

How to Effectively Use Audio Marketing

with Nora Sudduth, Co-Founder & CRO at Hello Audio



- Decide between public podcasting or private podcasting.
 - There is a lot to consider here. The big distinguishing factor is in what you want it to do for your business. We started Marketing Smarts in order to build our reputation and credibility. It has also helped shape the brand of FRP with its cutting through the BS promise to tell you how it is.
 - MS has gained value in helping clients vet us as well as becoming a bit of a library of knowledge and insights which we know is helping others.
 - Public podcasting requires consistent commitment to churn our regular episodes. And it is a slow burn. So lead generation shouldn't be your primary goal.
 - It is a great way to force yourself to always be expressing your POV while building a TON of content. It helps you get crystal clear as a business on your perspective.
- Create content your audience wants to hear, how they want to hear it.
 - Ask yourself, what content would my audience really appreciate and what perspective can I uniquely offer? Not only does this ensure your will be of value to your audience, it sets you up to differentiate from other podcasts out there.
 - For example, April and Anne come from opposite sides of the marketing tracks- agency, corporate- one thing our listeners have told us is they like when we debate from both sides. Many of you are in corporate/business-agency relationships wondering what the other side is thinking and doing. it is content our listeners want to hear and perspective we uniquely provide.
 - We also pull a lot of our topics from things that come up with our clients, in our coaching sessions or in our mastermind. So, we are in-touch with what all of you are pondering, being challenged by, wondering about. And frankly, we podcast about what frustrates us because we know we aren't the only ones.
 - Also, figure out how they will consume your content. Is it on the drive to work? May want to make your episodes 30 minutes or have mini segments (why we have QH now). Is it while doing other tasks? Make sure you repeat the points so they can follow and quickly jump back in if they get distracted, which is why we repeat the points. Are they avid podcast listeners or do they just hit them up every once in awhile? Have a mix of evergreen and timely content to keep them coming back.
 - We have had feedback that our episodes are 'jam-packed' and people felt compelled to make notes while they went but that is not conducive to how they are consuming the info. So, we created the worksheets to take the pressure off.
- Develop and activate a promotion plan.
 - Regardless of what route you take, you will have to promote the podcast. But how you promote can look very different especially since private podcasting is private, tends to be gated in order to control the following and/or for the purposes of monetization.
 - Promoting public podcasts (say that 5 times fast), requires a full court press on all your other marketing channels...social, newsletters, website, footer of your email, many are using texting now due to Meta's algorithms. The 2 biggest ways we have seen and experienced growth is in being on other people's podcasts or having others who have been on ours promote their MS episodes via their channels.
 - As you can expect, pitching to be on other podcasts can be a grind unless your popularity precedes you. There are many agencies who focus solely on booking, which is frankly how we found out about Nora. There is also an art to creating compelling assets that your guests want to share to make them look good.
 - We also reference podcasts episodes in other content, blogs, social posts, keynotes, workshops, pitches, panel discussions, and we use it as a CTA as an easy yet effective way for people to engage with us. Get them to the funnel.
- Create community.
 - This is probably the hardest thing to do but the biggest thing can get that flywheel going. The most popular public podcasters have heavily invested in creating and branding their community.
 - They incentivize them to engage (by engaging back or through give-aways) with the podcast and with each other, they refer and talk to their followers like they know them, create alternate ways of forging connection. They create an ecosystem around the podcast that draws in their audience by creating a place they want to be.
 - Some go as far as to brand the community: Michael Gervais has "Finding Mastery Tribe", make it tangible.
 - Community generates WOM, propagates culture, but you need to have a distinguishable brand to do this.
 - This is a hard nut to crack, but seems to be the next level of maturity with podcasts that have been around a while and are standing the test of time.