

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

3 Effective Podcast Marketing Strategies for Long-term Growth

DESCRIPTION:

The primary way you market your podcast does not have to be social media. It may be the least effective and the most time-consuming part of your podcast production workflow. In this session, discover (3) podcast marketing strategies that lead to long-term audience growth -- we're talking SEO (search engine optimization), collaborations, and nurturing your email list.

Takeaways:

- What to include in your show notes to get picked up by search engines.
- How to find the right shows with your ideal listeners.
- How to continuously get your email list to listen to your archive of episodes.



FACILITATOR:

Danielle Desir is an author, speaker, and the creator of The Thought Card, an affordable luxury travel and personal finance blog and podcast empowering financially savvy travelers to make informed financial decisions. She is also the founder of WOC (Women of Color) Podcasters, the first community of its kind dedicated to supporting and amplifying the voices of Women of Color audio creators around the world.

LOGISTICS:

Date/Time: Sunday, November 14th: 1:00 PM - 1:55 PM

Format: Workshop and Q&A

