

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

Building a Community of Friends not Fans

DESCRIPTION:

Starting a podcast is easy but building a community of consistently engaged listeners can be more difficult. While most podcasters believe "if you build it, they will come", studies have shown that 80-85% of podcast listeners are NOT loyal to any particular show. But the 15% that are matter and want to become a part of your community. This session will walk you through how to use your content to attract community members. I will share the social and tech tools I use to engage listeners and provide resources to create an engagement plan.

Takeaways:

- How to leverage social media to build listenership and engage authentically with followers.
- How to clarify your brand to attract enthusiastic listeners.
- How to create an engagement plan to connect with your audience.



FACILITATOR:

Brandy Varnado is a serial entrepreneur influencing individuals to heal, learn and grow through self-accountability. Her commitment to personal growth and building strong communities led her to work in K-12 education for 14 years before jumping into full time entrepreneurship. Her side hustles helped her display her creative talents and supplemented her teacher salary while she built her personal brand and businesses. Brandy is a mother, author, portrait photographer, host of Brandy Was Here the podcast, and the creator of TBM Skincare.

LOGISTICS:

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

Format: Workshop and Q&A

