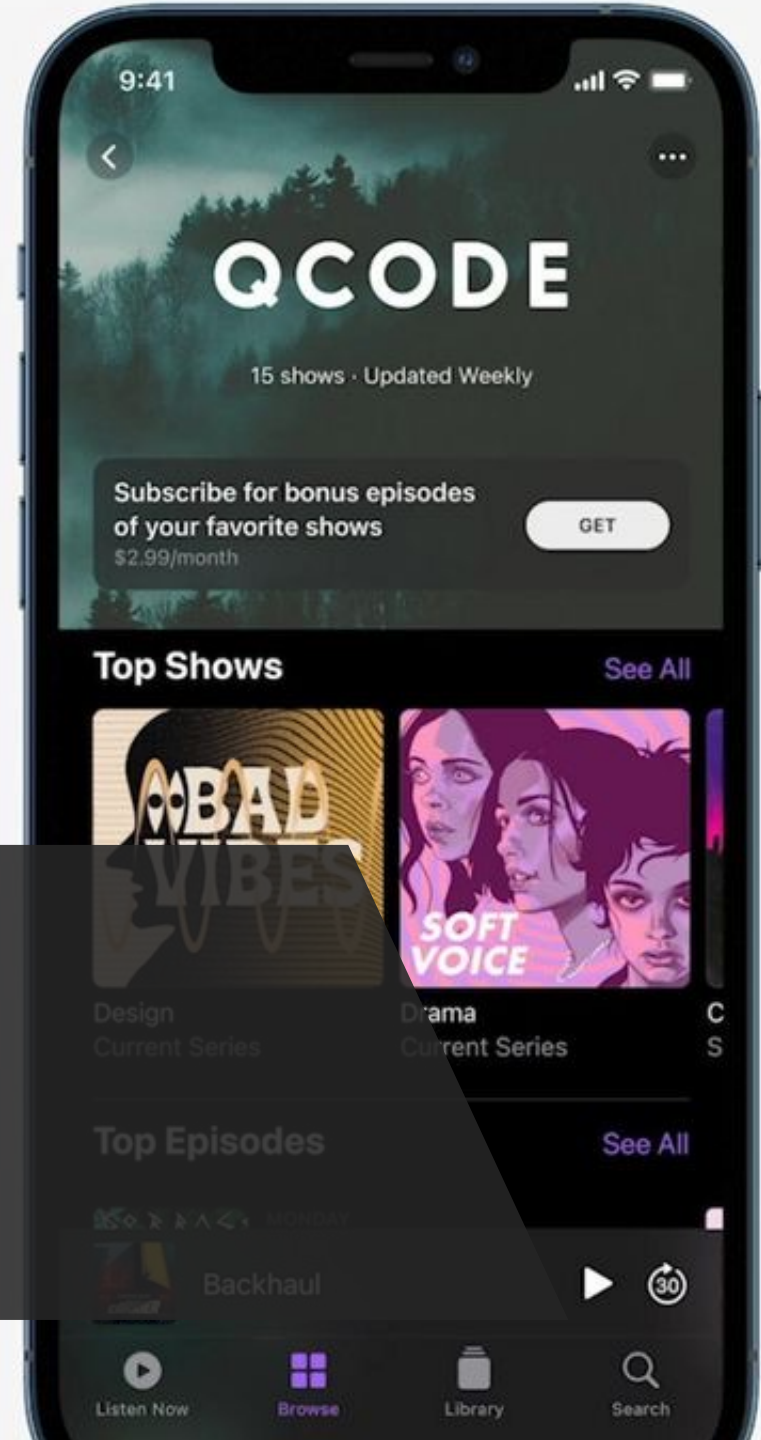
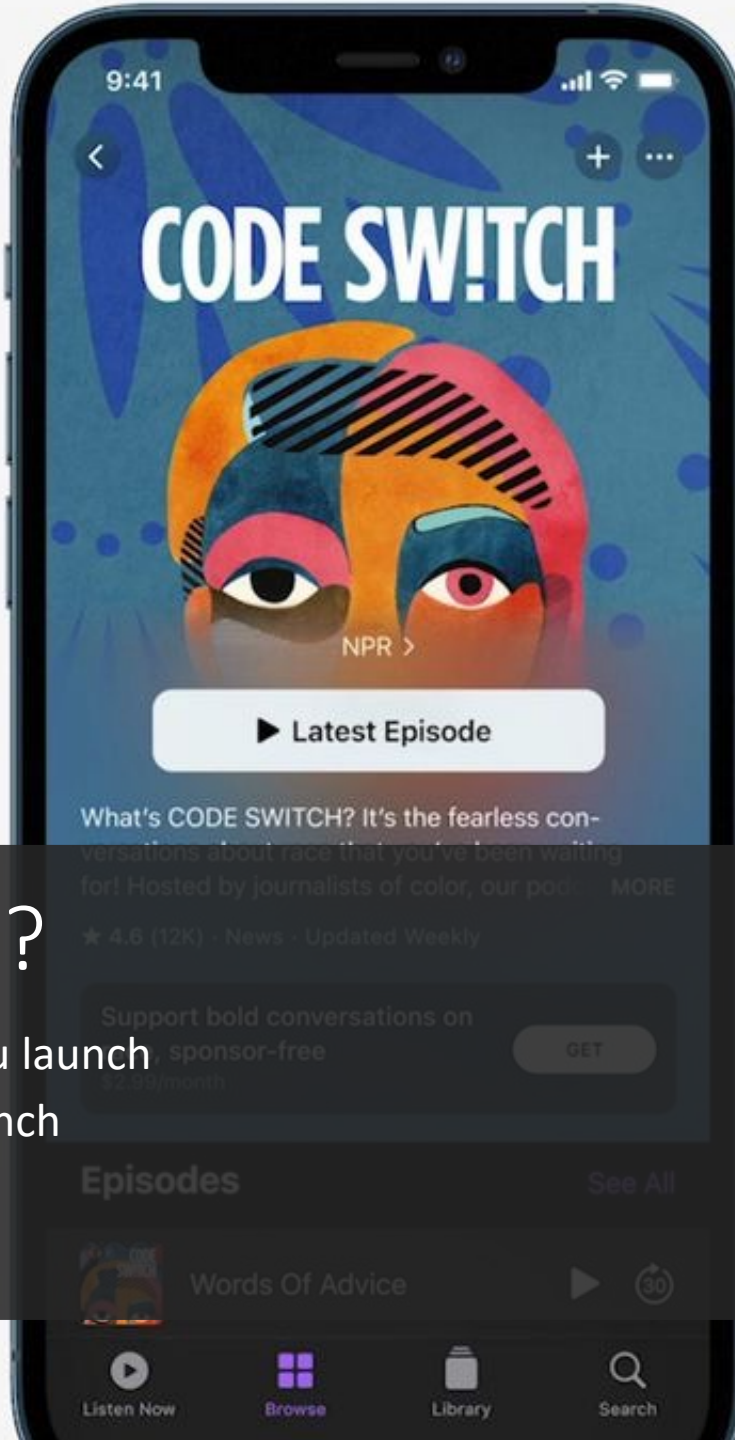
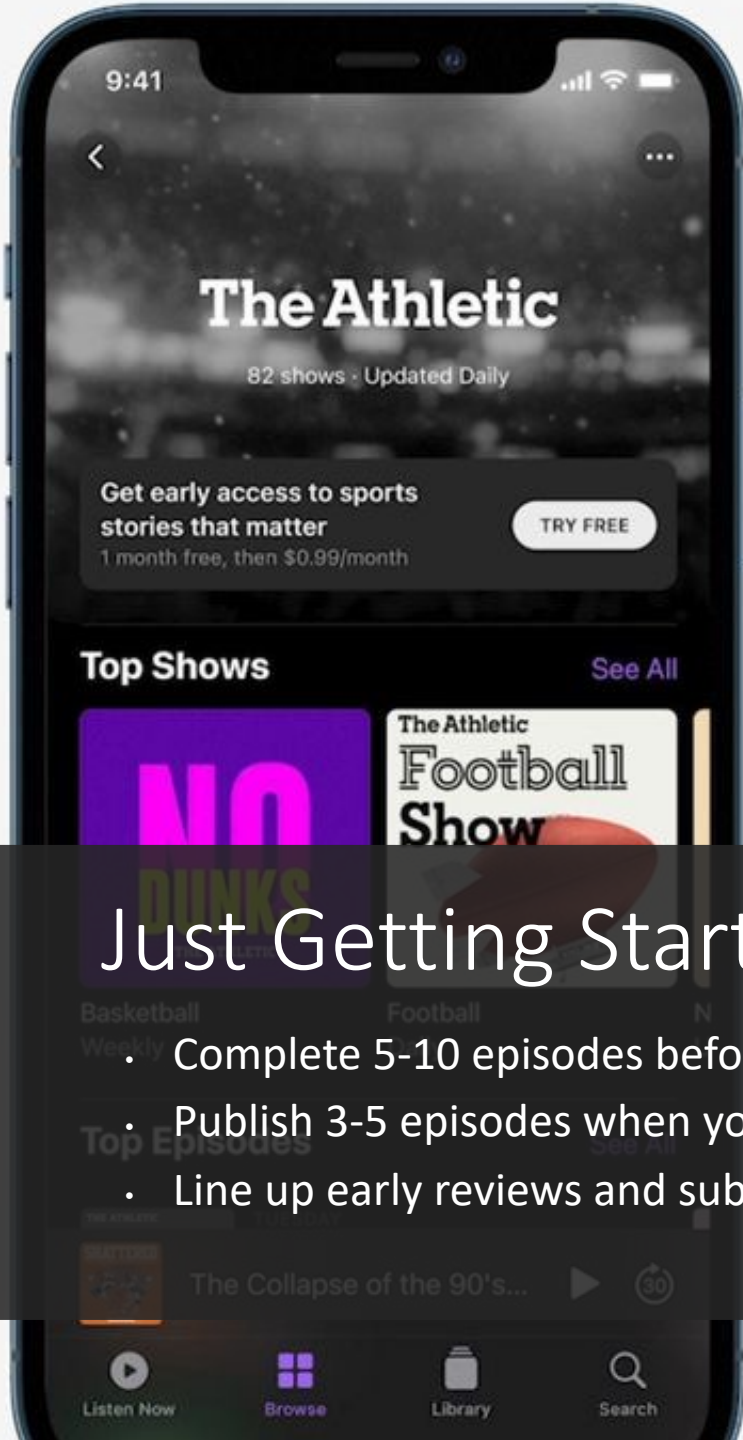


# PROMOTING YOUR PODCAST

Guide to growing your podcast

**C-SUITE** NETWORK™



## Just Getting Started?

- Complete 5-10 episodes before you launch
- Publish 3-5 episodes when you launch
- Line up early reviews and subs

## New & Noteworthy



David Tennant Does  
a Podcast With...  
Somethin' Else & No ...



She's a Punk  
Siobhan Woodrow



Movies are Awesome  
Nathan Pottle



Hatchling  
Bryan the Girl





# How to leverage iTunes?

- 70% of listens and downloads happen on iTunes
- Consistency matters!
- Quality over quantity?
- Create stunning cover art



# Podcast Cover Art Maker & Templates

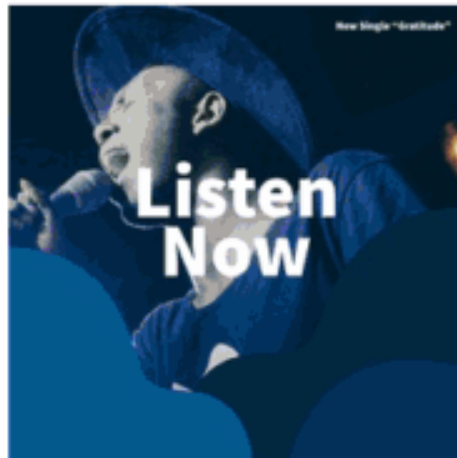
Create a custom cover artwork that serves as the perfect visual representation of your podcast.

Create now for free

MADE IN  
*Canva*



Edit this template



Edit this template



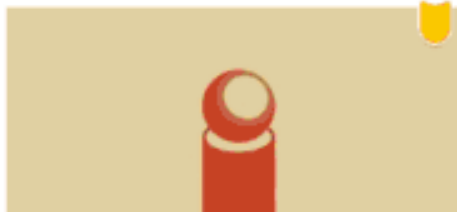
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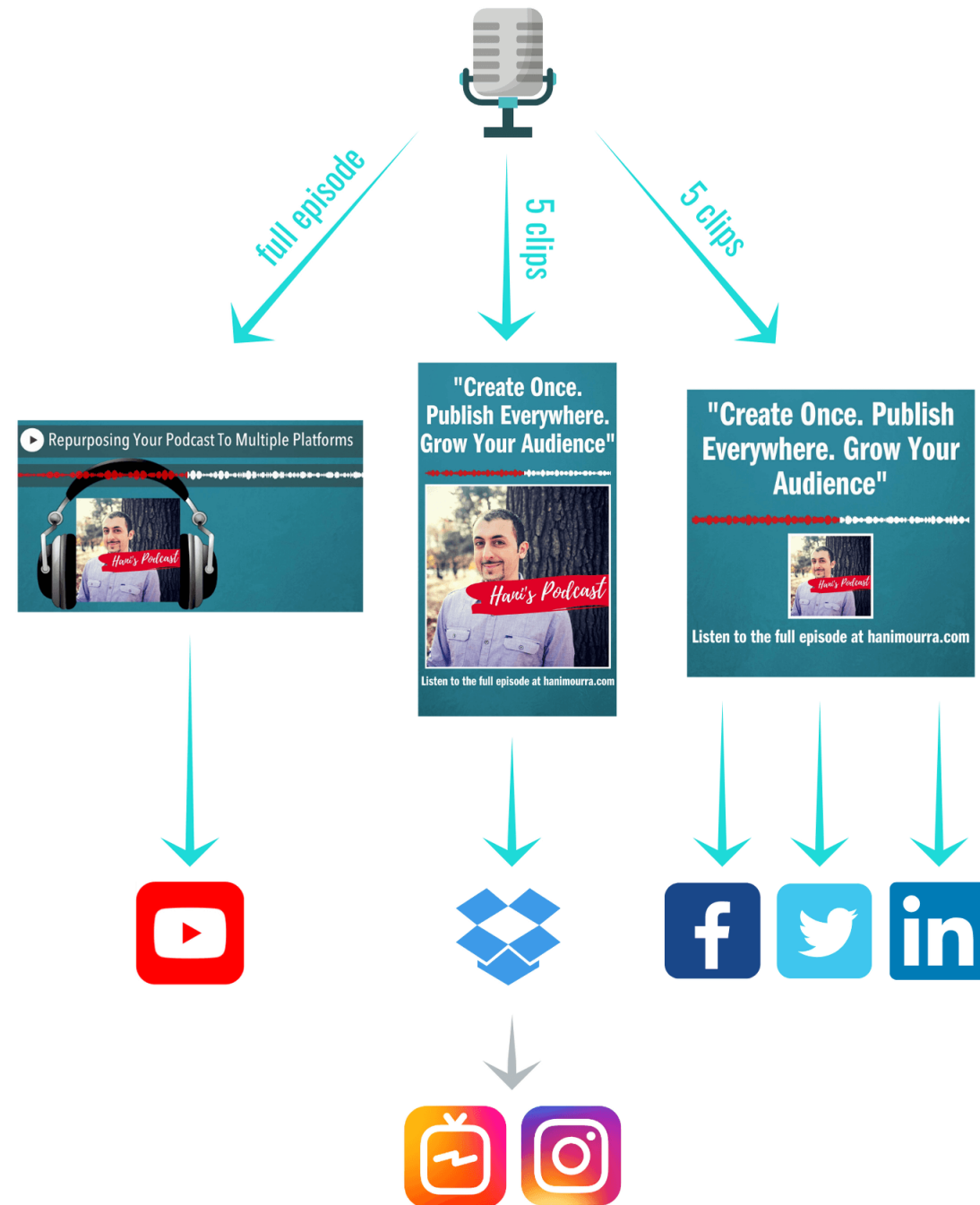
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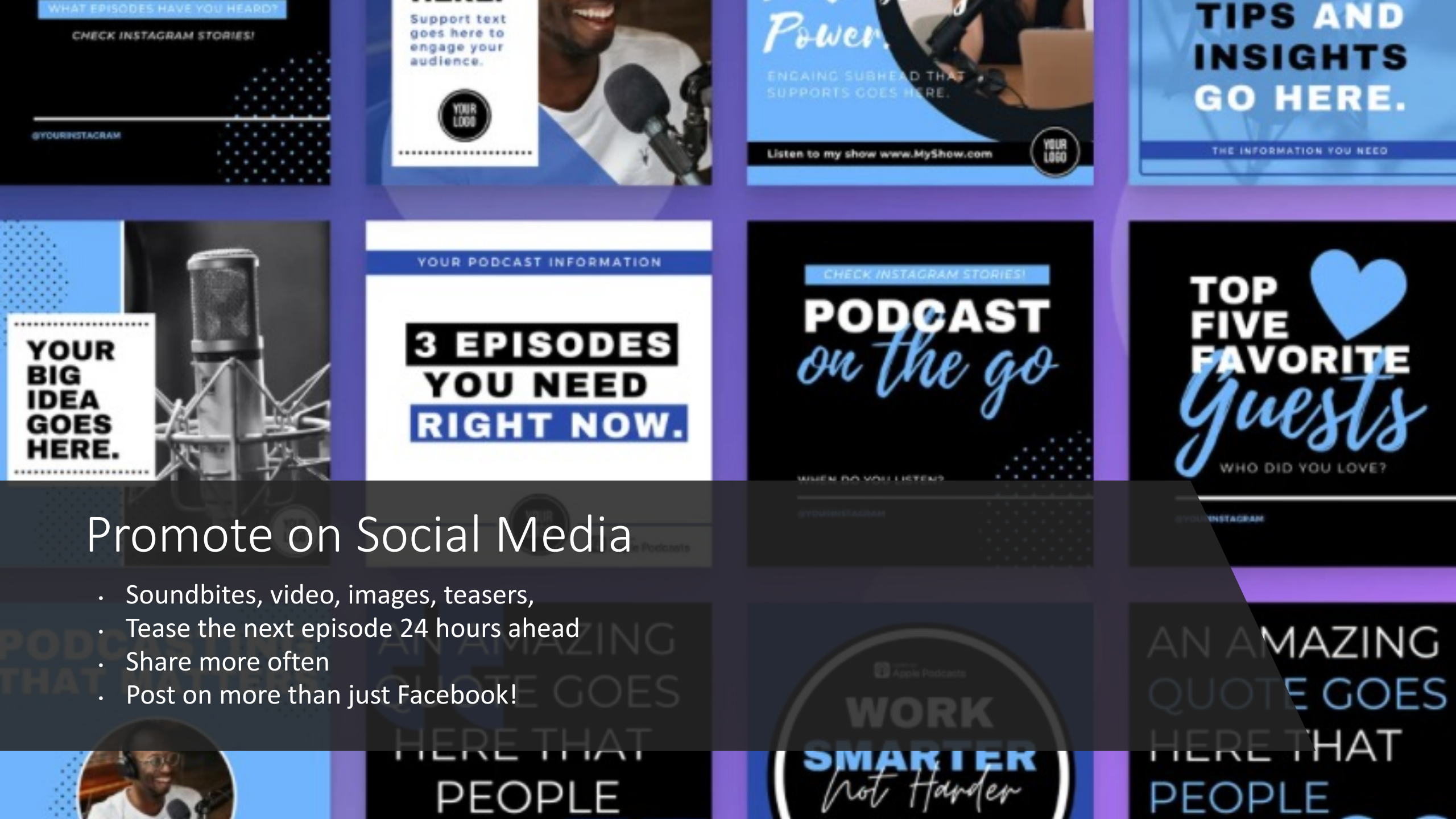


Edit this template



Podcast  
directories are  
like movie  
theaters





## Promote on Social Media

- Soundbites, video, images, teasers,
- Tease the next episode 24 hours ahead
- Share more often
- Post on more than just Facebook!



C-SUITE NETWORK

DON'T BE AFRAID TO MAKE YOUR  
BRAND'S VALUES PUBLIC



All teams and companies are in the business

EMOTIONAL VS. RATIONAL  
WHICH ONE ARE YOU?



and knees and admit that fact

C-SUITE NETWORK

C-SUITE NETWORK

ANDREW ZIMMERN  
SAYS HIS TV SHOWS  
HAVE A "TROJAN HORSE"



SHARE THIS

LIVE

to people that otherwise

# Micro Content

87% of all content is consumed on social media

# Convert Audio & Video To Text

Humans Working Side By Side With The Best Speech-to-Text AI

## Transcription

**\$1.25 per minute**

Convert audio or video to text

## Captions

**\$1.25 per minute**

Caption your videos

## Foreign Subtitles

**\$3-7 per minute**

Translate your videos with foreign subtitles

## Turn Your Episode into an Article

- Zoom
- Rev.com or Fiverr

LEARN MORE

LEARN MORE

LEARN MORE

## Scooping Up Authentic Leadership Lessons with Ben & Jerry's CEO, Matthew McCarthy

NOVEMBER 11, 2020

Everybody loves the ice cream man. And man, I may have interviewed one of the best men in the ice cream business – definitely one of the most authentic business leaders.

Matthew McCarthy is the CEO of **Ben and Jerry's**, one of the world's most recognizable ice cream brands. One of the main things they are known for are **far-out flavors** like Half-Baked, Chunky Monkey, Chubby Hubby, and Cherry Garcia (my favorite), just to name a few.

Ben and Jerry's is also known for being a company that "picks a side" on hot button issues like racism, the environment and voting rights, even within the corporate confines of international conglomerate, **Unilever**. In fact, before taking the helm at Ben and Jerry's, Matthew ran **Axe**, the male-centered body spray known in its early years for what some would call brash marketing.

Our interview took place during a recent **C-Suite Network** Digital Discussion where we talked about flavors of leadership, causes, and caring, or as Matthew called it, the "Chunks and Swirls" of business.

We started the conversation with me asking if they were afraid to 'piss people off' with the social causes they support. Just like the company itself, Matthew wasn't shy with his answer.



as simple as wanting to be more sustainable. He threw an impressive figure to prove his point – 75 percent of consumers think recycling is harder than doing their taxes. "Consumers expect us to be part of the solution and help out," Scott said. He continued, "We believe strongly that you can do good and do well as a business."

These directives don't live in a vacuum – but they come down straight from the top. Their shareholders play an integral role in the company's sustainability efforts. For them, it's a simple equation, improve shareholder results by increasing sustainability; it's not a trade-off. The proof is in the numbers and their stock prices. Scott says that "In the end, it's all circular. If you think of plastic as a packaging component, you have to make sure we're investing in that entire ecosystem." Basically, sustainability is good for business. It drives stock prices up, gives the brand more notoriety in the sustainable ecosystem, and the customers reward you with their loyalty. It is truly a full circle.

Like every other business out there, PepsiCo has been touched by the effects of COVID. With foodservice representing 20 percent of their total business, a \$5 billion business, Scott describes "foodservice" as "where you are when you are not at home," which translates to stadiums, restaurants, schools, theaters, etc. It's obvious that industry has taken a huge hit; however, Scott is proud of the way the company responded to help – not just their own employees, but the communities they serve.

The first thing they did was look after their own people in the frontlines – those in stores and those serving others. Scott says they've come closer as a result of these efforts. The next thing they did was pivot to meet their customers' needs, especially around deliveries. They have partnered with the Great American Takeout and Drinks On Us, a part of the Global Citizen program. PepsiCo has also raised money, \$24 million, by partnering with Guy Fieri and the National Restaurant Association.



This shift was not in the plans back in February, so like everyone else, they've shifted to put processes in place to help others. I firmly believe it's our duty as "Business First Responders" to take care of our employees, customers, and clients.





## Tools to Convert Your Podcast Content

- Audiograms: [Getaudiogram.com](https://getaudiogram.com)
- Podcast to video: [Wavve.com](https://wavve.com), [Headliner.com](https://headliner.com)
- Audio to text: [Zoom](https://zoom.us), [Rev.com](https://rev.com)

# Social Post Templates

- Canva
- Fiverr
- Creativemarket.com



# Leverage Your Guest's Audience

Make it easy for your guest to share

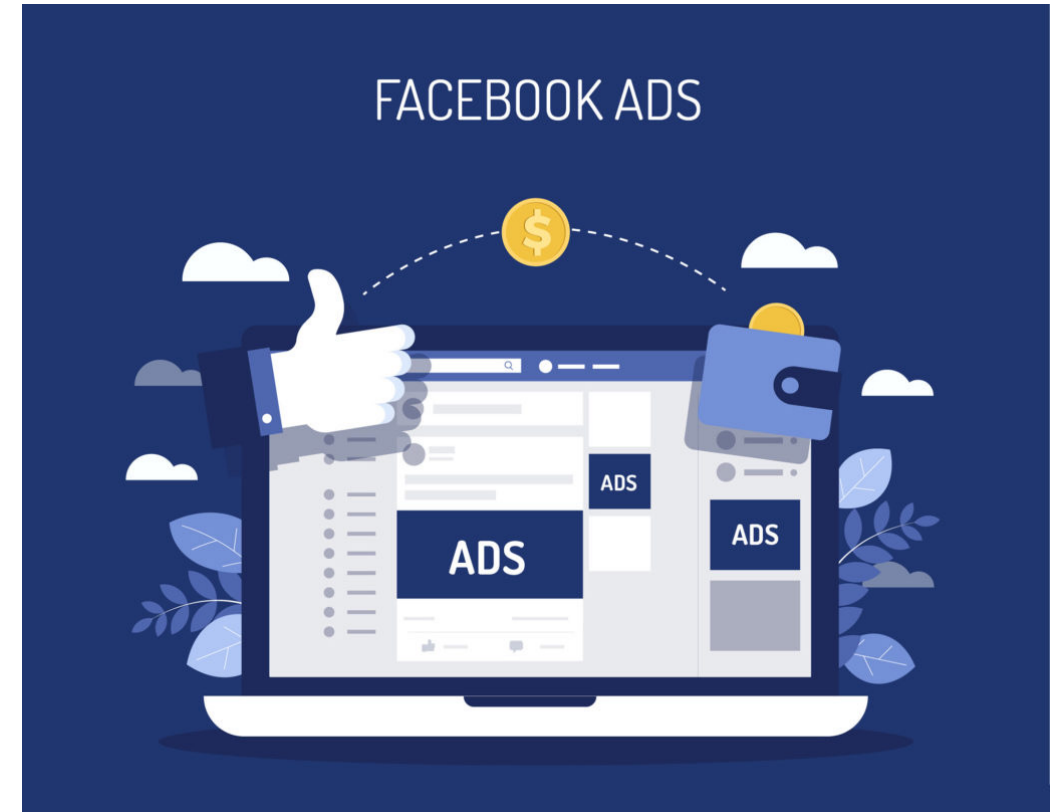
- Quotes, images, audiograms





# Facebook Ads

- Facebook ads
- **HINT:** Target 1 interest



# Talk to Your Listeners

Ask for feedback (cover art, guests, topics)



# Be a Guest on Other Podcasts

- . The audience you want is already listening
- . Cross promote shows



# Find Online Communities

- LinkedIn/Facebook Groups
- Clubhouse meet and greets

# Add Calls to Action!

- . Tell listeners where to subscribe, download resources, purchase

# Create a Website for Your Podcast

- Don't rely on directories



TRENDING NOW Robots helped inspire deep learning might become



IPHONE

Canon XC10 4K Digital Camcorder Is Out: Versatile And For Only \$2,500

Armin Vans - May 4, 2015

REVIEWS

Apple Server Most Powerful rack optimized server

IPHONE

Building an API in 60 seconds, without any server setup

PHOTOGRAPHY

A first glimpse at Java 9: Early access release of JDK9 on OpenJDK

ANDROID

Announcing a specification for PHP

Armin Vans - May 4, 2015

ANDROID

Robots helped inspire deep learning might become

APPLE

Lea Michele Flaunts Cleavage In White-Hot Dress For SOP Premiere

MOST POPULAR

All Mobile Android Windows phone iPhone Apple More ▾

STAY CONNECTED

f 21,763 Fans LIKE

t 2,506 Followers FOLLOW

▶ 17,500 Subscribers SUBSCRIBE

Media Sites

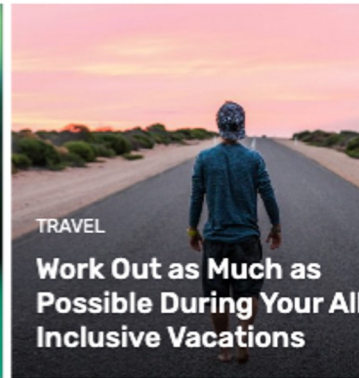
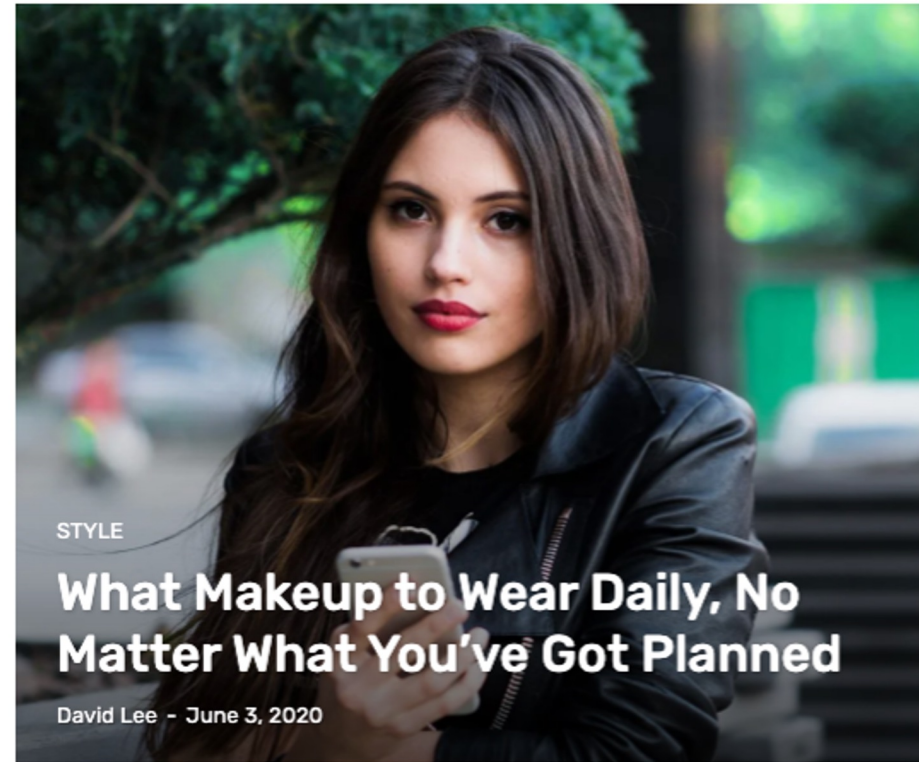


# #1 Selling Media Theme On WordPress

Turn Your Content into a Media Site For Your Industry!

[Themeforest.com](https://themeforest.com) (Newspaper theme)

TRENDING NOW The Weirdest Places Ashes Have Been Scattered in South America



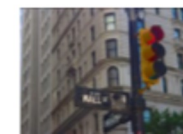
## GLOBAL NEWS

All



**More and More People Stay Home as Coronavirus Spreads**

June 3, 2020



**The Real Economy Has Never Been Tested by a Pandemic**

June 3, 2020

# Know Your Audience!

- Don't rely on directories



# Research Your Keywords

<div><div>+ Volume...</div><div>+ Competition...</div><div>+ IAAT...</div><div>+ Questions...</div></div>				
<input type="checkbox"/> Keyword		Volume <sup>?</sup>	Comp. <sup>?</sup>	IAAT <sup>?</sup>
<input type="checkbox"/> digital marketing		52,736	44.77	74,141
<input type="checkbox"/> digital marketing agency		9,723	25.47	5,514
<input type="checkbox"/> what is digital marketing		8,580	11.84	162
<input type="checkbox"/> digital marketing jobs		6,733	13.4	287
<input type="checkbox"/> digital marketing salary		6,164	7.26	17
<input type="checkbox"/> digital marketing mana...		5,622	17.21	908
<input type="checkbox"/> marketing digital		4,302	31.32	14,295
<input type="checkbox"/> digital marketing course		2,757	19.07	1,454
<input type="checkbox"/> digital marketing mana...		2,406	8.02	27
<input type="checkbox"/> digital marketing speci...		2,290	15.11	499
<input type="checkbox"/> digital marketing servic...		2,035	18.9	1,396
<input type="checkbox"/> digital marketing certifi...		1,941	9.58	61



# Discover Content Ideas

## Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

Content Marketing



English / United States



**SEARCH**















## KEYWORD IDEAS

SUGGESTIONS

RELATED








QUESTIONS

PREPOSITION

KEYWORD ?		TREND ?	VOLUME ?	CPC ?	PD ?
content marketing			14,800	\$11.64	29
content marketing institute			2,400	\$12.13	10
content marketing strategist			1,900	\$16.04	32
content marketing strategy			1,900	\$23.63	36
content marketing world			1,900	\$7.94	6
content marketing agency			1,300	\$20.02	43
content marketing examples			1,000	\$9.80	11



# Content Ideas: content marketing

<input type="checkbox"/>	PAGE TITLE URL <span>?</span>	
<input type="checkbox"/>	<b>Marketing</b> Legend Seth Godin on the Future of Branded <b>Content</b> contently.com	
<input type="checkbox"/>	How To Write a Small Business <b>Content Marketing</b> ... - WPS Office Blog blog.wps.com	
<input type="checkbox"/>	29 Essential <b>Content Marketing</b> Metrics huffingtonpost.com	
<input type="checkbox"/>	To Make Your Logo (and Business) Sparkle, Reach for the Star   KOTAW <b>Content Marketing</b> kotawcontentmarketing.com	
<input type="checkbox"/>	How To Create An Easy <b>Content Marketing</b> Strategy You'll Actually Use forbes.com	
<input type="checkbox"/>	How to Hire a <b>Content Marketing</b> Manager digitalmarketer.com	
<input type="checkbox"/>	(and Useful) Platform for B2B <b>Content</b> Creation ... - Web <b>Marketing</b> Pros webmarketingpros.com	

# AnswerThePublic.com

**Discover what people are asking about...**

Content Marketing

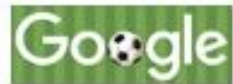
**Search**

content marketing

product

Use 1-2 words for best

# Discover Where Google Sends Your Traffic



|content marketing



content marketing  
content marketing **institute**  
content marketing **strategy**  
**hubspot** content marketing **certification**  
**types of** content marketing  
content marketing **agency**  
**video** content marketing  
content marketing **jobs**  
**benefits of** content marketing  
content marketing **examples**

*Report inappropriate predictions*







”

People go to  
Paid Traffic for  
one reason...  
immediate  
results.

- PERRY BELCHER  
Principal, War Room

HOW TO SEE 3X  
MORE TRAFFIC FOR  
1/3 OF THE COST

with PERRY BELCHER  
Principal, War Room  
[WarRoomMastermind.com](http://WarRoomMastermind.com)



HOW TO SEE 3X MORE TRAFFIC  
FOR 1/3 OF THE COST



with PERRY BELCHER  
Principal

People go to Paid Traffic  
for one reason...  
immediate results.

- PERRY BELCHER  
Principal, War Room



WAR ROOM

Repurpose Your  
Content

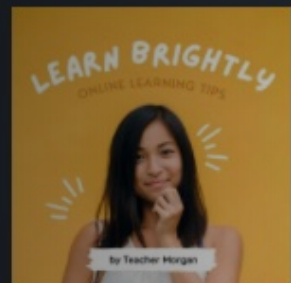


Recently used

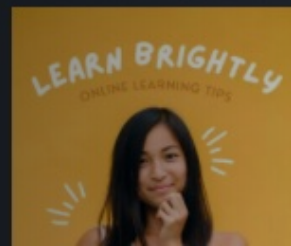
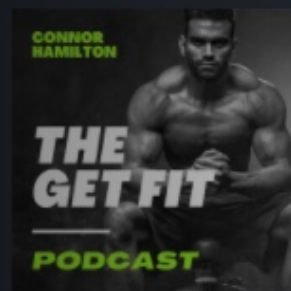


For you

See all



All results



Canva.com



+ Add page

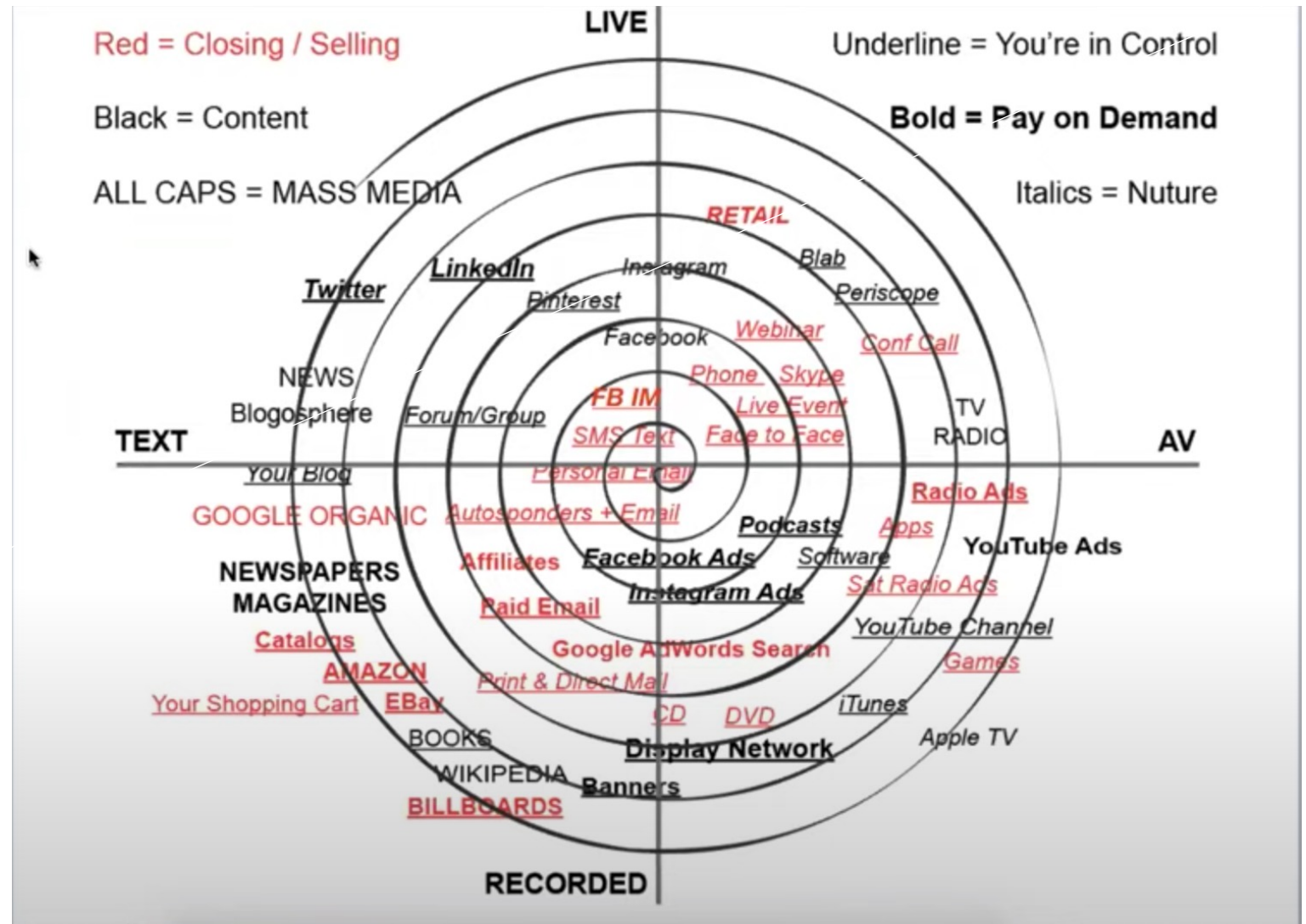
21%



Help ?



# It's Just Content...





How We Create  
Leads *WHILE*  
Creating Content

STRESSED OUT?  
TAKE A BREATH.  
TAKE A BREAK.  
IT MATTERS.



**SETH GODIN**

Author & Entrepreneur,  
Do You Zoom, Inc

**THIS IS MARKETING:**  
CONVERSATION WITH SETH GODIN

**DIGITAL DISCUSSION**

## The "C-Suite" Model

**C-SUITE NETWORK**



**CHRIS SILCOCK**

Hilton Worldwide, Executive  
Vice President & Chief  
Commercial Officer

**TRANSFORMING BUSINESS  
MODELS THROUGH ANALYTICS**

**LEADERSHIP SERIES**



**Barbara Franklin**

President, Barbara Franklin  
Entrepreneurs & Former  
US Sec. of Commerce



**Melyssa Barrett**

Vice President, Vice  
& Co-Chair, C-Suite  
Network's Diversity Council



**Evelyn Sanguinetti**

Executive Director,  
HOFE Fair Housing Center  
Former Sec. of State, Illinois

**GENDER PARITY GAP -- WHY DO WE STILL HAVE A GAP IN  
BOARDROOMS, HALLS OF CONGRESS, AND THE C-SUITE**

WEDNESDAY, AUG 19 @ 2 PM ET

**DIGITAL DISCUSSION**



# Invite to Special Event

- Email invites
- LinkedIn to Opps
- Member Yes or No?






# How to Get on Podcast Directories?







**THE AVERAGE ADULT  
NOW CONSUMES  
11 HOURS  
OF MEDIA CONTENT  
EVERY. SINGLE. DAY.**

the question is... how do we capture their attention NOW?

C-SUITE NETWORK™



# **CREATE** Content Editorial Calendar

- Get a 50k foot view of your content
- Identify milestones
- Spot gaps
- Manage backlinking

# Annual Content Marketing Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

[illegible]



# Weekly Social Media Schedule

MONDAY					
TWITTER					
TIME	CONTENT TITLE	COPY	PHOTO	LINK	CLICK ENGAGEMENTS
12:30 AM					
4:30 AM					
8:30 AM					
12:30 PM					
4:30 PM					
8:30 PM					
FACEBOOK					
TIME	CONTENT TITLE	COPY	PHOTO	LINK	CLICK ENGAGEMENTS
2:30 AM					
6:30 AM					
10:30 AM					
2:30 PM					
6:30 PM					
10:30 PM					
INSTAGRAM					
TIME	CONTENT TITLE	COPY	PHOTO	LINK	CLICK ENGAGEMENTS
8:00 AM					
12:00 PM					
8:00 PM					
YOUTUBE					
TIME	CONTENT TITLE	COPY	PHOTO	LINK	CLICK ENGAGEMENTS
8:00 AM					
12:00 PM					

# Business Headline Sample List

- 1
- 2
- 3 The No-Brainer's Guide To: \_\_\_\_\_
- 4 All You Need To Know About: \_\_\_\_\_
- 5 Your One Stop Guide To \_\_\_\_\_
- 6 How To Do \_\_\_\_\_ The Smart Way
- 7 The Definitive Guide To \_\_\_\_\_
- 8 The Ultimate Guide To \_\_\_\_\_
- 9 A Step-By-Step Guide To \_\_\_\_\_
- 10 The Only Guide You Need To \_\_\_\_\_
- 11 How To Drastically \_\_\_\_\_ In [X] Easy Steps
- 12 How To Drive \_\_\_\_\_ Without \_\_\_\_\_
- 13 How To Create \_\_\_\_\_ The Most Simplest Way
- 14 How To Skyrocket Your \_\_\_\_\_ The Smart Way
- 15 How To Reach Your \_\_\_\_\_ Without Having To \_\_\_\_\_
- 16 How To Leverage \_\_\_\_\_ To \_\_\_\_\_
- 17 The Practical Guide To \_\_\_\_\_ For \_\_\_\_\_
- 18 How To Catapult Your \_\_\_\_\_ Using \_\_\_\_\_
- 19 How To Increase \_\_\_\_\_ And \_\_\_\_\_ Quickly
- 20 How To Quickly \_\_\_\_\_
- 21 The Complete Beginners Guide To \_\_\_\_\_
- 22 An Advanced Tutorial On \_\_\_\_\_
- 23 Taking Your \_\_\_\_\_ To The Next Level Using \_\_\_\_\_
- 24 How To Use \_\_\_\_\_ To \_\_\_\_\_
- 25 How To Make \_\_\_\_\_ When \_\_\_\_\_
- 26 Rock Your \_\_\_\_\_ Using My \_\_\_\_\_
- 27 How To Really \_\_\_\_\_
- 28 The No-Nonsense Guide To \_\_\_\_\_
- 29 The Simple Guide To \_\_\_\_\_
- 30 [X] Ways Investing In \_\_\_\_\_ Can Make You \_\_\_\_\_!
- 31 [X] Monster Ways To \_\_\_\_\_
- 32 [X] Most Effective Ways To \_\_\_\_\_
- 33 [X] Most Creative Ways To Boost \_\_\_\_\_
- 34 The Best Guide On The Web For \_\_\_\_\_

# 100+ Business Headlines

# National Holiday Tracker

## National Holiday Social Media Schedule

Subject	Start Date	End Date
Weight Loss Awareness Month	1/1/20	1/31/20
National Blood Donor Month	1/1/20	1/31/20
National Thank You Month	1/1/20	1/31/20
National Hobby Month	1/1/20	1/31/20
National Tea Month	1/1/20	1/31/20
Girl Scout Cookie Season Begins	1/1/20	1/31/20
Diet Resolution Week	1/1/20	1/7/20
Hunt For Happiness Week	1/14/20	1/20/20
Sugar Awareness Week	1/15/20	1/19/20
Clean Out Your Inbox Week	1/22/20	1/26/20
National School Choice Week	1/22/20	1/26/20
Meat Week	1/28/20	2/2/20
New Year's Day	1/1/20	
National Hangover Day	1/1/20	
Outback Bowl	1/1/20	
Rose Bowl	1/1/20	
NHL Winter Classic	1/1/20	
PGA Tournament of Champions	1/1/20	1/5/20
Science Fiction Day	1/2/20	
Festival of Sleep Day	1/3/20	
Trivia Day	1/4/20	
National Bird Day	1/5/20	
Golden Globes	1/5/20	
National Bean Day	1/6/20	
Cuddle Up Day	1/6/20	
Elvis's Birthday	1/8/20	
National Take the Stairs Day	1/9/20	
Girl Scout Cookie Pre-Sales Begin	1/10/20	
National Bittersweet Chocolate Day	1/10/20	
Houseplant Appreciation Day	1/10/20	
National Human Trafficking Awareness Day	1/11/20	
National Sticker Day	1/13/20	
College Football Playoff National Championship	1/13/20	



# CONTENT TYPE CHECKLIST

	CONTENT TYPE	COMMENTS
<input type="checkbox"/>	Blog post	
<input type="checkbox"/>	List	
<input type="checkbox"/>	How-to Guide	
<input type="checkbox"/>	Q&As	
<input type="checkbox"/>	FAQs	
<input type="checkbox"/>	Explainer Video	
<input type="checkbox"/>	Case study	
<input type="checkbox"/>	Testimonial	
<input type="checkbox"/>	Quote	
<input type="checkbox"/>	Interview	
<input type="checkbox"/>	Company news	
<input type="checkbox"/>	Product review	
<input type="checkbox"/>	Book review	
<input type="checkbox"/>	Roundup	
<input type="checkbox"/>	Newsletter	
<input type="checkbox"/>	Email	
<input type="checkbox"/>	Guide	
<input type="checkbox"/>	E-book	
<input type="checkbox"/>	White paper	
<input type="checkbox"/>	Worksheet	
<input type="checkbox"/>	Checklist	
<input type="checkbox"/>	Template	
<input type="checkbox"/>	Infographic	
<input type="checkbox"/>	Diagram	
<input type="checkbox"/>	Data Visualization	
<input type="checkbox"/>	Video	
<input type="checkbox"/>	Podcast	
<input type="checkbox"/>	Audio book	
<input type="checkbox"/>	Webinar	



# Content Type Checklist