Podcast Promotion Checklist

Once your podcast is published, make sure your team follows this promotion checklist each time you release a podcast, new episode or series.



- [ ] Create a small intro of your podcast on iTunes that you can use to share on social media
- [ ] Make sure you launch your podcast with a least three (3) episodes
- [ ] All your social media should be set up and ready to start promoting with teasers
- [ ] Set up your podcast blog and post teaser content on your blog and social media
- [ ] Create a content calendar for your podcast releases and promotional content
- [ ] Create a few short audio/video snippets of your podcast that you can post on social media
  - [ ] Post a short audio/video clip on your Youtube podcast account
  - [ ] Post a short audio/video clip on your podcast Instagram account (reels and post)
  - [ ] Post a short audio/video clip on your podcast Facebook account
  - [ ] Post a short audio/video clip on your podcast Twitter account
  - [ ] Post a short audio/video clip on your podcast TikTok account
- [ ] Create images promoting your podcast on social media
  - [ ] Create a few image stories promoting your podcast on Instagram stories
  - [ ] Create a few image stories promoting your podcast on Facebook stories
  - [ ] Create an engaging post on your Instagram account
  - [ ] Create an engaging post on your Facebook account
  - [ ] Create an engaging post on your Twitter account
  - [ ] Create engaging pins promoting your podcast on your Pinterest account

- [ ] Make sure you have a link to your podcast on all your social media
- [ ] Submit your podcast to Podcatchers and other podcasts other than iTunes (like Spotify and Google Play)
- [ ] Post your podcast to your Youtube account also transcribe the podcast
- [ ] Create a blog post each time you release a new podcast, embed your Youtube video/audio into your post
- [ ] Look for opportunities to guest on other podcasts
- [ ] Look for promotional and interview opportunities on places like H.A.R.O

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