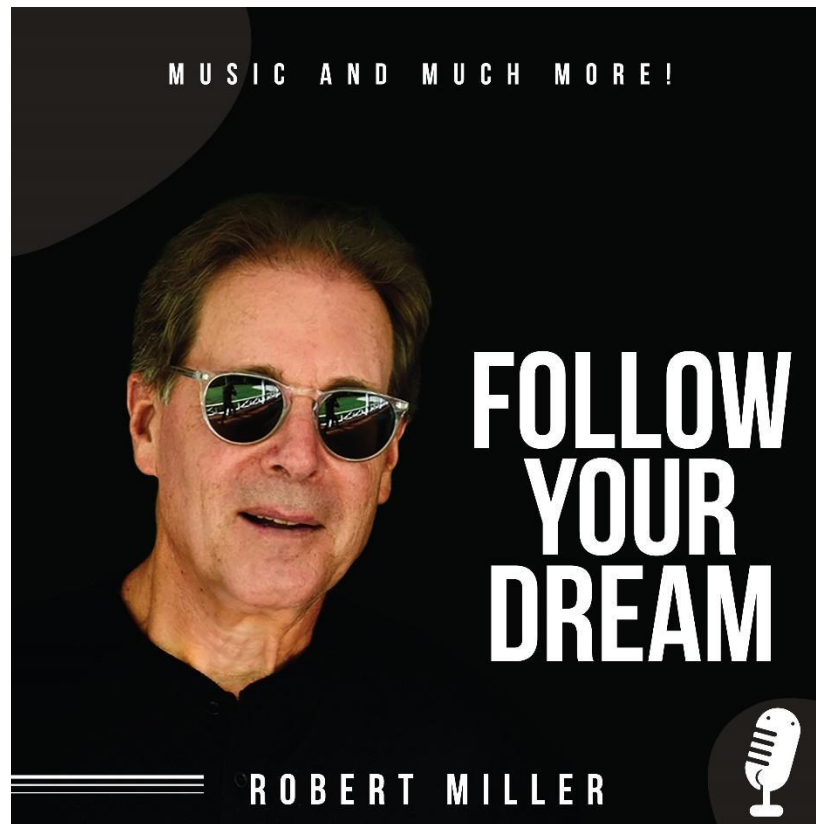


WESTCHESTER PC USERS GROUP
PRESENTATION BY ROBERT MILLER
“PODCASTING 101”



WHAT IS A PODCAST?

- Audio and/or Video communication/entertainment method
- Long form or short form
- Distributed via the Internet

HOW MANY PODCASTS ARE THERE?

- Estimated at over 2.5 million podcasts
- Only about 700,000 active
- Covering every subject you can imagine
- Numbered episodes, seasons, series
- Solo episodes, guests

HOW CAN PEOPLE LISTEN TO PODCASTS?

- Numerous podcast apps
- Download the app
- Listen and/or subscribe

VIDEO PODCASTS

- YouTube
- Facebook
- Repurpose

MY PODCAST: FOLLOW YOUR DREAM – MUSIC AND MUCH MORE!

- My podcast launched in March 2021
- I wanted to find a new creative outlet during the pandemic
- The theme of the podcast is to inspire and motivate people to follow and succeed at their dream
 - o Also to introduce my music to a new, broader audience
- I primarily interview guests, many of whom are famous musicians
 - o Also broadcasters, corporate executives, authors, dancers, etc
- Episodes generally are 30-40 minutes long
- Solo Episodes, Special Episodes, Bonus Music Episodes
- I treat my podcast like a radio show
- Entertainment, Education. I add music, schtick, etc.

MY PODCAST STATS

- My podcast currently has listeners in 192 countries
- This developed organically – the power of the Internet
- My podcast averages 4,000-5,000 downloads per episode

PODCASTING STATS - GENERAL

- Downloads are the major metric
 - o Must listen to ~90 seconds of an episode to count as a download
- Within the first week of release of an episode:
 - o More than 26 downloads – top 50%
 - o More than 72 downloads – top 25%
 - o More than 231 downloads – top 10%
 - o More than 539 downloads – top 5%
 - o More than 3062 downloads – top 1%
- Most popular apps: Apple Podcasts (30%), Spotify Podcasts (26%)
- 51% of downloads come from the US; 7% from the UK; 5% from Canada
- Mobile devices account for 89% of downloads

PROS/CONS OF PODCASTING

Pros

- Wonderful long form communication mechanism
- Establishes engagement at a much deeper level than typical social media
- Worldwide scope and reach
- Can make money/living from podcasting

Cons

- A lot of work!
- Weekly episodes

- Finding guests
- Interview arrangements
- Interview prep
- Recording
- Editing
- Marketing

TECHNICAL REQUIREMENTS/EQUIPMENT

- Limited technical requirements
- Computer
- Microphone
- Editing program or service
- Podcast platform
- Internet connection
- Website highly recommended

PODCAST PLATFORMS

- Numerous podcast platforms exist to host/distribute podcasts
- I use Simplecast
- Platforms host your shows and provide analytics
- Some assist with monetization

MARKETING

- Podcasts will spread organically
- But marketing is essential to enhance and hasten the growth
- Advertising
- Social media
- Email lists

MONETIZATION OPPORTUNITIES

- Advertising
- Affiliate sales
- Self-marketing
 - o Master classes
 - o Coaching

CONTACTS

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