



PODCAST SOLUTION FOR B2C SaaS COMPANIES

A COMPLETE GUIDE TO PODCASTING SUCCESS

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STARTING A PODCAST

CHAPTER 01

THE BENEFITS OF PODCASTING

AND WHY YOUR COMPANY NEEDS ONE.

Audio is the way of the future. Podcasting helps you share your brand's story and your unique message through voice. Here are the four main areas where podcasting can help you:

CONTENT

Podcasting is an easier way to create content for your company. The average podcast episode is 35 minutes long. The average blog is a 5 minute read. That means 1 podcast is equivalent to writing 7 blog posts. As a bonus, you can transcribe that podcast and turn it into a blog post and you can cut portions of the episode and post them on social platforms. This helps increase your customer engagement touch points.

POSITIONING

Podcasting positions you as a thought leader within your industry. Curating a meaningful podcast that tells your brand's story and shares your message in a unique way will give you a leg up on your competition. Proper positioning through podcasting can help lower your customer acquisition costs.

PODCASTS ARE STICKY

According to research done by Edison Research, 80% of podcast listeners will stick around for the entire episode. This means you will have a loyal following. Podcasting provides contextual engagement with your potential customers.

TRUST

Providing meaningful content helps your business build trust with not only potential customers but current ones as well. This tool will assist in increasing your customers lifetime value.

BONUS FOR SaaS COMPANIES

Podcasting is a great way to make connections and build relationships with potential customers, all while aligning yourself with your target market.



OPPORTUNITIES

WITHIN YOUR MARKET

There has never been a better time to start a podcast and, if you don't have one, you are missing out.

"At present, only 24% of SaaS businesses publish content to educate or enlighten. Others are solely company-focused, and 11% of the primary players don't even operate a blog." (Datapine, 2019)

Within this gap, opportunity awaits. There are very few companies providing content in general, which means the podcasting space is wide open for you to jump in.

WHAT DOES THIS MEAN

FOR YOUR COMPANY?

With new companies and technology constantly emerging, companies need to find new, innovative ways to separate themselves from their competitors.

Podcasting allows you to fill in the gaps where other companies are missing out. You can share your messaging and values in a very personal and unique way.

Podcasting isn't only about content. I will show you how a podcast can have a positive and direct impact to your bottom line.

"THE INDUSTRY'S RAPID RISE MEANS THAT MORE PLAYERS ARE ENTERING THE ARENA, AND NEW PRODUCT INNOVATIONS ARE EMERGING WITH THE PASSING OF EVERY MONTH. IN ADDITION TO EXPLORING PRICING POLICY, PRODUCT MODEL, AND MOBILE-OPTIMIZATION, EXPANDING YOUR BRANDING MUST BECOME A TOP PRIORITY FOR 2020."

- DATAPINE, 2019

THE CHALLENGES OF PODCASTING

CHAPTER 02

COMMON CHALLENGES

FACED BY NEW PODCASTERS

With any booming industry, there will always be those who are here for a short time and not a long time. Here are a few common challenges that take down new podcasts.

PODFADING

According to Todd Cochrane, CEO of Rawvoice and Blubrry, out of 540,000 podcasts, 432,000 did not release a new episode between the months of April to June of 2018. This phenomenon is referred to as *podfading* in the business.

INEXPERIENCE

You can tell an experienced host from an inexperienced host. Podcasting is a skill that takes time to develop. In order to succeed as a host, you need to learn the nuances of your voice and how to use pauses and tonality. You have one opportunity to make a first impression, it is essential that first impression represents your company in a positive and meaningful way.

TIME MANAGEMENT

There are a lot of components that go into making a great podcast including scheduling guests, finding a time to record, editing the show, and promoting the show. Having a clear structure and plan in place is essential to providing quality content, consistently.

WHY DOES THIS HAPPEN

MISTAKES MADE BY NEW PODCASTS

Starting a podcast is actually quite simple. Building, growing and maintaining a successful podcast is the challenge. The common mistakes made by new podcasts, which ultimately lead to their failure, include:

1. There is no clear goal or direction for the podcast. Without metrics you are unable to determine what is considered a success.
2. The podcast is not in alignment with the brand.
3. The podcast lacks structure. This makes the UX for the listener frustrating.
4. The audio quality is weak. You must ensure it is an enjoyable listening experience.
5. The podcast lacks consistency. Like any great TV show or podcast you enjoy, you love it because you know when it is going to be released and what you are going to get when you tune in.



STRUCTURE A WINNING STRATEGY

CHAPTER 03

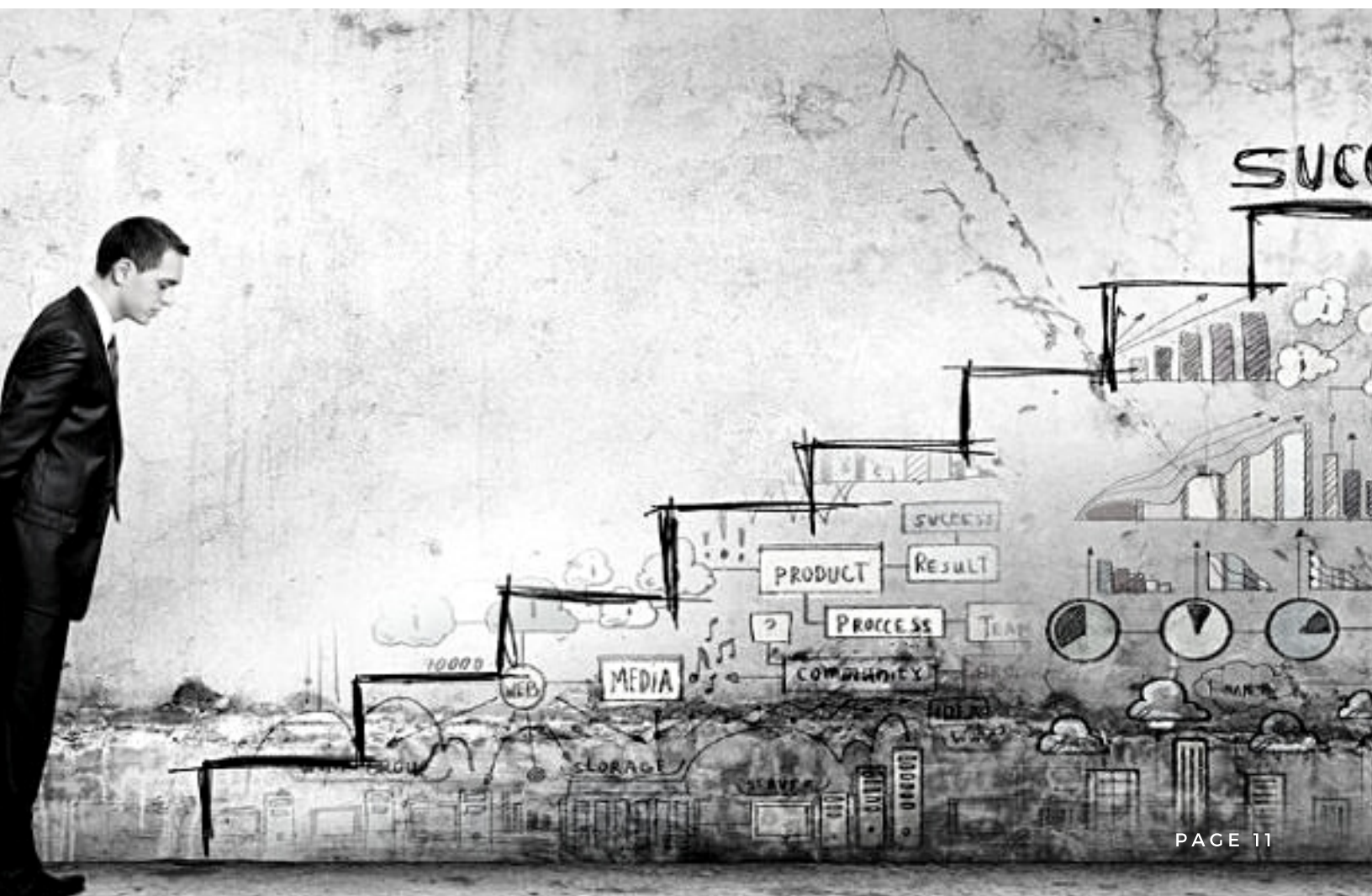
HOW TO STAND OUT

THE 7 STRATEGIC STEPS TO SUCCESS

Starting a podcast means that you have an opportunity to stand out in a crowd. You can connect with your audience in a way never-before seen in history. So, how do you make the most of this opportunity and ensure you are taking full advantage of the platform?

This guide will help you ensure your podcast aligns with your company's messaging and values and that it serves a purpose within your company.

I'm going to breakdown the 7 Strategic Steps to help you ensure your podcast is working for you.





STEP #1

IDENTIFY YOUR PODCASTS SUCCESS CRITERIA



WHAT IS SUCCESS?

Starting a podcast without clearly defining your success criteria is like shooting a basketball without knowing where the hoop is. You must ensure that your success criteria is in alignment with your company's mission, vision and values.

So, how do you determine your success criteria? Here are some questions you will need to answer:

- Are we looking to increase brand awareness? If so, how many listeners will we need?
- Are we looking to increase revenue? How are we going measure that success?
- Are we looking to have more meaningful conversations with potential customers? What are the specific metrics that will help us determine that?

Before you start your podcast, you need to clearly define your target outcome and performance goals.



HAVING REALISTIC EXPECTATIONS

Once you determine internally what success looks like for your show, you will need to set a realistic timeframe to make this happen.

- It will take 3-6 months to get enough data to be able properly identify if your podcast is working as intended.
- Podcasting is not something that will generate immediate results. This medium is for companies that are focused on long term success.

When setting goals, ensure you give yourself enough time to be able to accurately measure the success of the podcast. Podcasts take time to gain momentum, so I always recommend sticking with it for at least a year.



OUTCOME AND PERFORMANCE GOALS

OUTCOME GOAL

What is the ultimate goal you wish to accomplish with your podcast?

Example:

- *To be the most well-know B2C SaaS company in North America*
- *Become the go-to source for B2C SaaS news*

This is a long term goal that will contribute to the goal of the company. I recommend this goal is in alignment with your companies mission, vision, and values.

PERFORMANCE GOALS

What are the crucial performance goals you are looking to hit?

Example:

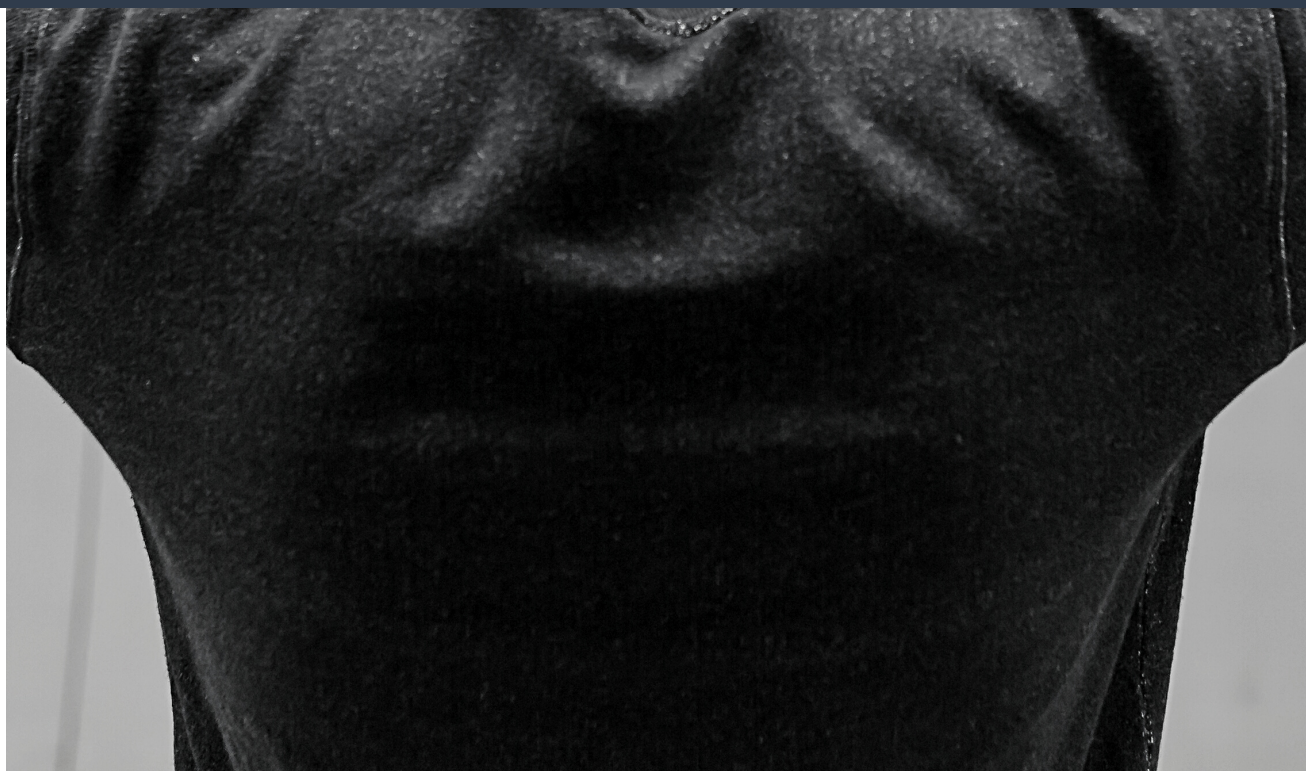
- *10,000 listeners by month 6*
- *Increase website traffic by 10% per month.*
- *Increase revenue by 10% after the first year.*
- *Increase social following by 20% after 6 months.*

These are the KPI's that will measure the success of your show. These are actual numbers and data you will be able to look at. Don't be afraid to tweak parts of the show that aren't performing well for you early on. Much like with Google Ads, you will want to run a number of different versions of the same thing to see what garners the greatest results.



STEP # 2

**IDENTIFYING YOUR IDEAL LISTENER AND CRAFTING
CONTENT**



YOUR IDEAL LISTENER

There are a few types of people that you will want to engage with your podcast.

1. Industry leaders and experts
2. People who are interested in your niche.
3. Potential customers/clients

What impression do you want to leave on them for your company and brand?
What information would help them solve complex problems? What content could you provide that they would find valuable?

Although there will be others who tune into your podcast, you want your podcast content to be geared towards your ideal audience. Focus on trying to speak their unique language.

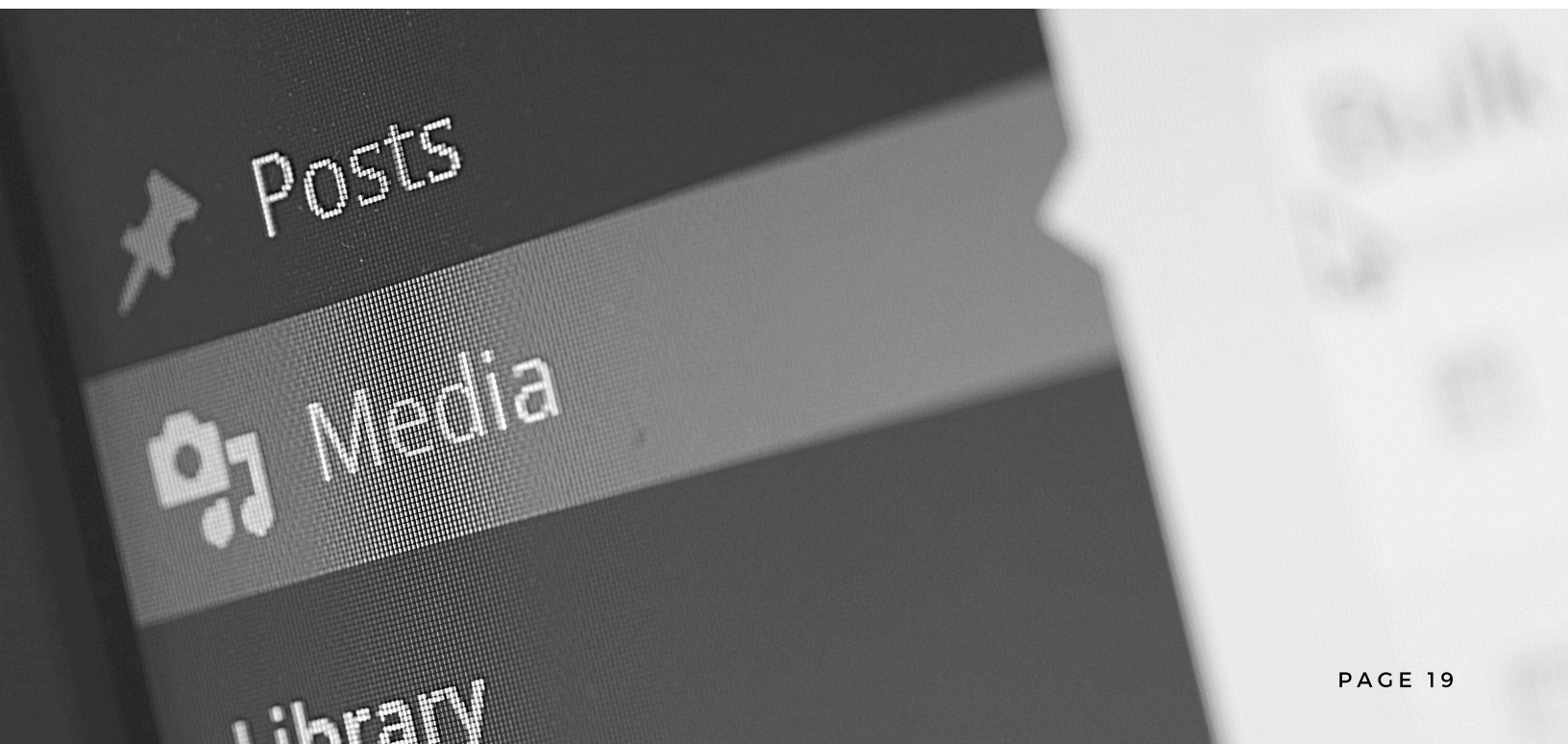


PODCAST CONTENT

Your podcast content will be designed around 2 main questions.

1. What problem does our software solve?
2. What are the results customers get when they use our software?

The answers to those questions provide you with the concept of your podcast. Don't over-complicate things. Stick with what you know and drive home those key messages in every episode. Remember the person you are wanting to help and be consistent in delivering content that will keep them coming back.





STEP #3

YOUR PODCAST STRUCTURE AND FLOW



PODCAST MESSAGE

People and professionals are busy. You want your episodes to have a clear message and be easy to follow and understand.

- State clearly your goal for the episode.
- Lay out your topics for the episode.
- Have a simple and clear CTA within the episode.

For an interview, be sure you have a clear plan in place for the direction of the interview. Have a 15-min pre call with the person being interviewed so you can work out the goal for the podcast. Once the goal is set, you can now focus your episode around that topic.



LENGTH OF THE PODCAST

According to *podnews.net*, the average length of a podcast in 2019 was 37 minutes.

- The average commute to work is 26.1 minutes long, according to the U.S. Census Bureau. If you commute to a full-time, 5-day-a-week job, roundtrip that adds up to 4.35 hours a week spent commuting.

For an interview podcast, I would encourage you to deliver your content in about 25 minutes/day. For a solo episode (audio blog), I would recommend a 12 minute episode.

Once you have established a following and built trust with the listener, you can then elongate episodes, adding in person stories and experiences. Do not fall in the trap of doing that too early.



TYPES OF PODCASTS

There are many different styles of shows, for SaaS purposes there are really only two options.

1. An interview show where you bring on a guest to talk about a specific topic.

Advantages: You can build relationships with potential customers. Position your company as an industry thought leader. Leverage other people's audience for growth.

Disadvantages: Conducting interviews are time consuming and requires a lot of pre-work.

2. A solo show - think of this as an audio blog.

Advantages: Builds trusts, positions you as the expert, and the host will build a deeper connection with your listeners.

Disadvantages: This format takes time to ensure a clear script is laid out and also puts the majority of pressure on the host to deliver the content.

I would recommend you go with Option #1.



EPISODE FLOW

When you start a podcast it is important that your episodes follow a consistent flow. You want your audience to tune in each week for a specific reason.

Think of your favourite TV shows. You know exactly when the show is released and what the show is about. The more structure your show has, the more people will want to tune in.

It is important to set a schedule when preparing your episode flow.

Example:

1. Episode introduction: 5 mins
2. Discuss the topic: 2 mins
3. Discuss the problem: 5 mins
4. Discuss the solution: 10 mins
5. Conclusion and goodbyes: 3 mins

Within this structure, you will have questions and talking points. Remember you can record a podcast for 30 minutes and cut it down to 25 minutes very easily. During the interview, it is your job as the interviewer to extract as much out of the interviewee as possible.

For a 25 minute interview always book off 45 minutes. This gives you time to build rapport with the guest before and after the show.



STEP #4

YOUR CALL TO ACTION



CALL TO ACTION

If you are starting a podcast it is probably because you want to increase the awareness around your software and drive new leads. You want to thoughtfully place CTA's within your episodes to serve a direct purpose.

You have three opportunities to do this. The introduction, within the episode, and during the outro.

You want these CTA's to be clear, concise, and related to the content. It is important that these are offers not seen anywhere else. These offers are only heard on the podcast and are super valuable to the listener. When your ideal listener hears these, you want them to be "no brainers".

These CTA's should be designed to be top of funnel leads.



BEST PRACTICES FOR CTAs

- Keep it simple. 30 seconds is all you should need.
- Personalize your CTA's. You don't want them to sound like an ad, rather a recommendation.
- Pre-record your CTA's to ensure they are perfect. Then strategically place them within the episode.
- Drive your audience to a show notes page. This should be a specific page within your website. Ex. dailygrindpodcast.com/b2bsaas. This will help you with tracking the performance of the CTA.

Your call to action should be extremely valuable for the listener. Think of the problems your ideal listener faces, and create something to help them solve that problem.



TRACKING YOUR PERFORMANCE

As I mentioned above you will want to create a specific page for each episode on your site.

Example:

- Podcast: The Daily Grind
- Podcast Topic: Facebook Marketing

- Optional Offer Landing Page

URL: <https://www.yourbusiness.com/fbmarketing>

This will make your life really easy on you tracking the performance of your podcast and the CTA's within each episode. Along with creating a landing page, also promote the link within the description of the podcast, which will be found on iTunes, Spotify, Google Podcasts, etc.





STEP #5

SELECTING YOUR HOST



YOUR PODCAST HOST

Your podcast host will determine the success of the show. Podcasting is a skill. You will want your host to have a clear voice, be likeable, and polished.

Imagine the Joe Rogan experience without Joe Rogan. It just would not work. People listen because they love Joe, the guests are just a bonus.

You will have one opportunity to make a first impression with your audience. No matter how good the content is, that will all disappear if your audience does not connect with your host.

Ensure you have a few options for your host and even look into outsourcing your host. Paying a small fee to ensure you do this right could determine if your show is a success or not.



TRAINING

Once you choose someone that will conduct your podcast, they will now need to work on their craft.

Think of a great marketing campaign with bad copy. It just doesn't work. Don't skip here, make sure your host represents your company in a positive way. You have competition, see how your host stacks up against others. Listen to the top podcasts and try and take some small things they do, and incorporate them into your show.

Conduct internal episodes, listen back, and pick apart details within the show. The more detailed the better. Think of word choices, pauses, the pace in which you speak, and the tonality of your voice. Involve your employees in this process. This is a great way to train without having to release episodes to the world. As I mentioned, from episode #1, you want your host sounding like a true pro.

Ask yourself, was this an enjoyable listen? What bothered me? What did I love? What could we change? Conduct surveys to get honest and real feedback.

It will take about 100 episodes for the host to truly find their voice and feel comfortable behind the microphone. Understand that it will take time. Just like how you train your sales staff, train your host, as this is the single most important step in the setup of your show.

REMEMBER

- Your podcast host represents your company.
- Your podcast host must be able to answer any and all questions about your company.
- If you conduct an interview show, they will be the one who will develop a relationship with a potential customer.



STEP #6

PROMOTING YOUR PODCAST



PROMOTION

There is a simple formula to growing your podcast. Assuming you have great content.

Get other people to share your podcast for you.

The most common misconception with podcasts is that charts and rankings matter...they don't.

I built my audience on the back of getting other people to promote and share my podcast.

It is great to promote your show yourself but there is power in getting other people to promote it for you.

- Leverage your employees and current audience. Get them to leave ratings, reviews, and share the podcast with their friends.
- Run a contest to gain new followers. Give away something fun that people in your industry would love.



REPURPOSE YOUR CONTENT

If you produce a 25 minute episode, you should be able to extract three or four 30-60 second clips that could be used to promote the episode. These clips can be shared to your followers on social channels and for advertising purposes.

Take your best audio clip and run an advertisement to your targeted audience on Instagram, FB, and LinkedIn.

You can transcribe your podcast and use it as a blog post on your website.

The point is that from one episode, you have so many opportunities to repurpose this content and use it strategically to your advantage. This will be a wonderful tool for your marketing team.



GETTING PEOPLE TO SHARE THE EPISODE

As I have mentioned, getting other people to share your content for you is the most effective marketing tool for podcasts. Here are some ways to make this happen:

1. Get your employees and guest to share the episode or promotional clips.
2. Make it really easy for people to share.
3. Ask people to share it. Provide a sample script.

Ex. "I loved today's episode on the *XYZ Podcast*. If you are interested in learning about employee engagement be sure to check it out." (provide the link)

Your guest will also be happy to share the episode for you. Again, make it super simple for them to do so. Email them all the images, links, and copy. As well, add an embed code of the episode so that they can add it to their website.

Here is an example email you might send out:

Subject: Your episode is LIVE

Content: Hi _____,

I am happy to announce that your episode is live on the XYZ Podcast and can be heard [HERE](#).

Our goal with the episode is to share it with as many people as possible. If you could share this with your email list and followers that would be amazing. All of the promotional material is attached.

The link for the show is> (Insert link)

A tweet you could send out is, "I loved today's episode on the XYZ Podcast. If you are interested in learning about employee engagement be sure to check it out." (provide the link)

Thank you again for a wonderful episode.



STEP #7

TRACKING YOUR SUCCESS



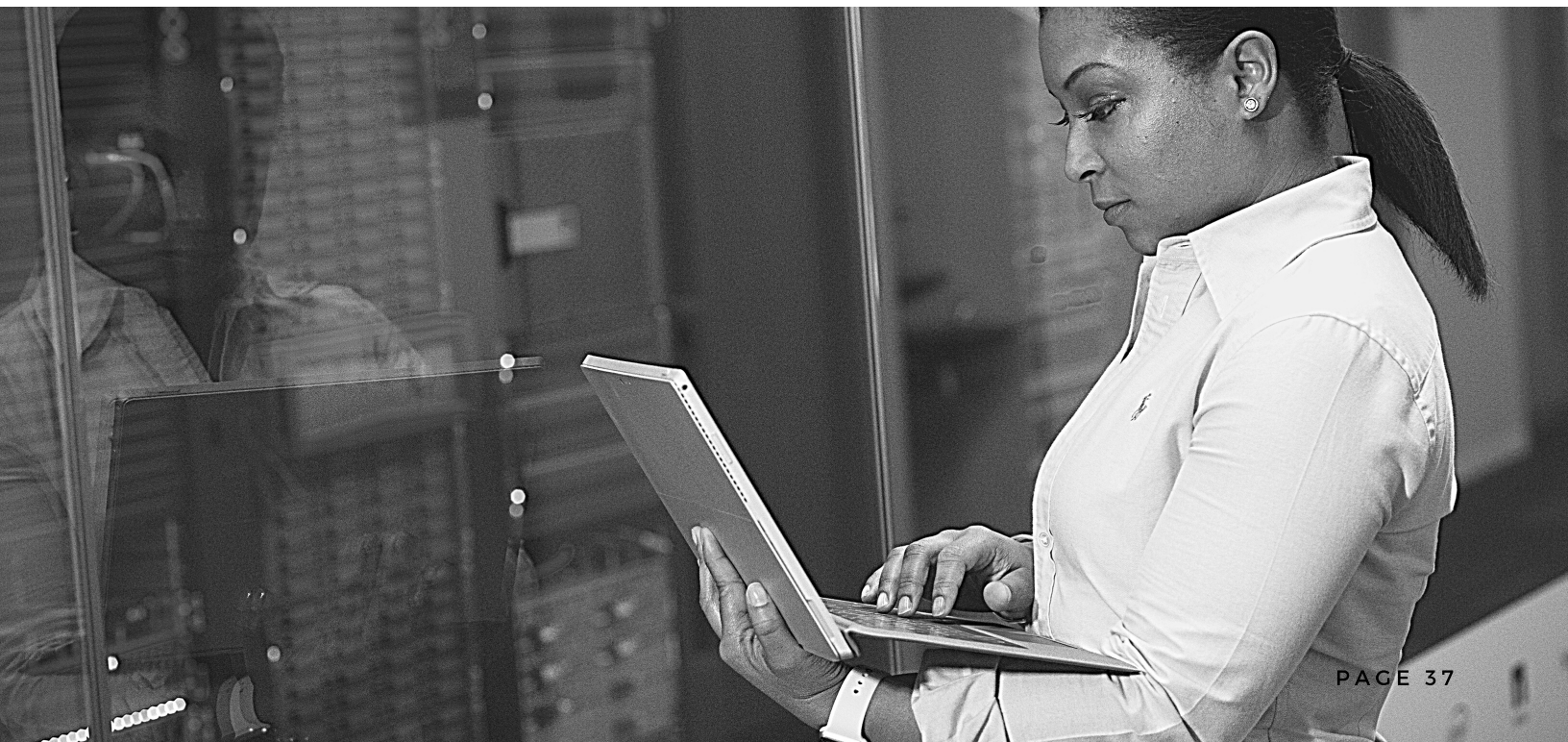
YOUR KEY KPI'S

Once you release your podcast to the world you will want to track its progress and success.

Here is what you will be able to track:

1. Listeners/downloads
2. Geographical location
3. Listening Platform
4. Gender
5. Age
6. Website visits
7. Product downloads
8. Demos booked
9. Followers gained

Now that you have the data, what is important?



WHAT IS IMPORTANT?

Most people focus on the number of listeners when they look at their KPIs. While this is important it isn't the metric you should be focused on.

The most important metric to focus on is *engagement*. The goal for your podcast is to get people to engage with your content and take action.

How many people visited your landing page?

How many people downloaded our free resource?

How many people commented on our social posts?

How many new reviews did we get?

How many people shared out the podcast?

How many new businesses did we add into our pipeline?

How To Create Engagement

Involve your audience in the show. For example, let them choose the art work, music, and create a segment that revolves around them.

Create a group that allows your fans to interact, whether that be a Facebook or LinkedIn group, you will want a place where the conversation can extend.

Give incentives to those who join, comment, and share your podcast with others.

RESULTS YOU WILL GET

CHAPTER 05

RESULTS

Here are the results you will achieve if you follow these steps.

- You will have a podcast that is in alignment with your company's mission, vision, and values.
- You will have a podcast that serves a direct purpose and is a revenue generator for your company.
- You will have a podcast that will establish your brand and grow your company's following.





NEED HELP?

LET'S KICKSTART YOUR
PODCAST THE RIGHT WAY!

I help companies get to market faster. I help ensure your first episode sounds like your hundredth.

I provide a complete turn-key podcast solution for B2B SaaS companies.

From the podcast setup, strategy, execution and promotion, I make it so easy for you. All you have to do is show up and record, I take care of the rest.

GET HELP

Book a call with me today!

WWW.DAILYGRINDPODCAST.COM/LAUNCHAPODCAST