



FAVORITE DAUGHTER MEDIA

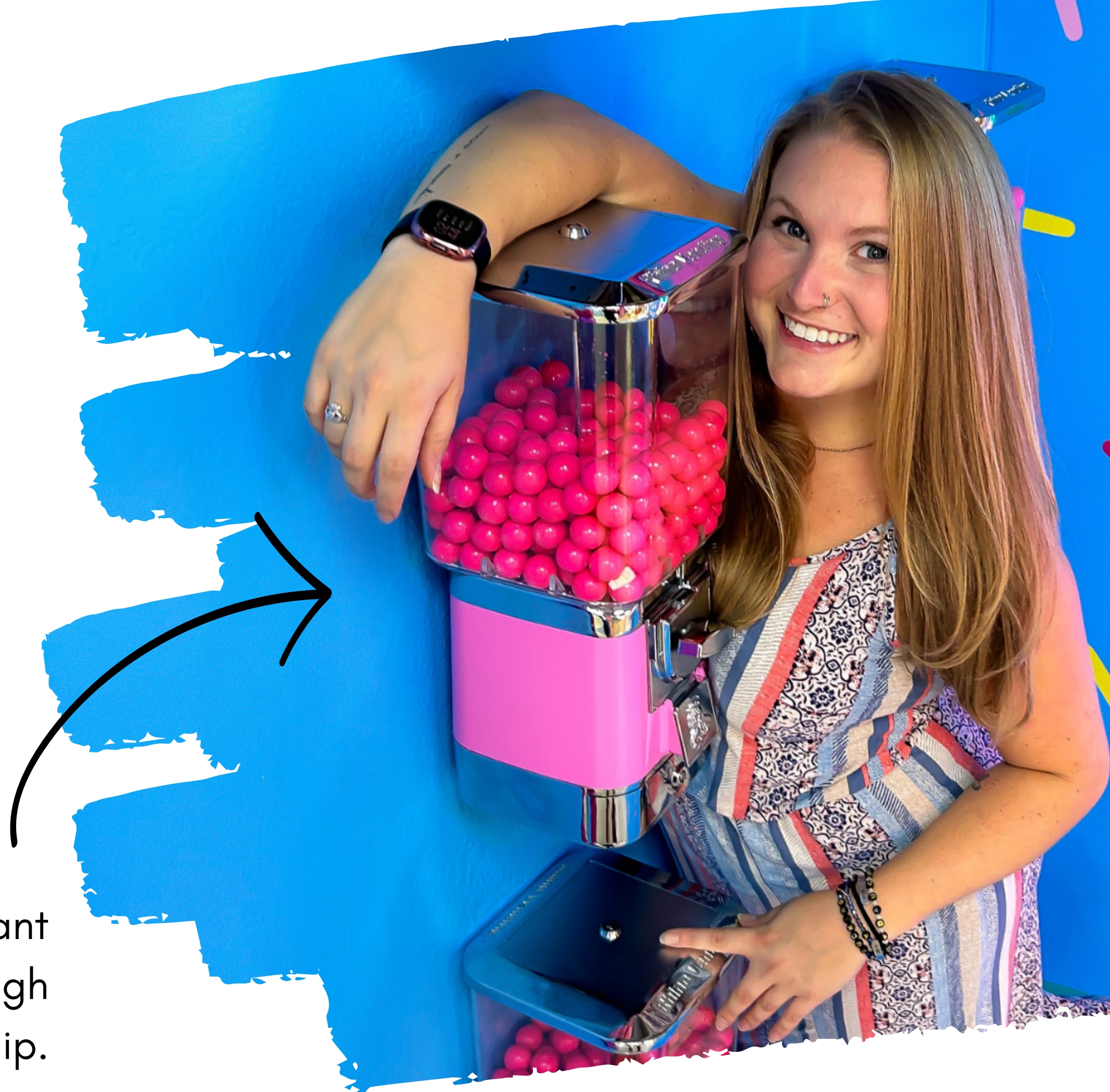
GROW YOUR BUSINESS WITH A PODCAST

GET THESE SLIDES



favoritedaughtermedia.com/webinar

That's me! I'm a marketing and media consultant that teaches businesses how to grow through podcasting and thought leadership.



WHAT WE'RE COVERING

1. Thought leadership
2. How podcasts can grow a business
3. Steps for launching a podcast
4. Podcast launch case study



WHAT IS A THOUGHT LEADER?



WHAT IS A THOUGHT LEADER?

Thought leaders drive conversations, shape opinions, and spark discussions within their industry or niche.



WHAT IS A THOUGHT LEADER?

Thought leaders drive conversations, shape opinions, and spark discussions within their industry or niche.

Thought leaders need:

COURAGE

PASSION

AUTHENTICITY



WHY PODCASTING?

464.7

Million people listen to podcasts across the globe.

64%

More trust in podcast hosts than other "influencers."

69%

Of listeners have found new brands through podcasts.

1 IN 3

Americans listen to podcasts regularly.

51%

Of marketers already incorporate podcasts.

41%

Of listeners have a household income of \$75,000+.

WHY DO WE LISTEN TO PODCASTS?

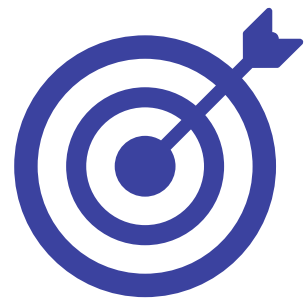




WHY DO WE LISTEN TO PODCASTS?

Community
Connection
Entertainment
Education
Inspiration

HOW CAN WE USE THEM FOR BUSINESS GROWTH?



NICHE TARGETING



PERSONAL BRANDING



SEO

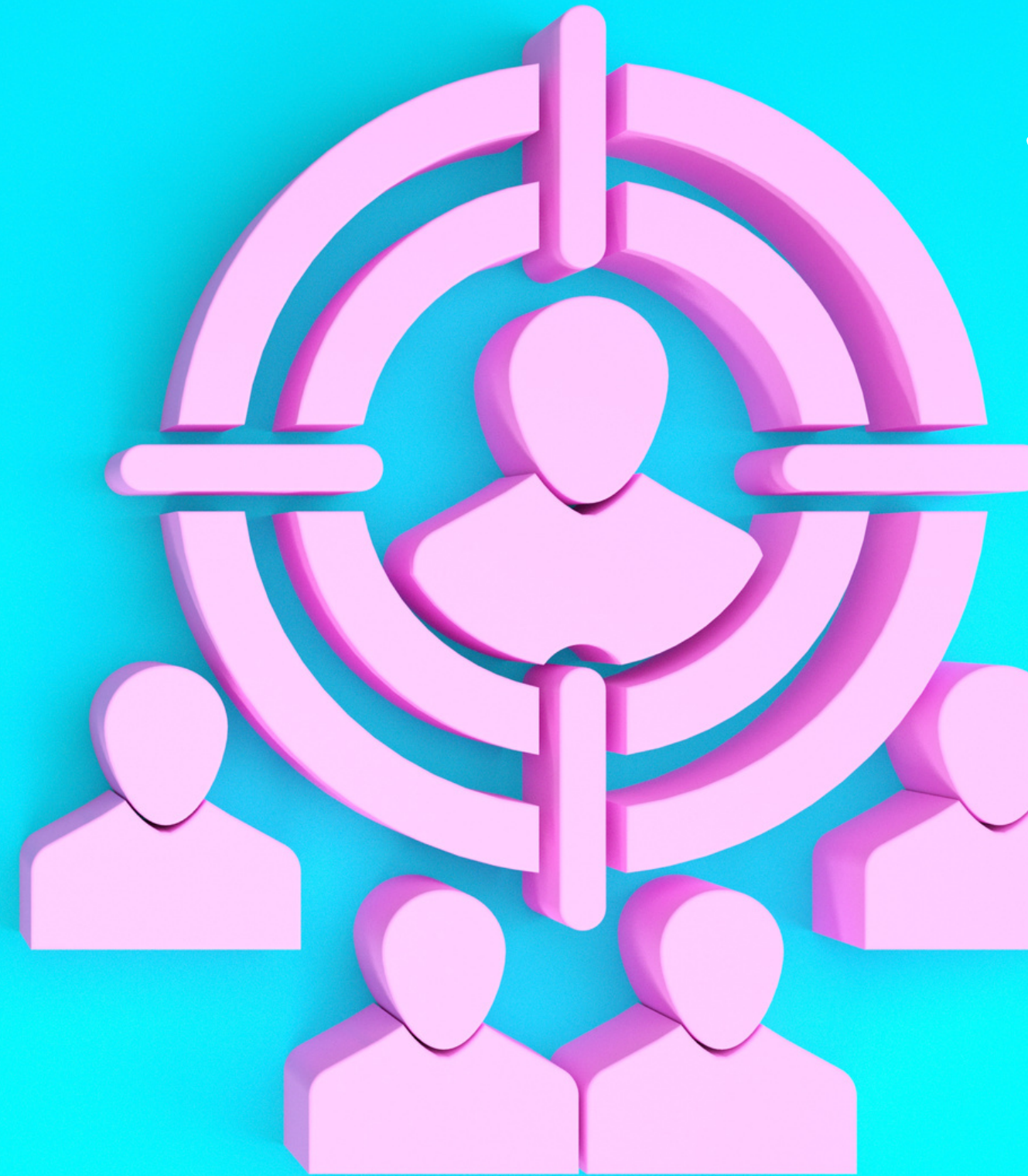


LEAD GENERATION



NICHE TARGETING

“The riches are in the niches.”





BUILDING A PERSONAL BRAND



Show yourself as a person, not a company.

BUILDING A PERSONAL BRAND



Show yourself as a person, not a company.



Become a thought leader in your space.

BUILDING A PERSONAL BRAND



BUILDING A PERSONAL BRAND



Show yourself as a person, not a company.



Become a thought leader in your space.



Share authentic stories to connect with others.



BUILDING A PERSONAL BRAND



Show yourself as a person, not a company.



Become a thought leader in your space.



Share authentic stories to connect with others.



Build relationships.

SEARCH ENGINE OPTIMIZATION



KEY WORDS



DIVERSE CONTENT



ENGAGEMENT



LINKS



WHERE CAN WE ADD KEYWORDS?

- Titles
- Show notes
- Blog posts
- Transcripts
- URLs
- Metadata

KEYWORDS IN PODCASTS

63

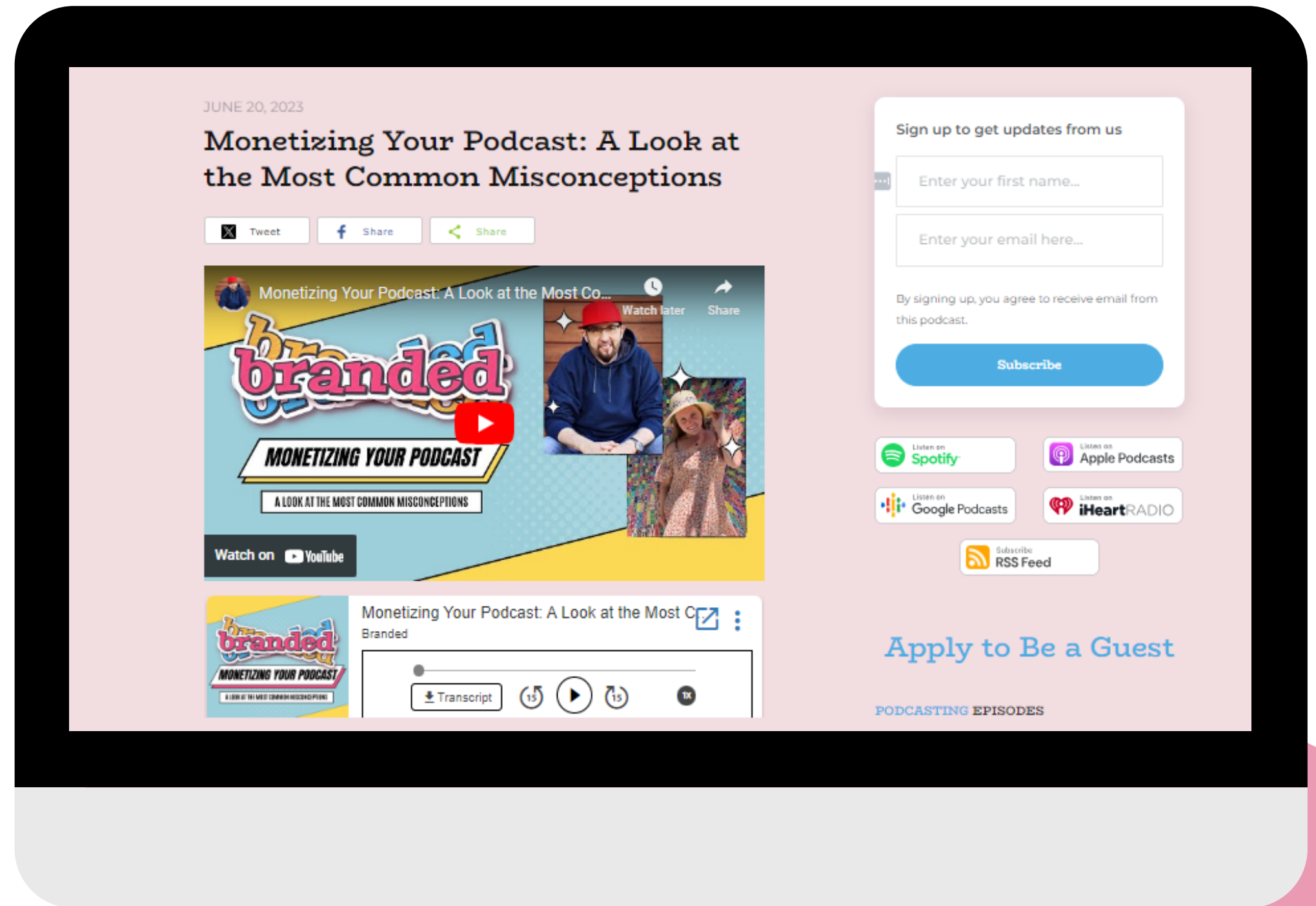
“PODCAST”

43

“MONETIZATION”

30

“BRAND”



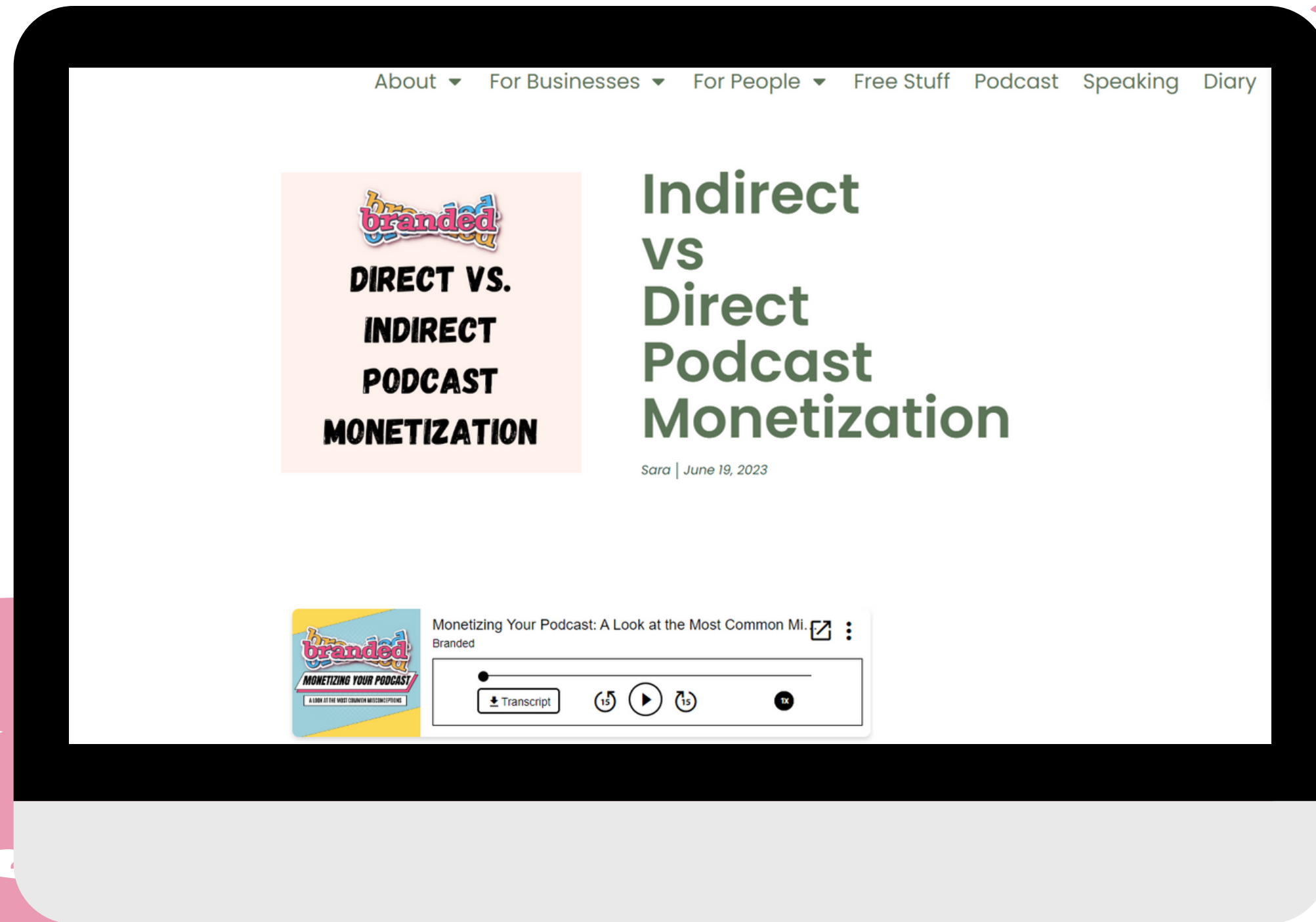
KEYWORDS IN PODCASTS

17

“PODCAST”

12

“MONETIZATION”



DIVERSE CONTENT

1 PODCAST EPISODE =

Embedded audio player

Embedded video player

Text (Show notes,
transcripts)

Images (Cover art)



ENGAGEMENT

More time spent
on your website =
Better SEO

Podcasts add
interactive content





LINK BUILDING

Link to:

Audio players

YouTube

Guests' websites

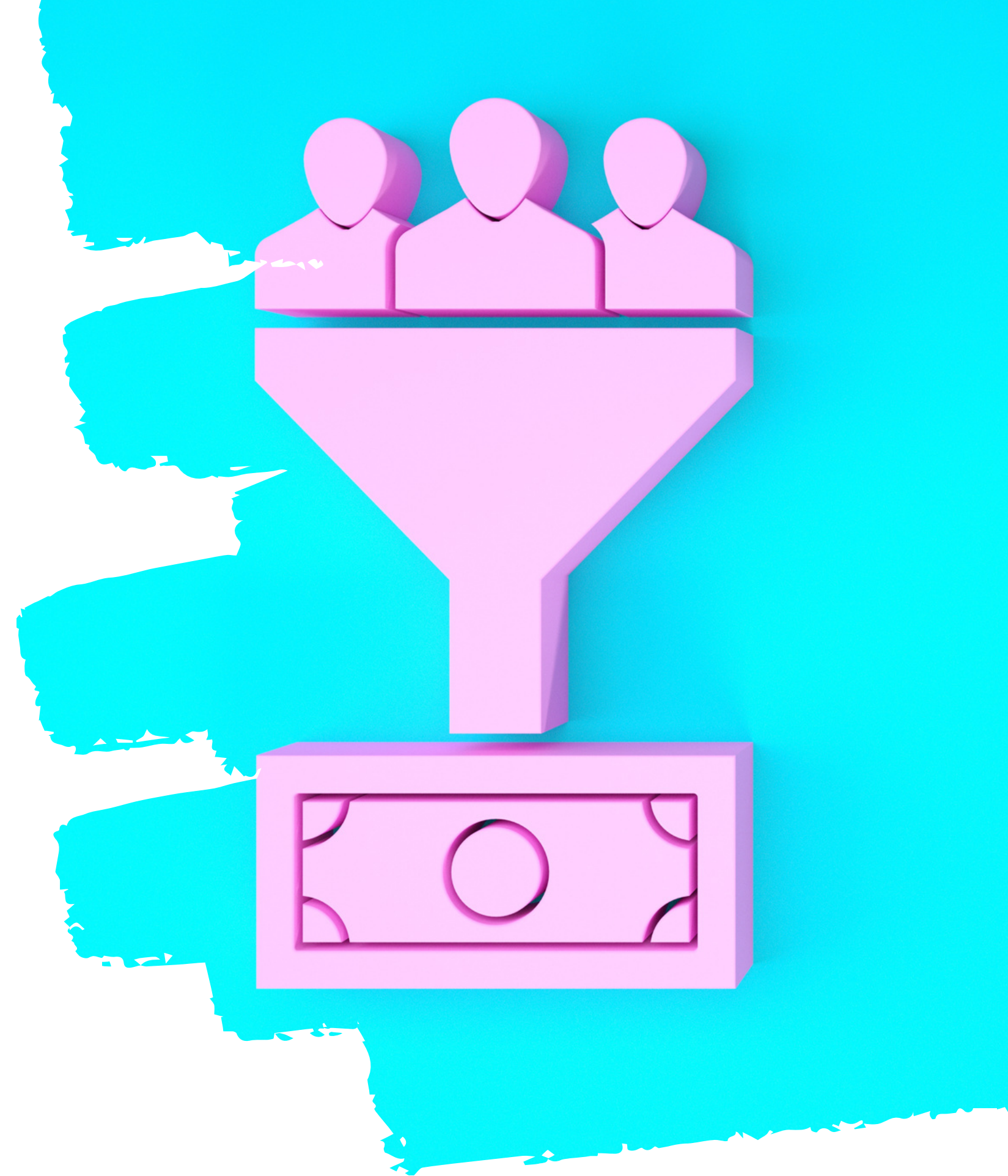
Social media

Resources mentioned

LEAD GENERATION

Getting prospects into our sales funnel.

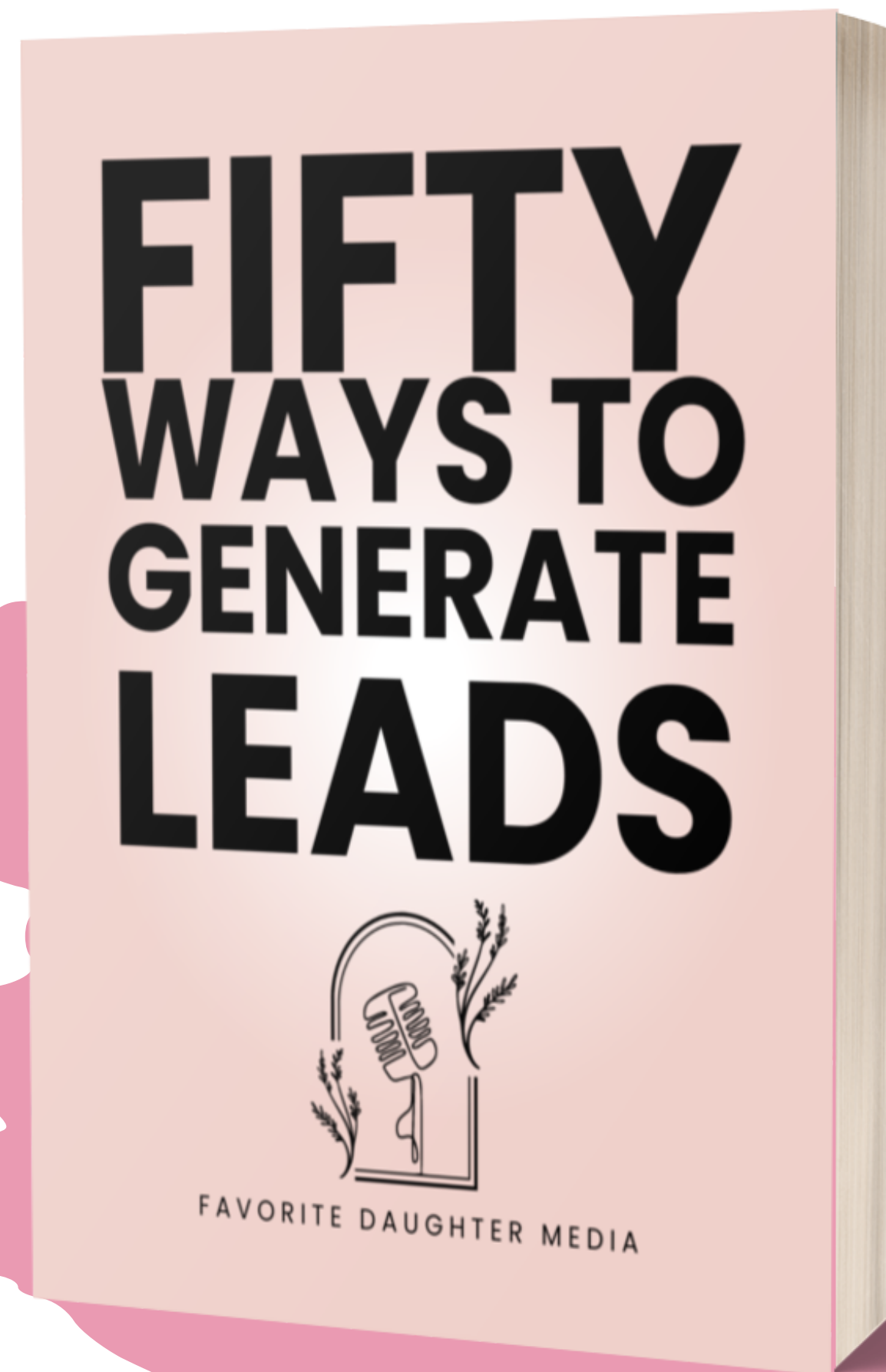
Create a lead magnet that you can share on a podcast to add listeners to your email list.



LEAD GENERATION



WWW.FAVORITELEADMAGNETS.COM



FAVORITE DAUGHTER MEDIA

CHOOSE YOUR PATH

LAUNCH A PODCAST

PROs

- All of the content is tailored to your interests and messaging.
- More time to cultivate relationships with your audience.
- Build thought leadership.
- Build community around your brand.
- SEO for website, social media content.

CONs

- Time commitment and financial investment.
- Need to reach and build an audience.
- It's a long game.

CHOOSE YOUR PATH

BE A GUEST

PROs

- Less time and work upfront.
- Less costly.
- Can reach pre-established audiences.
- Build thought leadership.
- Can serve as practice for launching a show later.
- SEO for website, social media content.

CONs

- Less time to build connections with listeners.
- Messaging and quality is in the host's control.
- It's a long game.

HOW DO WE START A PODCAST?

We need CAPITAL



HOW DO WE START A PODCAST?

Concept
Audience
Proposition
Identity
Tech
Action
Launch



CASE

STUDY



CONCEPT

The basics of the show.

What do you want to talk about?

What's the structure?

Will you have guests or do a solo show?



Leah and Joanna wanted to launch a podcast that **empowered women in financial services.**

They wanted to talk about:

- Marketing best practices for financial services
- The stories and experiences of women in within the industry



AUDIENCE

Who are you talking to?

What are they interested in?

Who is your avatar?

Be specific!



AUDIENCE

This is Megan.

She is a 41-year-old financial advisor from Austin, Texas.

She sets high goals for herself and wants to be seen as a mentor to the associates in her firm.

She is social, values lifelong learning, and has learned resiliency through her career.



PROPOSITION

What is your Unique Listening Proposition?

What will people gain from listening to your show?

Why should they choose your show over others?



PROPOSITION

- A podcast specifically about marketing for financial services.
- Hosted by women for women, while being inclusive for a male audience.
- Brings on female industry leaders to share their stories and advice.



IDENTITY

What does your show look and feel like?

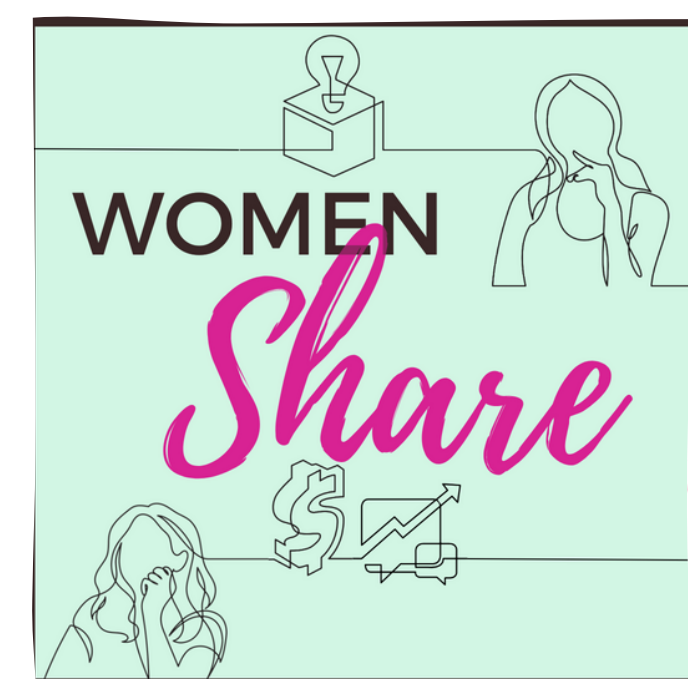
- Title and Subtitle
- Description
- Cover Art
- URL

IDENTITY

WomenShare: A Marketing Guide for Women in Financial Services

The podcast where successful women in financial services share their stories and best practices with a mission to help other women grow their businesses and careers.

www.womensharepodcast.com



TECHNOLOGY

Microphone

Headphones

Lighting

Quiet place to record

Software

Website



ACTION

What's your call-to-action?

What do you want listeners to do?

"Book a call."

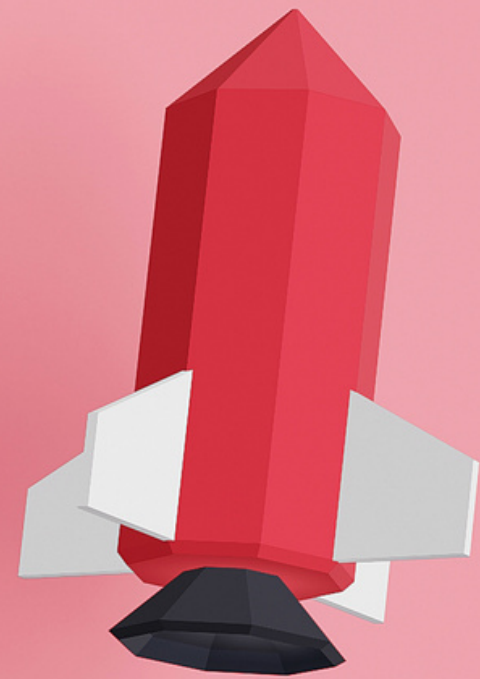
"Download the ebook."

"Subscribe to the show."



LAUNCH

Choose the date you want to launch your show.
Incorporate the show into your marketing plan.
Launch and share.



USE THE CONTENT

1 PODCAST EPISODE =

Quote Cards

Reels/Shorts

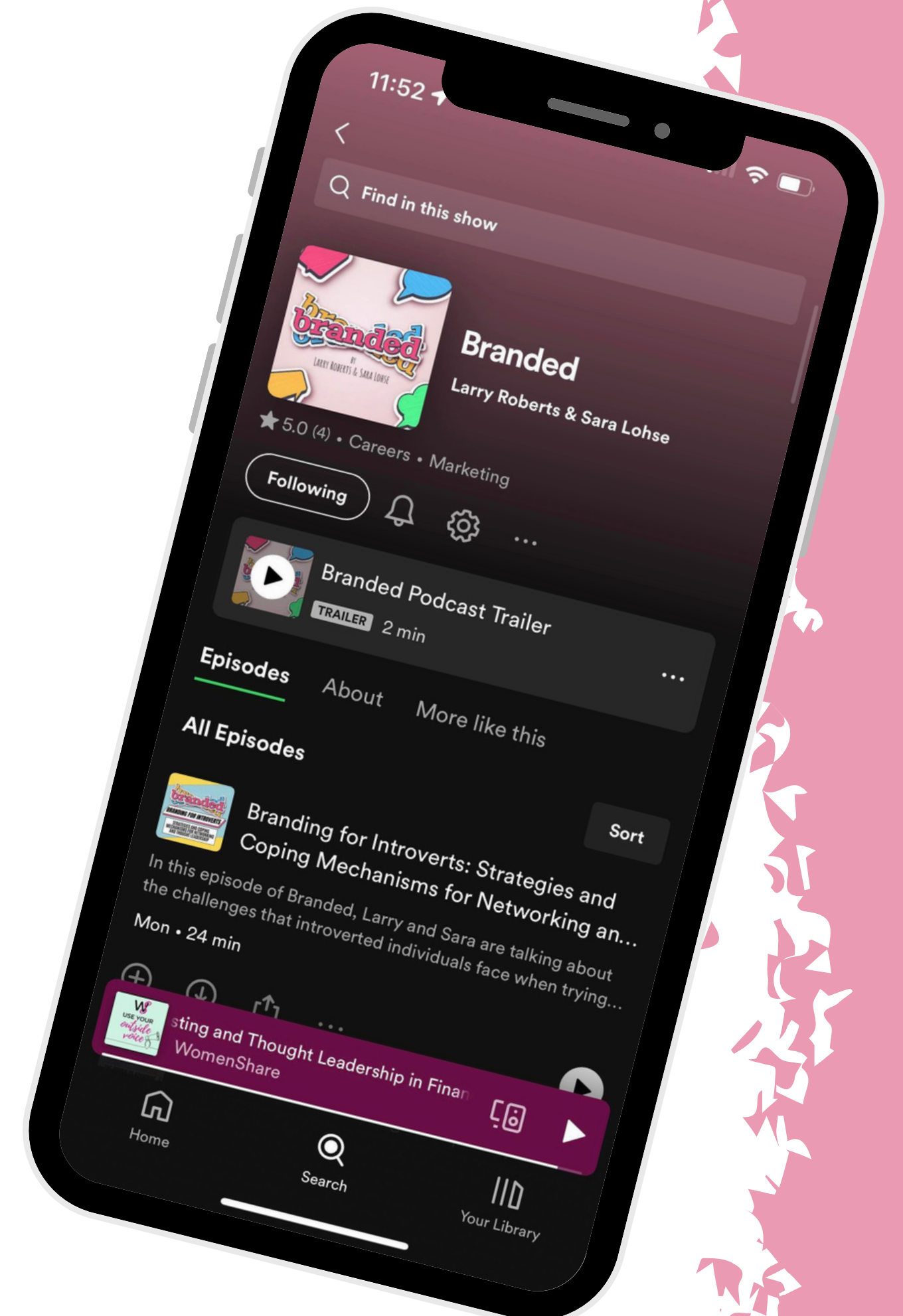
Blogs

Audiograms

LinkedIn Articles

Graphics

Email Blasts



SARA LOHSE, AFC®

FAVORITE DAUGHTER MEDIA



SARA@FAVORITEDAUGHTERMEDIA.COM



WWW.FAVORITEDAUGHTERMEDIA.COM



Scan to download
these slides and view
my meeting calendar!





FAVORITE DAUGHTER MEDIA

THANK YOU!