



Checklist 17 - Podcast Consistency And Marketing Plan

Project Name: _____

Date: _____

Yes No

It is imperative for your podcast's voice and creative to highlight your brand in order to foster trust and grow your audience. To foster maximum visibility, it is essential for your podcast to incorporate the best practices of branding, be intuitive, consistent, and unique. This checklist provides a guide towards maintaining consistency and creating a marketing plan for your podcast.

Part 1 – Marketing Plan

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Be passionate about the theme/topics of your podcast. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Set realistic goals for your podcast. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Ensure your podcast is in all major podcast apps. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Create polls, conduct research, and surveys to understand your audience's needs. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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5 Tailor your content for all or most social media platforms.

6 Be keen on topics that bridge the success gap.

7 Entertain expert guests in your podcast to create a buzz.

8 Theme each episode to create variety for your listeners.

9 Focus on the quality of your podcast.

Part 2 – Schedule For Consistency

10 Develop a publishing schedule for your content.

11 Plan for a weekly release schedule for consistency.

Notes



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Day 1 –Episode Structure Guide

- 12 Design the structure and layout of the episode.
- 13 Determine the main topic for the upcoming episode.

Day 2 – Gather Information

- 14 Research information for your topic of interest.
- 15 Review your sources for credibility.

Day 3 – Preparing A Script

- 16 Use your research to prepare a transcript for your episode.

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17

Include your main talking points and timelines.

Day 4 – Recording

18

Record your audio.

Day 5 – Editing

19

Use available tools and software to edit your podcast.

20

Listen to ensure all segments and points are intact.

Day 6 –Release Day

21

Publish your episode to directories.

22 Ensure all the fields of the directories are filled accordingly.

Notes



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