

# Podcast Jump-Start Checklist

*Year over year, podcast engagement grows exponentially and pod-casting has become one of the most common ways for businesses of all sizes and in any industry to get their message out to the masses. By 2022, it's estimated that [podcast listening will grow to 132 million](#) people in the United States. You are here because you see the opportunity that comes from creating a podcast and need some guidance on how to get started.*

## 1 Equipment

You don't need to break the bank and buy the best recorder and microphones available. Podcasts can be recorded using a good pair of microphone capable headphones and your phone. That being said, to get higher quality sound you will want to have higher quality gear. Look for a USB powered condenser microphone to get higher quality audio that you can record to your computer.

## 2 Theme

You need a podcast that is worth listening to. How is your podcast going to stand apart from your competitors? Themes can be simple like daily tips for marketing campaigns, or weekly news updates on industry trends. Having a theme gives your podcast an identity beyond its title and gives your listeners something that they can latch onto and subscribe to.

## 3 Running Order

This is an important step to keep your podcast organized and structured. The running order of the items in a broadcast, concert, or show is the order in which the items will come. So, if you are going to have segments in your podcast or multiple topics you need to create the running order template to follow for each show. This helps the listener to feel some continuity from show to show and will help keep your audience more engaged.

## 4 Record

Now that you have your pre-production items completed it's time to press record. It is as simple as that. Make sure your equipment is powered up and working properly and then hit record and run through the show.

## 5 Publish

You will need to choose a podcast hosting platform in order to get your podcast live and out to the various streaming services. At Revenue River we recommend using Buzzsprout. This tool allows you to manage each episode and will automatically push the podcast to all of the streaming platforms you choose once you have the connections created. From there it's about dialing in your metadata.

## 6 Optimize

The metadata for your podcast, along with your podcast artwork, is your product packaging and can affect whether your podcast shows up in relevant searches, and how likely users are to subscribe to it. Most podcasting streaming companies use title, author, and description fields for their search tool. Your title is important to be able to be found through organic search. Your title needs to be something catchy and searchable. Don't use a title like "Company Monthly Roundup." You should be creative with your title choice so it is easily found with a search.

## 7 Promote

Now that your podcast is ready to go live from your management platform, you need to promote it to your audience. There are plenty of different promotional strategies out there but we suggest starting with an email campaign and scheduled posts to social media. You should be teasing the launch of each episode 24 hours before it goes live and then again promoting it the day it goes live through social media and email. This is a simple and less time-consuming way to get started.

*If you have any questions about anything in this checklist or want to inquire about our podcast management service, reach out to us at [multimedia@revriv.com](mailto:multimedia@revriv.com) or give us a call at 303-945-4341.*