

Podcast Growth Strategy



How to grow your podcast to over **100,000** downloads.

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Introduction

Welcome to the ultimate guide on how to grow your podcast to hundreds of thousands of downloads! With the increasing popularity of podcasts, it's important to develop strategies that can help you stand out and reach a wider audience.

Whether you're just starting out or have been producing podcasts for a while, this guide will provide you with practical tips and strategies to help you take your podcast to the next level.

From creating compelling content to promoting your show and engaging with your audience, we'll cover everything you need to know to grow your podcast and attract more listeners.



Commitment

Growing a podcast to hundreds of thousands of downloads is not for the faint of heart. It takes consistent effort and dedication to create high-quality content and promote it effectively.

However, if you are willing to put in the work, the rewards can be immense. A successful podcast can become a powerful marketing asset for your business, helping you reach a wider audience and establish yourself as an authority in your industry.

So, if you're serious about growing your podcast, this guide is for you. Let's get started!





Niche

The first step to growing a successful podcast is to be niche. A niche podcast focuses on a specific topic or audience, and this is important because it helps you stand out in a crowded market.

By narrowing your focus, you can appeal to a specific group of listeners who are passionate about your topic. This can help you build a loyal audience that will not only listen to your show regularly but also share it with others who are interested in the same subject matter.

You shouldn't worry about limiting your audience too much. With hundreds of millions of podcast listeners worldwide, there will always be enough listeners to scale your show successfully.

By honing in on a specific topic or audience, you can differentiate yourself from the competition and attract listeners who are genuinely interested in what you have to say.

So, don't be afraid to go niche and embrace your unique perspective. With dedication, consistency, and a little creativity, you can grow your podcast and reach hundreds of thousands of downloads.

Additionally, a niche podcast can help establish you as an authority in your industry, which can lead to more opportunities for growth and success as a business.

Podcast Branding

Professional branding is a crucial component of growing a successful podcast. Your podcast's branding encompasses everything from its name, logo, and artwork to its overall tone and messaging. A strong, cohesive brand can help you stand out in a crowded market, establish your show's identity, and build a loyal following of listeners.

When developing your podcast's branding, it's important to consider your target audience and the type of content you produce. Your branding should reflect the personality and values of your show while also resonating with your listeners. Consistency across all branding elements is key, as it helps to create a recognisable and memorable brand that listeners can easily identify.

Professional branding also gives your podcast a polished and credible look. A well-designed logo and artwork, can give your show a professional edge that sets it apart from amateur podcasts.



What is a short?

Short-form videos are concise, visually engaging videos designed to be consumed quickly and easily. They are typically under 60 seconds in duration and convey a message or story in a compelling way.

To make them accessible to a wider audience, it's recommended to include subtitles or captions. Vertical (think portrait on a phone) or square videos are often better suited for social media feeds and mobile devices.

Short-form videos are a popular way to deliver content that captures attention and communicates a message quickly and effectively. Many podcasters are now video recording their podcasts creating impactful short videos.

The main platforms for "Shorts" are YouTube (shorts), Instagram & Facebook (reels), and TikTok - the same video can be posted on all of these platforms to maximise exposure.



Short Form Video Pt.1

Creating short-form video content to drive traffic from social media to your podcast is crucial for several reasons. Platforms like TikTok, Instagram Reels, and YouTube Shorts have made it easier than ever to create and share bite-sized video content, making it an excellent way to capture the attention of your target audience.

Moreover, creating short-form video content can help you reach a broader audience on social media platforms. By posting your video content on various social media channels, you can leverage the power of different platforms and increase your reach.

This will not only help you reach your existing audience but also attract new listeners who may not have discovered your podcast otherwise.





Short form video Pt.2

Another reason why short-form video content is essential for promoting your podcast is that it can help you build a stronger connection with your audience. By creating engaging videos that showcase your personality and expertise, you can establish yourself within your niche and build trust with your followers. This, in turn, can lead to higher engagement rates, more shares, and ultimately, more traffic to your podcast.

Short-form video content is an excellent way to drive traffic from social media to your podcast. By creating engaging videos that showcase your expertise and personality, you can attract new listeners, build a stronger connection with your audience, and increase your reach on different social media channels. So, if you're looking to promote your podcast and grow your audience, consider adding short-form video content to your marketing strategy.

YouTube Podcasts

Youtube is the second-largest search engine in the world (only behind Google), and it's starting to move into the podcast market.

Posting a video podcast on YouTube is essential for podcasters looking to grow their audience. With over two billion monthly active users it significantly increases your chance of being seen. If you are recording the content for your short-form videos, you may as well get the full episode onto YouTube.

YouTube is also the sister company of Google, meaning it gets preferential treatment in Google searches, you can download extensions to the Chrome browser to learn more about YouTube Search Engine Optimisation (SEO). Creating chapters around keywords will certainly help with exposure.

YouTube also allows comments, meaning you can use it as a platform for feedback from listeners.





Topics

Ok, now this is where we get into the detail.

Researching podcast topics is a critical step in creating compelling content that resonates with your audience. One way to conduct research is by using Google and YouTube SEO research to identify popular keywords and phrases related to your podcast's niche. This helps you create titles and descriptions that are more likely to be discovered by your target audience.

Additionally, reviewing your previous episodes' performance can give you insights into what is and isn't working. This allows you to refine your content strategy and make adjustments to improve engagement and retention rates.

By using these research methods, podcasters can create content that is relevant, engaging, and valuable to their audience, ultimately leading to increased growth and success.

Consistency

Being consistent is crucial for podcasters looking to grow their audience and establish a loyal following. Consistency helps listeners know when to expect new episodes, builds anticipation, and encourages repeat listening.

By releasing a new episode weekly or biweekly, podcasters can keep their audience engaged and maintain momentum. Consistency also helps with discoverability on platforms like Apple Podcasts, where regularly updated podcasts are more likely to be featured and recommended.

Moreover, being consistent with your podcasting schedule demonstrates a level of professionalism and dedication, which can help build trust with your audience and attract new listeners. Overall, consistency is key to building a successful podcast and fostering a community of engaged and loyal listeners.



A Strong Start

Starting a podcast episode strong is critical to capturing the listener's attention and keeping them engaged throughout the episode. It's essential to get right into the details of the episode's topic to hook the listener and provide value from the start.

A strong introduction should quickly set the tone and give the listener a reason to keep listening. By diving into the details early on, podcasters can establish their expertise and build credibility with their audience. It's also essential to **avoid lengthy introductions** that delay the episode's substance, as this can lead to listener drop-off.

In today's fast-paced world, listeners have a limited attention span, so starting a podcast episode with a clear and concise introduction that jumps right into the topic is crucial to keeping their attention and ensuring they stay engaged throughout the episode.





Time

Success in podcasting is not an overnight process, and it takes time to build a loyal audience and establish a brand. Patience and persistence are key, and we must be willing to give your show time to grow and develop. One effective approach to achieving podcast success is breaking down longer-term targets into achievable targets.

This helps to keep motivated and focus on the ultimate goal while also providing measurable milestones of progress. By setting smaller targets, you can track your success and identify areas for improvement.

This approach also allows you to celebrate smaller achievements and build momentum toward your larger goals. Ultimately, the key is to stay committed to the process and to be willing to put in the time and effort required to achieve success in podcasting.



More Social Media

Social Media can be a powerful tool for growing an audience. If you already have a significant social media following on say a Facebook group centered around your podcast's topic or niche then ensure they are aware of your podcast episodes.

By fostering a community around your podcast, you can increase engagement and build a loyal following. Another strategy is to use ads to promote your podcast to a targeted audience. This can help to reach new listeners who are interested in your podcast's topic or niche.

To finish...

Building a personal brand through podcasting and video content is an essential strategy for anyone looking to establish themselves as an authority in their industry.

By leveraging the power of these mediums, individuals can showcase their unique perspectives, expertise, and personality, which can help differentiate them from their competitors. Furthermore, creating a personal brand can lead to increased opportunities for networking, collaboration, and revenue generation, as well as increased brand awareness and customer loyalty.

Consider podcasting and video content as valuable tools to help build a strong personal brand and achieve your business goals. With consistent effort, dedication, and a willingness to learn and adapt, anyone can create a lasting and impactful personal brand in today's digital world.



Connect with me



I hope you have found this guide helpful, why not connect with me and let me know what you think?

I am always keen to hear about entrepreneurs in their podcasting and video journey.

Connect on the platforms below:



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Would you like to speak with me about your podcast?

Are you a business owner looking to make your voice heard and stand out in your industry? Look no further. My mission is to help you do just that, and I'm extremely passionate about it. Whether you're just starting out or looking to scale your existing podcast, I offer a free strategy session to help you achieve your goals.

Don't miss out on this opportunity to build your personal brand and increase your revenue. To schedule your free strategy session, simply email enquiries@motiontoprofit.com and we'll set up a time and date that works for you.

I'm excited to help you succeed and can't wait to speak with you soon.

Best regards,
Darren Ockenden.

