



The Basics

What is a podcast?

“A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.” - *Oxford Dictionary*

Podcasts are simply audio shows available through the internet. They can be anything from one person talking into a microphone to a highly scripted and produced audio drama.

Podcast Listening

Audiences can discover and listen to podcasts in a variety of different ways: Apple Podcasts, Spotify, Google Podcasts, Stitcher, TuneIn, and a variety of other podcast players.

Podcast Distribution (Where does it live?)

How do our podcasts get to all of those podcast players? Podcasts are typically distributed using an RSS feed. Episodes are hosted or housed on a server. The RSS feed is like an address to that house. We submit the RSS feeds to the appropriate third party podcast players, including our own websites and apps. Those players then check the RSS feed and pull in all of that content.

Currently at Hubbard, all of our podcasts are hosted and managed through PodcastOne.

The majority of podcast listeners listen on Apple podcasts, Spotify, Google Podcasts, Stitcher and TuneIn.

Podcast Best Practices

Naming a New Podcast

When coming up with a name for your new podcast, be sure to search the web for other podcasts with the same title.

Artwork

Every podcast will need artwork in the following sizes:

1. 3000 x 3000 pixels - Podcast Logo
2. 600 x 315 pixels - Facebook share image
3. 960 x 250 pixels - PodcastOne Header Graphic

- The best podcast artwork is eye catching and reflects the tone/topic of the show.
- Look at other shows in your category and see what colors they use in their artwork. Contrasting colors can help your show stand out.
- Text should be large and legible
- Images of hosts can help connect possible audience members with a face

Episode Titles

- Titles should be descriptive of what the listener will hear
- If the podcast is time shifted radio, it is helpful to label the episode with the date and hour of the show. Use the same formatting to make it easy to read. For example:
 - 6/17/20 | Hour 1 | The Top News Stories
 - 6/15/20 | Hour 3 | Here We Go Again!
- Episode titles should not include the title of the show since listeners are already looking at the show.

Episode Descriptions

- Episode descriptions should tell a listener what they are going to hear.
- It should be different and more detailed than the episode title.
- It can be helpful to include timecodes for favorite segments.

Introduction

- Pretend that with every new episode, you are welcoming in a brand-new listener.
- Welcome them into the show, tell them what they are going to hear in the episode.
- Get to the content right away. Do not meander.

Closing

- Tell listeners where they can find more episodes and ask them to subscribe wherever they listen to their podcasts. We recommend directing listeners to the Station app and website. For example, “Listen on the Q102 app, on WKRQ.com or where you get your podcasts.”

What makes podcasts unique?

- Podcasts are on-demand and mobile. That means listeners can listen anytime and anywhere.
- Podcasts are intimate. Most podcast listeners listen to shows by themselves and while wearing headphones. They develop a personal relationship to the show and hosts.
- Podcasts are only gaining in popularity. According to Edison Research’s Infinite Dial 2020, 37 percent of the US population (12+) has listened to a podcast in the last month. That is up from 26 percent in 2018, just two years ago.

PodcastOne’s Download Definitions

Raw downloads: Every time an RSS feed is pinged counts as one download. This metric is inflated and should not be used as a measurable number when talking to advertisers. Reasons for inflation range from cell phones connecting to different towers while driving, bots, users streaming episodes, etc.

Filtered: The filtered number reflects a quantitative measurement of show consumption based on results of biannual surveys conducted by Edison Research across the PodcastOne network.

Unique downloads: These filter the download numbers using IP addresses and user agents (examples: Apple Podcast app, Stitcher, Pocketcasts) in a 24-hour window, so you don’t see repeated downloads for one listener.

IAB Unique downloads: These are the most accurate numbers and what Hubbard uses. They apply the unique downloads filter, but also filter out blacklisted IP addresses and user agents. Plus, at least 60 seconds of the podcast must be played. PodcastOne IAB unique numbers are IAB compliant, but are not yet IAB certified.

Marketing Toolbox

Word of Mouth

The most effective form of marketing for podcasts is word of mouth. Ask your loyal listeners to share your show with their friends.

Reviews

Although the algorithm is not public, Apple shows with more five-star reviews tend to go higher in the charts. Ask listeners for reviews. Perhaps read five-star reviews on the show.

Headliner

Headliner creates shareable videos to put on your website, social media, etc. using your show's audio

<https://www.headliner.app/>