

A black and white photograph of a massive concrete dam. The dam's surface is composed of large, rectangular concrete panels with visible vertical joints. A walkway with a metal railing runs along the top edge of the dam. A small figure of a person is visible on the walkway, providing a sense of scale to the enormous structure. The sky is a uniform dark grey.

BOBBY TEMPS

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# GROWTH STRATEGY FOR PODCASTERS OF ALL LEVELS

### WHO IS YOUR WHO

- ▶ First it's key to know your intended audience
- ▶ Where are they easiest to reach
- ▶ Seasonable variables
- ▶ Platform strategy

### GUEST APPEARANCES

- ▶ Being a guest on other podcasts is vital
- ▶ It also outranks most forms of advertising for free
- ▶ Consider how to get the most from every appearance
- ▶ Be mindful of their format and personalise every pitch

## PODCAST PLATFORM FEATURES

- ▶ Showing up exactly where people are looking for a show like yours. Timing and seasonality can also be key.
- ▶ This can generate massive and immediate growth
- ▶ Apple Podcasts - [apple.co/podcasts/promorequest](https://apple.co/podcasts/promorequest)
- ▶ Pocketcasts - [pocketcasts.com/podcast-producers](https://pocketcasts.com/podcast-producers)
- ▶ Stitcher Podcasts - Email [content@stitcher.com](mailto:content@stitcher.com)

### MONETISATION IN BRIEF

- ▶ Host read/live read (\$15-\$60cpm per ad)
- ▶ Dynamic advertising (\$1-\$5cpm per ad)
- ▶ Show sponsorship
- ▶ Live shows
- ▶ Patreon
- ▶ Merch



### IT REALLY WORKS

- ▶ Right now on the UK homepage of Apple Podcasts you can find my podcast in:
- ▶ The Top Charts for 'Health & Fitness' or 'Mental Health'
- ▶ 4 Curated Categories Covid-19 Essential Listening, In-Depth Interviews, Be a Better You or Life at Home
- ▶ In the AudioBoom collection on Featured Providers
- ▶ Via 8 guest appearances I've done this year including with the two nearest podcasts to what we do.

### SOME TOOLS TO CHECK OUT

- ▶ Chartable - Tracks podcast charts and reviews globally
- ▶ Podtrac - Additional statistics for further insight on growth
- ▶ Headliner - Make social media previews for your episodes
- ▶ For the slides visit [bobbytemps.com/podfest](https://bobbytemps.com/podfest)