

## Podcraft Season 17

### Episode 3

**Colin:** Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, from starting your show to monetization and everything in between. I'm Colin Gray from thepodcasthost.com, joined by Matthew, as always. How you doing, Matthew?

**Matthew:** I was going to be continental there and see buenos notches, which means good night. It's not night and we're opening the podcast. A completely inappropriate way to open, I suppose, but buenos notches in any case.

**Colin:** Colin. Yes. buenos, tades. Is that what's that one afternoon? Can't remember.

**Matthew:** Tade evening. You just said notches was not just night.

**Colin:** I see. Good evening. Right, okay. Well, bonus ds to everyone out there. Thanks for joining us for another episode of Podcast. Today we're going to talk about data. There's a couple of little data points that have come out in the last little while that's kind of surprised people, haven't they, Matthew? At least one of them surprised people. Caused a little bit of consternation around podcast potentially declining, not just declining, but falling off a cliff, if you believe these numbers. New shows being down 80%. So we're going to talk through that and then we're going to go into a couple of bits of data that come out of our own audience. Actually, we have some data from people who've used our podcast planner tool, which shows us the biggest problems people are seeing with their podcast just now. And we'll maybe go into a few things to explain some of that, talk around why, maybe even a few solutions to that as well. And then a final one around something that came out of our census data, that podcasters acknowledging what actually is the biggest success factor in podcasting. So how does that sound, Matthew? Should we talk through all of those bits of data, a little bit of a data episode?

**Matthew:** As long as you're bringing the math head, because I'm useless at numbers. But, yeah, I think this is good to do because there's been usually sometimes data comes out that you can roll your eyes at, but I think when it gets picked up by the main stream media, if you like, which news shows are down 80%. Data has been picked up, as far as I could see, by some of the big outlets there, which paints at surface level quite a doom and gloom picture of podcast. There's also some data around Spotify I know you're going to talk about, Colin, and yeah, like I was sent to you just before we started recording that. I typically roll my eyes when it's like data to do with companies and stuff like that. But you made a good point calling that spotify is such a big player now that it is definitely worth just covering that quickly as well, isn't it?

**Colin:** Yeah, I think so. I think it's worth a wee bit of a discussion around it. And if you're not into data, if you're not even into the sort of industry behind all of this, all that kind of stuff. Maybe this is an episode. You're welcome to skip it, come back for some more how to next episode. But we are going to go into a few tips, a bunch of tips actually, around what this data means for us as smaller, independent podcasters, what we can actually do with it. So hopefully we'll give you a bunch of insight into that as well. But yeah, new shows down 80%. So before we dive into that, talking of new shows, if you are wanting to start a new show, please do check out our own Podcast maker tool. alitude, of course, helps support all of the content that we put out. You can nip over to Alitou.com alitu.com. And that offers podcast recordings so you can record your calls, your solo calls, you can do your editing in there, podcast specific editor, and includes hosting as well. So you can actually host your podcast right in there. It's everything you need, including transcriptions, music, audio cleanup, all that kind of stuff. Just go toality.com all right, so the whole thing around this is podcast declining. Is podcasting declining? If new shows are down 80%, we're looking at layoffs at Spotify, even Google pods disappearing as well. where's the little comment on that? See what you think of that, Matthew. But the layoffs at Spotify, looking at the data around this, it looks more like Spotify are actually just doing a big sort of restrategy. It looks like over the last couple of years, the big thing they've been doing is trying to gather attention. They're trying to gather listeners into their Spotify app, aren't they? Do you listen to podcasts on Spotify at all with you?

**Matthew:** No, I don't use Spotify. Like, I got the stats at the end of the year, I am in. Spotify is like 0.1% of users, but it's all music. I don't use it for podcast. What about yourself?

**Colin:** Same. Yeah, that's why I don't use it for podcasting, because I just find it too much of a mess. It's too mixed in with everything else. You can't find new episodes easily enough because it's mixed in with your music so much. And I don't know, I'm the kind of person that prefers things specific to one use rather than try to do too much in one place, I suspect. But there's no doubt, like the listenership is going up there, isn't it? It's past Apple pods in some places.

**Matthew:** Yeah, like most of my podcasts do very well on Spotify. It's a big chunk of the audience is listening over there and you see overall stats, global podcasts and stats, they're right behind Apple. So they've done brilliantly. When you think about some of the other massive companies that have dipped their toe into podcasting and haven't really done anything, Amazon, Google. So Spotify have done brilliantly.

**Colin:** Agreed. Yeah, I think it's worth what they've done. They're bringing in Joe Rogan. Bringing in what? Meghan Markle a whole bunch of exclusive podcasts they've spent an absolute fortune on. But there's no doubt that that has contributed to growing the listener pie that they have, which now allows them to do this kind of restrategy, which looks like they're moving more towards advertising rather than that exclusive content. So the exclusive content is probably the first phase dragging those listeners and now that they've got those listeners, advertising is the way because they reported that their advertising revenue has been growing 30% year on year, which is really good in this kind of market. In the last little while, it looked like it worked, drew attention and now they get focused on advertising and actually earning from those listeners. And they've said that in their earnings calls recently and their plans that they've released recently, that that's what it's going to be, they're going to work and get more profitable. And I suppose that's a big part of what the layoffs are. And no doubt they got ahead of themselves the same as the rest of the tech industry, seeing the massive boom during 2021, especially the COVID boom during 20, and thinking that that was going to continue forever, it's going to be sustainable. So many tech companies have done that and now released forecasts which say, yeah, we kind of thought this was going to change our growth trajectory forever, but actually, it turns out we've just gone back to the same old growth pattern that we were at in 2019. So we need to let go of all these people that we take on. So, yeah, they're not alone there. But I think it's worth noting that because it is easy to see a massive company like Spotify that spent a ton of money on podcasting and then suddenly doing layoffs and thinking they've tried it and our industry obviously isn't profitable enough or growing enough to sustain them. So, yeah, I think that's pretty much how I see it anyway. Matthew, anything to add to that?

**Matthew:** No, I don't want to really go off topic, but I'll be interested to see how this works, whether I don't know if they released, how this is going to work, get their advertising plan. Because me, as a Spotify user, I pay for the app, but then are they still going to advertise me even though I'm paying for it? And even though I'm paying for it, if I also listen to podcasts and Spotify that have their own ads built in, then I'm suddenly like, I'm paying for it, but I'm getting hit with loads of ads still. I don't know how that will work.

**Colin:** There's probably a few strands to I mean, they have their own, obviously their own anchor, so they have their own platform which they can insert ads into, therefore they make money out of any anchor ads. But then we've got stats later on. We'll talk a bit more about this later. But part of the big decline is to do with anchor and how kind of unengaged and uninspired and unlong term the anchor shows are. So that whole thing is a bit weird. But yeah, I haven't seen the stats recently on the percentage of Spotify users that actually pay compared to those that don't. You're right, I pay as well for it. But I think there is still a huge amount of users and Spotify that don't pay for their project, for the listenership and therefore they are going to be the ones that because podcast has grown, Spotify has grown that high over the number of free users listening, they are the ones they can advertise to, I believe. But yeah, good to have a look more into that data. Maybe you can report back in a future episode too.

**Matthew:** So, from Spotify, what about this massive drop in and supposed new podcast like you've touched already on the pandemic? And we know that during that period, particularly early on, when you look at the spring of 2020, almost the entire world suddenly went, oh, I might as well start a podcast. That was a massive, obviously a massive reason why this growth exploded. And now we're seeing them, we're seeing things going back to normal, really. But not only that, like there are some other factors at play here as well.

**Colin:** Yeah, yeah, totally. I think that that what you've just said, though is the big one, isn't it? It's the fact that in 2020, a huge proportion of the world suddenly had the time and the space to start that podcast that they'd always dreamed of, many of whom would probably never have got round to it otherwise. And at the same time, during 2020, anchor were one of the easier ways to start the free. So, I mean, a lot of people just went, well, I'll have a go on anchor because it's not going to cost me anything. And I can do kind of the basic recording in there an anchor at that point. Where auto submitting every single show to Apple podcasts, even if somebody literally just opened up their phone, opened up the app and said, testing, testing, is this thing on that would end up in Apple podcasts the next day. And that stopped during mid 2021. So, I mean, that's got to have an effect, doesn't it, on the numbers?

**Matthew:** Yeah, definitely. It was a totally bizarre relationship to start with because Apple had always been pretty tricky again, like, yeah, there and actual humans listening to your podcast first and, and you know, they might, they might reject it because they considered your, your name to be too long or that. So, yeah, you would sometimes have this back and forward or the mover, like I mean, Colin, sometimes it was like five or seven days, wasn't it? Now, when you submit shows, their NMA anecdotal experience that, that appear in the same day. But I think that's because Spotify have been so quick and on the ball. They've actually forced Apple up their game on that front. But yeah. Come back, tanker. It was a bizarre thing, as far as I know. Both companies always denied that it was happening. It definitely was. There's no way the testing, one, two, three show would be in there, which is.

**Colin:** I was going to say, I think as well. Even worse, I think it was like just one account. Like Anchor had one Apple Pods account and there was 40,000 shows on that account or something like that.

**Matthew:** Yeah, because that was one of the other issues \*\*\*\*\* the ownership. If you wanted to if you submitted a proper show through there and we're working away really hard on it to get access to your Apple podcast, connect stats, which are pretty good sample size, and you could do a lot with that data. You couldn't get any. They came up with a workaround, from what I remembered. But again, it's not ideal. It's just lots of clunky, convoluted stuff that was just a bizarre relationship, to be honest.

**Colin:** Yeah, indeed. Yeah, absolutely. Just another indication of if you're not paying for something, it's going to have some non optimal things to it, no doubt. What about the trends itself? So that kind of explains why there was an absolute boom during 2021. You can look at the graphs. If you go over to the Show Notes, we'll put in a link to the Listen Notes report and it shows the graphs and you can see there's just like I mean, there's not even a comparison. You see there's going to slow growth right up to 2019, and then there's just an explosion there's like two or three times the normal amount. So they died away. They all were shows that just lasted like 510 episodes. And that's the stat there's. Only, I think it was from pod News. James cridland over at pod News had a look at it, and only when he had a look, there was 4.6% of Anchor shows had more than ten episodes and were active, as in they'd been updated in the last 30 days. So that's like one in 20. That's actually an active show that's got more than a decent number of episodes.

**Matthew:** I remember as well the tail end of last year when we were updating our main industry stats article and we referenced a number of overall active podcasts out there, or number of overall podcasts out there from the Podcast Index. And remember, there was a big drop there, I want to say like 1.5 million or something. And we actually reached out to the guys there and said, what's going on with this? And they said, We've changed the way that we list these podcasts, that we recognize them. Basically, they added in different criteria for free hosting platforms. So if your show was coming via a free hosting platform, I think it needed to have three episodes of a certain length or whatever. There was criteria to make sure that this was a proper show, because prior to that, again, they're counting a lot of these as this thing on style shows that obviously weren't podcast.

**Colin:** Yeah, totally. I think that's what shows it. And the other bit of data that shows that this is just a really weird couple of years and this 80% drop means nothing in terms of how active and engaged and all that podcasting is. Well, actually two things. One is that the listen notes data didn't include Spotify exclusives through pike to Spotify. No doubt that Joe rogan is a decent driver of podcasting. All of the other exclusives that Spotify got a lot of media around, a lot of promotion around, none of that data was included in terms of numbers and episodes and lessons. So that's one part of it. And the other part is that the other trends are all entirely back to normal now. So new episodes, for example, if you look at the graph, or new episodes that's been slowly climbing and accelerating, actually in a nice curve, and it jumped up during 2021, but it dropped back down in 22 last year, but it dropped down to a trend that looks exactly the same as it did before 2020. So actually, active shows, active shows are putting out new episodes every single week at a decent frequency, weekly, fortnightly, whatever that is. They are continuing on just as normal, marching on as normal and still accelerating as well as still an upwards curve on that. So, yeah, that's good to see.

**Matthew:** Yeah. And again, one of the things I always say when you get data like this, that suggests that podcasts going down the tubes is just, well, what are your own stats, your own show saying, have they gone off a cliff? And usually the answer is no for most folks. You could tell that this guy is not falling in just by looking at those, can't you?

**Colin:** Yeah, totally. Absolutely. Yeah. But it's hard not to buy into it, isn't it? When it's the things that drive the media, even just little websites and our little niche are clicks, which is promoted by or encouraged by crazy headlines like Spot out that podcasting has dropped by 8%. Everyone wants to see what that is. So, yeah, try not to be drawn.

**Matthew:** 80.

**Colin:** Oh, yeah, 80%. Yeah, for sure. So we got a message through from a couple of friends of the show, ariel Nissimblatt. ariel does some amazing work in podcasting. Go and check out her social media accounts, twitter, so much good education on there. The earbuds Collective, loads of stuff that she does, which is really great, contributes to the community and teaches new podcasters. And Tim, I don't know Tim so well, but hope to in the future. Tim villegas, I'm sorry, Tim, if I haven't pronounced your second name right there, but Tim villegas, I think, and they're starting a new show called Trailer Park, which shares, you guessed it, podcast trailers. So it's to help with the podcast discovery problem, which we're about to jump into as well. That's part of our next stat. So let's play their trailer. Matthew has a trailer for a podcast about trailers.

**Colin:** Cool. That's a really nicely put together trailer. Sounds great. It's a good place to go and find some new shows and as a podcaster, it's always a great thing to do. Go and listen to trailers. Find out how people are promoting their shows, how people are really persuading folk to listen. Like a trailer is quite an art. We've got an article on this, don't we, Matthew?

**Matthew:** We do, yeah, at the [podcastsourc.com](https://podcastsourc.com) promotrailers, I believe.

**Colin:** Promo trailers, because there's a lot of stuff that goes into making a good trailer. It's always worth having a trailer too. So, yeah, go and have a listen to that podcast, find some new shows to listen to, and get some tips on how to make a better trailer yourself. So. Thanks for that, ariel and Tim.

**Matthew:** Yeah, it's a nice tie in as opposed to some of the next day we're going to talk about Colin because we were looking at the Podcast Planner tool data on the site, which is a free tool that podcasters could use to fill in all the details about the aims and stuff like that. And they get plan generated out, a personalized plan generated for them. And now you're kicking on in there for, I think, two and a half thousand people that have been through that process. So we've got a lot of really good interest in big data. And one thing that stood out here was that 60% of them said that their biggest problem, the biggest barrier that they felt they were facing was going to be promotional audience growth in the first instance. Get a trailer made. That's a no brainer. Isn't that low hanging fruit?

**Colin:** Yeah, absolutely. Yeah, definitely. And it's great. I mean, that's one of the it's not new now, but a lot of people still aren't doing it is the whole you can add a special episode marked as trailer in Apple pods for sure, and it works for some of the other players too. So if you actually create that trailer market as a trailer in your podcast hosting platform, is the podcast episode type, then that shows up as a trailer. When people are browsing through the directory to find podcasts, they can listen to that directly. So yeah, definitely do that. But yeah, what's that? 60% Matthew all around promotion and audience growth.

**Matthew:** Yeah, so we had to make money at 32% and editing as well was 32%. This is a survey that people could pick multiple options, so it's not one versus the other, but it just shows how many people have got this on their mind, that okay, I could put the show together, I have enough confidence in my ability to record and edit it together, but how am I going to grow it? So what do you think are the factors at play there then, Colin?

**Colin:** Yeah, let's dig into that. I suppose this isn't new, is it? Audience growth in podcasting has always been something that people have talked about. People have struggled with Discoverability. It's like they can a classic refrain, discoverability is broken in podcasting. But I think there's more than that. I think we can dig into a few, we can give a few tips, but there's a few factors, isn't there? I mean, is there something around just like simple confidence as well in this? The fact that people always come back to audience growth? There are ways to promote your podcast, there are ways to grow an audience. People have proved it. But is it partly around confidence? Like people actually being confident enough that their content is great, that they like their voice, they've found their voice, that they're putting their all into it, that they're making engaging content that people actually want to listen to? Is that someone around it?

**Matthew:** I think it definitely is. It's something we all suffer from. Even as we become podcasters and do podcasts, I still get at times, why would anyone listen to me talk about this? There are much more qualified and better folks, better sounding folks out there and that's me doing podcasting for like twelve years. So when you think about, I mean, this data is from aspiring or very early stage podcasters, so they've probably not even created an episode yet. So it's understandable that they feel that after I do all this, why would then anyone care less than me when there are people already doing this out there? I wish there was an easier answer around us. An easier way around us. I think it's just something you have to acknowledge and kind of just go on with.

**Colin:** I think that's it. I think there's a big part around acknowledging that we all feel it. We've got a series on our site called Engaging Episodes. We'll put it in the Show Notes but nip into the Show Notes when wherever you do that, whether it's in your app or go over to the [podcastwhost.com](https://podcastwhost.com) podcraft 16 to go to the Show Notes for this episode on the site and we'll put a link in there for a series of posts that we create around confidence and engagement. And one of them in there is like

why do I hate my voice? Am I boring? That question as well, am I just boring? If you have those things in your head, then that makes it really hard to promote yourself because you'll be really self-conscious that you can't go on there and say go and listen to this. You really should listen because this is a great bit of content. It's really difficult to say that if you're not confident. And I do think a big part of it is acknowledging that everyone hates the same number one voice at first. Everyone worries that the stuff they created is just a bit boring at first and it's just not engaging. And the thing to do is really to acknowledge that we all think it and then just think, but it doesn't matter because I have something to say, I have value in the world. Somebody will enjoy this even if it's just a few hundred people in the long term. That audience is out there waiting for what you have to say. And it's a big wide world. There's so many people out there. You will always find somebody that will like your content and it's, it's cheating them. It says denying them the value that you can give if you don't put out there in the world. It's just something around that kind of mindset, I think, to get over it.

**Matthew:** I think that is potentially another factor at play here too. And the podcaster, they might not have the confidence that they've fully nailed their topic quite yet. That's true. If subconsciously you're thinking is this topic, does it really make sense? I've got this angle, is it kind of forced? Like who, who's this for? There's there could be a lot of that as well. You know, you, you've just maybe not nailed that topic quite yet. And we've got a lot of good guides on that. Again, links in the Show Notes, finding your usp, reaching your target listener and stuff like that. But I think a good, a good tip that I always go over with folks is just sit and and write down 15 or 20 potential episode titles, you know, envisage this is like your podcast is available on Spotify or App or whatever. What are the first sort of 20 episodes look like? What are the titles and then you put yourself in the shoes of the target listener. And if they find the podcast, what do you then make of it? What will they make of it? Are they going to go through these episodes and thank God, there's a lot in here for me to take from. I'm going to learn that. I'm going to learn that it's going to take me over here. That's going to give you a lot of confidence in itself to kick on and make those episodes. Whereas if you write it down and you think, I don't know, I don't know where this is going, I don't know if it makes full sense yet, then that's a suggestion that you just need to spend a bit more work honing your topic.

**Colin:** Yeah, yeah. And this never stops. Like five episodes in you. You write down your 20 episodes. It's a great point, Matthew. You write those 20 down but five episodes in link in the show notes, run a survey or something like that, or at least just have a call to action that asks for feedback in some way that makes it easy and specific for your audience so that you can find out, have you liked these last five episodes? Or any of them you like the best? What would you like to hear next? That kind of stuff like that is all around. I think that's all a huge confidence builder, isn't it? As soon as you hear from your audience that they did like this and that and they want more of this and that, or even change tack a little bit to this instead, that refinement that evolution. That gives you confidence, I think, in that you're on the right path and therefore you can hit that long game. Talking of which, is that the other part of it?

**Matthew:** Yeah, I think that a lot of folks believe, not without some justification, that podcast is not easy to grow an audience in. It like you're going to have to do a lot of work over a long period of time consistently. It's got to be well planned. This isn't easy. You compare it to these days, I can go on my social media rant. This isn't a rant, it's just a fact. I could go out there, create a viral video. I'm out here, I've got nothing on but a pair of wellies. I've cut a tree down where a chain saw 10 million views on TikTok.

**Colin:** Is this your side quest?

**Matthew:** A secret TikTok account. But yeah, people see things like that happening and they may be thinking, okay, my podcast needs to be like that too. First episode out there, 10 million downloads, it's gone viral. All this, that's not how it works. The only exceptions are if you're like Super World Famous and commentary podcast, and yeah, you're going to get a lot of downloads early on, but for the rest of us, the simple fact is you're going to. Have to work hard for a long period of time before you see any real growth. And that's not always what people want to hear either.

**Colin:** No, but it's realistic. Absolutely. And numbers will not be the same most likely as YouTube, as blogs because podcasting is higher engagement, higher commitment medium, because it's like an hour, maybe even two to listen to. So you're not going to get the same level of listeners. But then 1000 podcast listeners is worth like 10,000, 10,000 YouTube viewers or blog readers because of the engagement that you get through. That real one to one, that personality, that intimate engagement you get with your audience, they're so much more likely to actually go and do your calls to action or buy a product or contribute to your cause or whatever it is you do in your podcast. Sorry, go on with you.

**Matthew:** I was just going to say, like on my TikTok video I've got all these views, I've cut the tree down, I'm naked with wellies on. If I then turn the camera and say this chainsaw is great, I fully

endorse it. It's unlikely people are going to be bought in enough to me to follow up on that. Whereas if I'm doing that as a podcast, I've 100 episodes out. These folks have been with me there along, they trust that I know what I'm talking about when it comes to chainsaws. So I've got a bit more authority and trust built there. Absolutely.

**Colin:** You could get half of that audience, half of that 1000 people to buy it. Whereas to get 500 people to buy your chainsaw and TikTok, how many would you need? Like 5 million? I don't know, no idea. I don't do TikTok, but it's a lot more anyway. So yeah, lower numbers are fine and slow growth is the norm as well. It's good to see as well in the census, like we saw this acknowledged, at least in the census, like a good proportion of people that reported on our census data acknowledged that the biggest factor in success in podcasting is the long game. It's consistency, it's just keeping it going week in, week out and growing consistently. So that was good to see at least acknowledged by a decent number of podcasters.

**Matthew:** Yeah, but say emphasis on the importance of being sustainable and what you do with your workflow. So again, we could come to the planning stage and we've got grand plans about the show is going to be this, it's going to sound like serial, it's going to go out every Tuesday and this and that, and you get maybe three episodes in and you realize I can't do this. So it's just about making sure that you're setting up with a workflow that you can actually get the episodes out there but still get that quality as well and content.

**Colin:** Definitely, yeah. I was talking to a couple of people in the same building as me about starting a podcast last week and I talked them out of doing an interview show in favor of just doing a show with the two of them because the logistics are so much easier. They don't have to organize interviews, they have to try and find interviews, they don't have to do the research to find the questions, all that stuff. Instead because there's two of them, they've got decent chemistry anyway. So much easier to do what we are doing right now and just actually pick a topic we both know something about. You do still do a bit of research, but it's so much easier to just get out week in, week out. And I think that is something that people don't think enough about at the start of the show.

**Matthew:** Yeah, you just reminded me that ties into previous data we've talked about from the Podcast Planner survey. So at the time it was 1500 respondents. Now I imagine the data is pretty similar. I'll put it in the show notes again. But at the time we reported on this, 43% of new podcasters were planning to do solo shows. That's a big number really. And part of the reason is probably that sustainability, you're only accountable to yourself, you only have to schedule time with yourself. So if you do a solo show, it's not for everyone. But there are a lot of advantages of it.

**Colin:** Yeah, for sure. The final part was I think there's something around that aversion of marketing, of being a marketer that we have as podcasters because to get into podcasting you generally have to be at least a little bit creative. Podcasting is such a personal medium that you kind of you're putting yourself out there, you're kind of being vulnerable, transparent, all that stuff. So there's a real kind of creative, honest, transparent endeavor around it. And then being a marketer, being a promoter, like actually doing some kind of proper growth tactics almost feels a bit weird when you're in that context. Do you ever feel that, Matthew?

**Matthew:** Definitely. Yeah, definitely. Because the marketer, we have all these mental images of what that looks like. Here I am turning around the internet or in real life just basically hawking stuff at people and I think we always take a bit of an aversion to being sold at. So it's probably why a lot of people then just don't really feel comfortable doing it. What I would argue though is that a lot of your quote unquote marketing just happens in the way you set your podcast up. We're going to talk about that in a second. A lot of this isn't about going out there and doing what you would call promotion, it's just about building in the right pieces and your podcast as it already exists. And then another thing, Colin, that's maybe worth mentioning is people maybe believe that there's a silver bullet out there that they could just, you know, that's one simple trick that they'll do that will totally improve their podcast growth and get all these new numbers. And that's not really the case either, is it?

**Colin:** No, absolutely not. There's a whole bunch of layers that you have to put in. Again, we say that podcasting is harder to grow because it's kind of a higher barrier medium. It's harder to get somebody to find your link, to open that link, to put it into a podcast app, or at least search you in a podcast app, or even like depends what app they're using. It's all there's so many different little barriers that gets them there. Then listening to an hour long show, making sure they like that hour long show enough that they subscribe. There's just so many yeah, it's difficult. So you need to do a lot of stuff, build a lot of layers that takes people through all of that, that then persuades them that they should go and have a listen. How much time do you think is realistic to spend on marketing, Matthew? Do you think you should be making a commitment every single week to spend on that audience growth?

**Matthew:** Arguably, yeah. I think we maybe differ slightly on the numbers here, but off the top of my head, like the 80 20 rule seems fine for me and that's with the caveat that I would say part of the

creating the great content consistently ties in wear market and like that, I don't think they're mutually exclusive. And then on the 20%, if that was the number you were settling on, I would just look to identify three or four things that I could do and just focus on them and maybe give it six months and say, okay, how are these going for me? And then either change it up or keep going. And what about yourself? What's your thoughts?

**Colin:** I think you're absolutely right and I totally agree with you. On the early days, certainly the first 2030, maybe even 50 episodes, you probably want to be spending more time on the content and the marketing because you're still figuring out your voice, you're still making it better, you're still really kind of hone in that great show. But I think for later stage podcasters, as soon as you're confident that you've what do they call it, product market fit in products and services and business where you know that people love your product, that there is a market out there for it. So basically you know what your target audience is and you know that you've made a show that really appeals to them. As soon as you hit that fit, then I think you should be spending a lot more. I think it's 50 50, like 50% of the time on the content and you need to spend the same time again on growth if you're taking it seriously because there's no point in creating that great content. Once you've created that great content, it's such a waste for people not to find it. And a big part of it at that point is then getting out to more people and there's so many things you can do. I think you're absolutely right. There's a lot of basic stuff that you can put together that starts that growth, but there's a lot of other things that you can do to really help it amplify as well, like to get it out to more people. So, yeah, I think you can move towards 50 50 even as you develop as a podcaster.

**Matthew:** It's a good point on what stage you're at because if you think about when your back catalog reaches that critical mass, like if you're on 100 episodes now and you find one new listener, that's potentially 100 downloads that you'll get from that one person. If they then like it, and if they've listened to 100 episodes, presumably they do, imagine they just tell one more person about it. That's 200 downloads suddenly that you've got just by finding one listener who liked it and told somebody else. But as if you've just started and you find a new listener, you've got three episodes. That three downloads is still great. It's a great start, but it's kind of not the same thing, is it? Like, when you like, you're saying, if I've got 100 episodes, I could, with confidence, go out there. And maybe this is now a time where I'm going to put some money and overcast advertising because I know that I've got that body of content that I could really pull a lot of new listeners, a lot of new downloads.

**Colin:** Yeah, because those downloads, I mean, every single one of those downloads translates to engagement. That's more time that that person is spending with you. It's more time that they have getting to know you, to trust you. And therefore, the more episodes you have out there, the better chance you have to really draw them in and achieve whatever goal that is you have with that podcast.

**Matthew:** Yeah, imagine like 100 call actions in a row, especially if it was the same one. You're hoping that that person is then going to whatever you're doing. If you're selling something, you're sending people somewhere, you're hoping that they might get the message by then.

**Colin:** Yeah, for sure. All right, we set the tips here, haven't we, for setting yourself up for marketing at least. So we're going to start with Matthew.

**Matthew:** Yeah, so I think the first one is really like make your podcast, searchable and discoverable. And we've talked about this a lot in the past. It comes down to what the name of your show is and how you title your episodes as well. If you don't do that well, you're really setting your podcast up to fail, aren't you? Because people simply can't find it.

**Colin:** Yeah, that's exactly, yeah, for sure. I mean, it needs to draw them in right from the start, set up for discovery, see how you look in the directories names, titles, even the website you send people to, all of that is really vital. We've got so many resources on this. How to name a podcast, how to name your episodes, how to set up a website. We've got actually a planner podcast planning course that I've just released into our community as well, into the podcast community. If you go over to podcast, the podcast host, podcast the podcast host, that's where our free community is. And we've just released a free course into there, which is just called Podcast Planning and that covers how to figure out a great name, how to figure out a great target, the target audience, the real kind of thing that you're tackling, all of which goes into that name and that title. And it's got loads in there around how to set up that podcast for ultimate discovery. So pop over there to have a look at it as well. What else, Matthew? What about where we publish it as well?

**Matthew:** Yeah, again, we're seeing that this is why it's such a gray area. This isn't even what I'd think of as marketing and growth. This is just the basics. This is what you do. So, yeah, making it available everywhere. If you want to find your listeners, you need to make that easy for them. If they use some app you've never heard of, your podcast needs to be available there. And we know as well that a lot of these weapons that you've never heard of, they're just pulling from Apple Podcast api. So you just need to make sure you've submitted it there. But like the absolute essentials, not up for debate. You

need to be in spotify, you need to be an Apple Google. Podcast will get you automatically. But then there's a couple of other ones that you want to check out to tune in stature again, links in the Show notes to a full guide on that as well.

**Colin:** Yeah, for sure. Yeah. And you should be able to do that through your host. Nor is it all. yep, put it everywhere. Everywhere that podcasts are found. And a big part of this is the website as well. You want to send people to a place where they can subscribe in whatever way they do. They might be a spotify listener, an Apple pods listener, and they might be in some obscure little listening app. They might have found you through a blog post or a YouTube video or something like that and not have a listening app yet. So you want to send them to your homebase, which is your website mentioned that in the past. Guide to this in the show notes because there's a few steps to set it up, but it's not hard. It's not hard at all. If you use Alotof, for example, if you're hosting, we set up a website for you, absolutely no worries. And it just works. And it's got these subscription links, so it's got subscribe on spotify, subscribe on Apple pods, or here's the rss link that you can put into any other app. So making that easy for people is really important.

**Matthew:** Yeah, and that's the thing. Like, if you're focused on your own website, although we accept and it's great that people are listing all these different apps, some of the search capabilities in these apps aren't very good. I've come across some apps. It's like, you type my podcast, there Joe rogan. Not that listen to Joe, but you're typing it in and it's like, well, maybe it doesn't come up because it's exclusive. That's a terrible example. But you know what? The searches sometimes aren't very good. So if you're sending people to your own website, you're taking the control of that. You could link to these apps, but you're just saying it's available everywhere. And that ties in as well to the shareability of your show. You want to make your show as easy to share as possible. Again, a really good practices for your early calls to action in your 1st 1015 20 episodes is to just get people sharing the show. You might create a page on your site that you're directing them to, and you could have loads of examples there on how to share your show. Like, here's how to share it on spotify, here's how to share it in Apple, or here's how to share it on Social. Here's all these different ways that you could share the show. And if you're running your own website, then you've got full control over that, don't you?

**Colin:** Absolutely, yeah. And talking to calls to action, you just mentioned that just make sure you use them well. So many people don't use their calls to action. Well, I would suggest that in any given episode, you've only got really one thing that you can ask of someone. If you ask more than one thing, it just gets lost and people get confused or there's just too many things. They don't remember what you're supposed to do. So make a really specific, focused, direct call to action, whether that is, you know, go and review the show. This does actually really help us if you give us a few reviews, do like a month long campaign. I think you can do four weeks, six weeks, maybe even eight weeks, kind of campaigns around calls to action. Pick something to focus on for one or two months and focus on that. So it could be reviews, it could be shared with your audience. Sorry, share it with your friends, like you said there Matthew. It could be go to our website and subscribe to our email list so we can push more out to you, that kind of stuff. But pick a good call to action, put it at the start of the show, the middle of the show, at the end of the show, and make it really specific so that people have absolutely no confusion over what you want them to do.

**Matthew:** Yeah. And again, the good news on all this is this is just stuff that you're doing anyway. We are podcast or should be doing. This isn't taking another time to go and do like marketing. This is just like Good housekeeping around your podcast and it's the most effective stuff you could do, especially in the early days.

**Colin:** Definitely. Yeah. And there's a couple of final couple of resources I'll mention. I've just finished recording actually a new YouTube video on promotions. We're putting out a big kind of cornerstone video on how to promote your podcast. That includes, what, 1012 different things that you can do, I think, to grow your audience. And that all links out to all of the other resources put out about the specifics as well. So, like trailers, for example, one way to do it, we'll link off to articles around that. So nip over to our YouTube channel at YouTube. Comcgray and you'll find it there. You'll get a video there. And also our book. Matthew what about a book? Well, we mentioned the book.

**Matthew:** Yeah, Podcast Growth because we've just told them one call action, so let's do ten.

**Colin:** We're telling them do as we say, as we do.

**Matthew:** Yeah, we have a book, I hear that said a lot on podcasts. I talk about this in the book. So in our book Podcast Growth, which is available on Amazon, I think it was 80 odd growth strategies. So again, perfect if you're doing these essentials, doing these basics, just pick a couple out there, two or three, and pick six months and just go for it. See how you get on podcast growth.

**Colin:** Podcast growth. Yeah. Search it in any place that good digital books are sold, mainly Amazon. It's a good point about the call to action though. I think in our case we're just trying to put as many



great resources as we can. mathew Archmee so it's your menu, it's your menu to go and choose what you like. I suppose the main call to action for this is actually just check out the show notes. That is our call to action, our prime call to action for this episode. Go and have a read through the show notes because there'll be a whole bunch of resources in there that you can choose from. Pick and choose good pick and mix for you in there of goodness around podcast Growth, promotion and everything else that we've talked about. how's that, Matthew?

**Matthew:** Lovely stuff. Yeah, good to dig into some data, explode some myths. Is that the term explode?

**Colin:** That's it.

**Matthew:** Blow up some myths, isn't it?

**Colin:** Yeah. I'll go back to we mentioned earlier on the data around the biggest problems. We did mention that editing is still there in joint second place. Editing is one of the worst things in podcasting for most people, the most time consuming thing. And that is why we create Alitu. So I'll just mention Alitu again. Alitu is our podcast maker. App has call recording solo recording in there so you can record in really easily. It'll do the audio clean up for you. Noise reduction, all the dynamic leveling. Some new stuff in there as well. Some dsing, some dynamic noise reduction. So we're getting better with the systems that we're using around removing things like dog barks and stuff like that. So it's really cool. Test that out just now and then we go into editing a podcast specific editor so you can cut out all your mistakes. And finally hosting. Hosting is built in too, so you get up to 1000 and downloads a month, which actually is plenty for the majority of podcasters. So go over and check it out at [Alitu.com](https://Alitu.com) seven day free trial so you can create your first episode.