solo podcasts, but if you have guests, it is worth upgrading to the below (so the audios will match). Just remember Zoom only allows 40 minutes on free accounts. If your episode will be longer, you'll need to upgrade your free Zoom account.

As far as cheap and/or free editing? Garageband and iMovie on a Mac will work just fine and there are easy tutorials to do it yourself all over YouTube.

However, it is also worth while to invest in a microphone. It doesn't have to be pricey, Amazon sells a lot of good ones for around \$50, give or take. I always recommend Googling "top podcasting mics for 20xx" to see what is the best and trending currently.

If you plan to have guests, using a program like Riverside is best. It allows you to both log into the system for better control of the audio. It will record each separately and in HD so that the sound quality is optimized. It will also give you editing options inside here as well.

**Protip:** be sure to **turn off ALL sounds before recording** to avoid phone rings and inbox notification or Slack dings while recording.

ON AIR

# Steps for each episode before going live.



## Planning episode guests or topics in advance.

It's good to know what you will have in the pipeline at least a month to six weeks in advance. If you have guests, you'll need to have them scheduled in advance.



## Recording and editing.

Where are you recording? Audio clean up and splicing in your intro. Creating video for YouTube.



## Graphic creation and show notes.

Setting up your podcast page with show notes and creating social graphics.



## Going Live!

Uploading the new edited episode into your hosting and publishing it (and podcast page on site!). Creating and scheduling social and your newsletter.



**IMPORTANT TIPS TO  
KEEP IN MIND**



# Where Do People Find Podcasts?

Almost 60% of podcasters report building an audience as a top challenge, so use these statistics to reach new listeners:

- Push your show up the **in-app charts by encouraging your listeners to subscribe to your podcast in your podcast intro and recommend it to friends**
- **Share your podcast across your social media accounts**; work with relevant influencers to promote your show to their audiences
- **Work with other podcasters** to promote each others' shows.





# When is the best time to publish my episodes?

Research reveals that most podcasters publish the newest episodes on Wednesday, Tuesday, and Thursday (in that order) between 2 AM and 5 AM, with 5 AM gaining the max amount of downloads.

According to research, **podcasts that publish episodes on Tuesdays at 5 AM are downloaded the most.** The second-best time to publish episodes is Wednesday at 2 AM.



# How Many Listeners Does The Average Podcast Get?

Looking at Buzzsprout's monthly podcast download numbers, if you get around **25-30 downloads a month**, you're already in the top 50% of podcasters.

# Podcasting 2.0

## 01

### **Making money on ads, sponsorships and promos.**

To put harder numbers on it, many sponsorship agencies look for 3000 to 5000 listeners per episode before they'll take you on. But, if you're doing it yourself, it's perfectly possible to earn a decent sponsorship income once you pass the 200 to 300 mark, especially if you have a particularly niche audience.

## 02

### **Getting yourself on other podcasts.**





Getting on other podcasts is a great way to grow your audience and gain exposure. SMG has a proven list of qualified podcasts already waiting for you. Contact us to get started today!



# LET'S GET STARTED

Contact us today to get started  
and get your podcast live!

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