

A close-up photograph of a hand placing a wooden block on top of a stack of other wooden blocks. The blocks are arranged in a stepped pattern, with each block slightly offset from the one below it. The text is overlaid on the middle of the stack.

HOW TO BUILD A GREAT PODCAST FROM SCRATCH

The fast and easy way to launch a podcast

Everyone has a podcast.

It certainly seems that way.

But it's still early days for podcasting. There are only one million podcasts, compared with more than 600 million blogs and 30 million YouTube channels.

There is plenty of time to launch a podcast to grow your business, or share your passions and interests.

As important, podcasts are an effective way to generate a lot of marketing and sales content. An interview can be repurposed into blog posts, eBooks, videos, and social media updates.

Last year, I launched a podcast, [Marketing Spark](#), which features interviews with B2B and SaaS marketing and entrepreneurs.

I'm kicking myself for not doing it a long, long time ago. A podcast has been a great way to power my marketing and connect with influencers, entrepreneurs, clients, and potential customers.

And here's the thing: launching a podcast is not hard....relatively speaking!

Sure, new skills have to be learned, but the tools and software are affordable and user-friendly; there's no need for fancy or expensive technology.



In this eBook, I'll walk you through the different steps to create a podcast from scratch. It's a journey with a series of must-do tasks but you'll learn a lot along the way and, hopefully, have fun.

Step #1: What are you going to talk about?

It's important to determine the podcast's focus to attract an enthusiastic audience. Is there a topic that you're really excited about - e.g., [The Beatles](#), B2B marketing, [model shipbuilding](#), chess, wine, or [Elvis Presley](#)? Once a topic is picked, search Apple Podcasts or Spotify for similar podcasts to discover the top podcasts.

Don't be discouraged if there are many podcasts about the same topic. The key is discovering a way to stand out, even in a small way. Maybe approach a topic from a different angle or format. For example, your podcast could be 15-minutes and it is published every day.

Step #2: How often and how long?

Podcasts take hours to arrange, record, produce and promote.

My podcast is only 25 minutes, but it takes three to four hours a week to put it together when taking into account potential guests, doing the interviews, editing, and promotion.

You also need to decided on the length of each episode (most are 30 to 60 minutes) and how often your podcast is published - e.g., daily or weekly.

Be realistic about the time you want to invest. Maybe a weekly or bi-weekly, 30-minute podcast is the way to start. The key is consistency. To make a podcast part of your routine and build an audience, it needs to happen regularly.

Step #3: Format

Will you be the only person on the podcast, have a co-host, or interview guests? If it's just you, a podcast can be created quickly and easily. Pick a topic, write a script or talking notes, and hit "record"! With a co-host, you will need to arrange schedules and decide on topics.

Interviewing guests is a great format; variety is the spice of life! But having guests means identifying, inviting, and interviewing them. Again, it's about how much time you're willing to commit. Tip: Calendly is a great tool to schedule interviews.

Step #4: What's in a Name

Your podcast will need a name; don't use the same name as an existing podcast. Search Apple Podcasts to see if the title you want is already in use.

I selected Marketing Spark because I had written a book using the same title. When I launched the podcast, I was lucky no one was using Marketing Spark.

Select a name that makes podcast's focus clear. A good example is Sweet Fish Media's "B2B Growth" podcast. It's not the sexiest name but it has a high ranking when people search for B2B podcasts on Apple.

Step #5: Design a logo.

Make it something that captures someone's attention when they're scrolling through podcasts on a directory or via a podcast app like iTunes or Spotify.

Different platforms will have unique specifications. For Apple, the logo needs to be at least 1400 pixels by 1400 pixels.

Use a service like [Canva](#) or [Crello](#) to create a logo for free, or use a paid service like 99Designs or [Fiverr](#).

Step #6: Software and hardware

Once you're committed to launching a podcast, you can get started by using a free service like [Anchor](#) or using an iPhone app. A basic podcast "studio" can be built with inexpensive hardware and software. In time, you can upgrade your gear.

Here's some advice on the basics:

- Microphone: There are many options, but the most popular are the [Blue Yeti](#) and the [Audio-Technica ATR-2100](#). A more expensive option is [RØDE's Podcaster](#).
- Pop filter, an inexpensive piece of equipment that blocks popping sounds when saying words, for example, that start with "P."
- Microphone stand: Use a desktop stand or a microphone arm. I suggest buying a microphone arm that attaches to your desk. For \$30 to \$40, it makes recording podcasts easier and better. And you'll look cool when doing a video podcast!
- You'll need a place to host your podcast. There are dozens of options. Some of the popular hosts are Libsyn, [PodBean](#) (which I use), [BuzzSprout](#), and Castor. Look to spend \$15 to \$30/month.

Once a podcast is created, an RSS feed is generated. You'll need it to submit your podcast to Apple for approval. You should also submit the podcast to other networks like Spotify, Stitcher, and Google.

This can happen via your media host or by visiting each platform. Another easy and smart move is to submit your podcast to podcast directories.



- Recording: Again, there are multiple options. Initially, I used [Zoom](#) to record video and audio interviews with guests. I like Zoom because you just have to click on "Record" and the audio and video are saved to your computer or the cloud.

I then moved to [Zencastr](#), which offers a free and a \$20 version. I like Zencastr because there's a post-production (\$3/hour for free accounts) that normalizes different voice levels. It meant that I didn't have to adjust the levels or hire someone to edit it.

Podcasts can also be recorded using tools like Audacity, [Adobe Audition](#), Apple's GarageBand, [Riverside](#) and Skype.

- Intro music: To provide your podcast with personality and set the tone, use music to start and end your show. A good places to discover a variety of music is [PremiumBeat](#).

- Editing: For podcast editing, the most popular option is [Audacity](#), a free, open-source software. It only took me a few days to learn how to use it. There are thousands of YouTube videos to learn any Audacity feature. [Mike Russell's YouTube channel](#) has dozens of great tutorial videos. Higher on the editing food chain is Adobe Audition, Hindenburg Journalist, and GarageBand

Publish three or five episodes before launching your podcast.

1. It creates the impression that it's legit. A single podcast looks lonely!
2. It allows people to sample different podcasts to see if it meets their interests.
3. It's good practice. The fifth podcast will be a lot better than the first podcast.

On the day the podcast is officially launched, get friends, family, and colleagues to subscribe, rate, and comment on iTunes. It is a great way to let Apple know that your podcast exists and it boosts searchability.

Step #7: Create a Landing Page

Your podcast needs a place to live. Most podcast hosts let you create a landing page on their Websites, but the design options are, frankly, limited, and you may have to pay to use your own domain.

Instead, create a landing page on your Website. Highlight the podcast's topic, different subscription options (e.g., Apple, Google, Spotify, Stitcher), and the services or products that you offer. It is also good for search engine optimization.

Embed your podcasts on the landing page to make it easy for people to listen easily and quickly.

Step #8: Show Notes

For every podcast, write a blog post that summarizes the episode and provides information about the guest. Links to the different podcast platforms (e.g. Apple, Spotify) can be inserted, or you can embed the podcast in the post.

To create show notes, transcribe the podcast using tools like [Rev.com](#) (\$1/minute), Otter.ai (\$10/month), or [Descript](#) (which offers two hours a month of free transcription services).

Review the transcription to identify the most interesting ideas or stories for a blog post. As well, think about the keywords that will drive SEO.

Then, write a 500 to 600-word post that tells a good story and has information about your guest. Some podcasters include the entire transcription on their posts.

Step #9: Promotion

As I mentioned earlier, creating a podcast is easy (relatively speaking!). The biggest challenge is distribution, so your great work can be heard far and wide.

There are some ways to share your podcast:

- Create a video version and upload it to YouTube, the world's second-most-popular search engine. If you record audio, convert the file (MP3) into an MP4 using a service like [Zamzar](#) and Adobe.

Record podcasts in video and audio. Zoom does it automatically, while Zencast recently launch a video beta.

- Create audiograms, short audio excerpts (one to two minutes) featuring good sound bites to embed in social media updates. I use [Headliner](#), which converts audio into a video. Then, I combine a clip from the audio, the guest's name, and my podcast's logo. Here's an example of a sound bite [shared on Twitter](#).

- Write blog posts based on the interview. Showcasing someone's expertise is a great way to create high-value content. This content can be shared on social media, depending on how your target audiences consume content.



- LinkedIn: create a 150 to 200-word post and insert a link to the podcast in the comments. Write a story using a topic from the podcast rather than simply announcing the podcast is published. You can also upload an audiogram (video). Tag your podcast guest.

- Twitter: Post updates with a link and an audiogram on the day the podcast is published, the following day, and the next week.
- Facebook: Post an update, link, and audiogram on your personal page and any company pages

Another promotion tactic is tapping your guest's networks. The day before your podcast goes live, send an email to the guest with a link to the podcast and the show notes. To make it easier for them to promote, create updates for LinkedIn and Twitter and attach your podcast's logo.

To share a link to Apple, Google, Spotify, etc., the podcast has to be published. Let your guest know in advance about the publishing date, and then send the link when the podcast goes live.

#10 Inviting guests

Here's the dirty secret about podcasting: people love to be on podcasts. It's an opportunity to attract the spotlight, and people love to talk about themselves. It's easier to approach someone you know but cold outreach also works (for now).

My approach is simple. I reach out via email or social media using this message:

Hi, [name]

I do a podcast, Marketing Spark, that features conversations with marketers and entrepreneurs in the trenches about the lessons they have picked up along the way. The podcast is only about 25 minutes, so it's short and sweet! It would be great to have you as a guest to get your insight about [insert topics]. Would you be interested?

Mark

Final words:

Podcasts are a lot of fun AND a lot of work. A key to success is publishing consistency, whether it's daily or weekly. You'll get into a rhythm, and your audience will know what to expect. Happy podcasting!

About



My name is Mark Evans and I'm a fractional CMO for B2B and SaaS companies that want to attract and engage better customers. I specialize in brand positioning and messaging, strategic planning, and tactical oversight. I work with companies as a part-time CMO, strategic advisor, and coach/mentor.

Let's connect to jump-start your marketing and podcast activities!



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Other things to check out:

- [Marketing Spark podcast](#) (25-minute interviews with B2B and SaaS marketers and entrepreneurs)
- My [weekly newsletter](#) featuring hand-picked content about marketing, sales, and growth.
- *Marketing Spark* ([the book](#)), a DIY guide to marketing and brand storytelling.



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