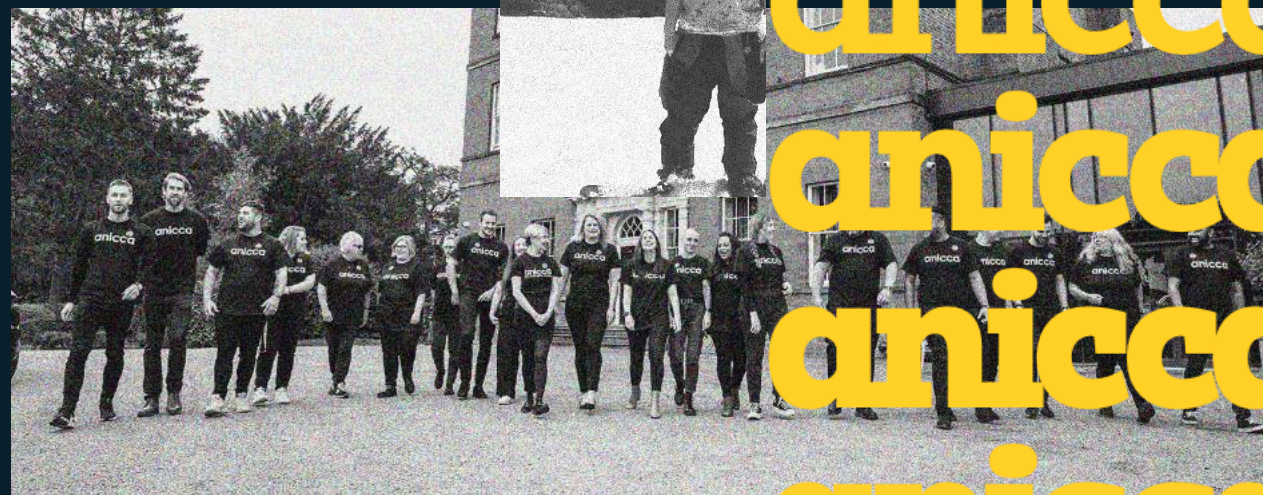


# Launching your first podcast

---

Ann Stanley – 17th March 2023



anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca



# Introduction

---

**Ann Stanley**  
*Founder & CEO*





# Thanks to the team for making **#anicccast** happen

---

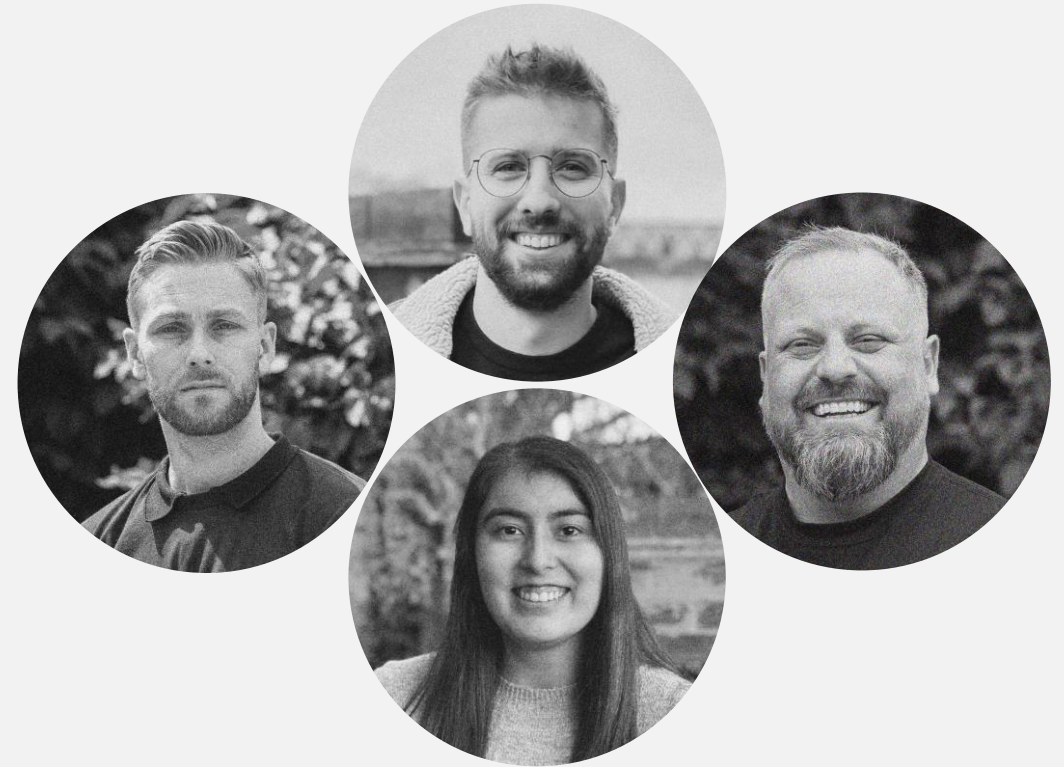
András – design & editing

Thom – equipment

Emil – social distribution

Gurpreet – ongoing production

Anicca technical team – guests



# Our team

---



Ann Stanley  
Founder & CEO



Darren Wynn  
Managing Director



Angie Longman  
Operations Director

## Directors



Ange Padfield  
New Business



Katie Downing-Howitt  
Marketing & Training



Holly Kelly  
Paid Media



Ed Truman  
Analytics & Data



Thom Shardlow  
Creative Strategy



Brad Longman  
SEO



Emil Ougendal  
Social



Katie Ford  
PR & Content

## Commercial & Strategy Team



Rajal Prajapat  
Client Services



Mark Janes  
Client Account



András Lorinczi  
Creative



Amy Hayward-Paine  
PR & Content



Rachel Cryan  
Social



James Allen  
Analyst & SEO



Jordan Munton  
Paid Media

## Technical & Support Team



Ebony Hutt  
PR & Content



Anna Lomax  
Social



Pete Keyworth  
Paid Media



Zak Averre  
Content



Gurpreet Purewal  
Marketing



Lucy Hammond  
Training & Events



Salema Khatun  
Employer Liaison

# Channels & webinar content

---



## Services ↗

*Analytics*

*Creative*

*Paid Media*

*PR & Content*

*SEO*

*Social Media*

*Training*

## Outcomes ↗

*Consultancy*

*Strategy*

*Lead Generation*

*eCommerce*

*Technical Support*

*Reporting*

*Client Services*

# Contents

---



1. Introduction
2. Research
3. Strategy & Approach
4. Content Calendar
5. Branding and Design
6. Equipment
7. Software
8. Production - Riverside.fm
9. Editing – Adobe.com
10. Hosting & distribution – Buzzsprout.com
11. Publication on directories (via Buzzspout.com)
12. Promotion
13. Analytics
14. Conclusion and Q&A

# 1: Introduction to Podcasts

---

# Podcast stats for UK



- 1.3 million podcasts are recorded in English.
- Over 19.1 million Britons listen to podcasts.
- 40% of UK podcast listeners are aged 26 to 35.
- 79% of Britons listen to podcasts on their smartphones.
- Comedy is Brits' most favoured genre of podcasts.
- People in the UK mostly listen to podcasts while commuting or travelling.
- Britons listen to podcasts 40% more now compared to before the COVID-19 pandemic.
- 48% of Britons listen to podcasts to learn something new.
- In 2021, £46 million were spent on podcast advertising in the United Kingdom.
- In 2020, the average ad spent per podcast listener in Great Britain was £2.31.











[Podcast Statistics — Top Podcasts UK \[2023\] \(cybercrew.uk\)](#)



# Top UK podcasts (Apple)



## Apple Podcasts — Great Britain — All Podcasts

- |    |   |  |
|----|---|--|
| 1  |    | Goalhanger Podcasts<br>The Rest Is Politics                            |
| 2  |    | Steven Bartlett<br>The Diary Of A CEO with Steven Bartlett             |
| 3  |    | Global<br>The News Agents  |
| 4  |    | Therapy Crouch<br>The Therapy Crouch                                   |
| 5  |    | Goalhanger Podcasts<br>The Rest Is History                             |
| 6  |    | The Free Press<br>The Witch Trials of J.K. Rowling                     |
| 7  |   | Serial Productions & The New York Times<br>The Coldest Case In Laramie |
| 8  |  | Plosive Productions<br>Off Menu with Ed Gamble and James Acaster       |
| 9  |  | Somethin' Else<br>Cover Up: Ministry of Secrets                        |
| 10 |  | Goalhanger Podcasts<br>Leading   |

Source

<https://chartable.com/charts/itunes/gb-all-podcasts-podcasts>

# Most popular times

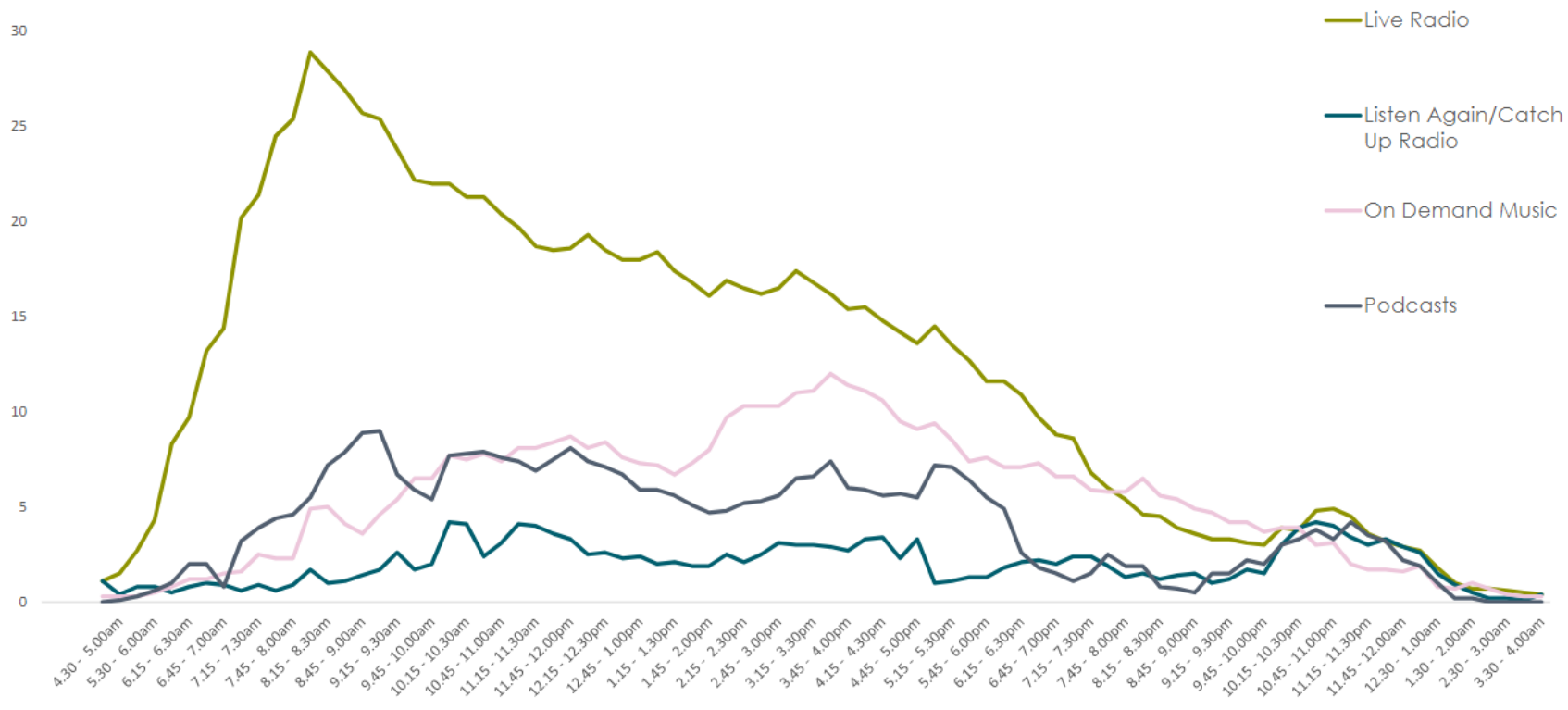


MIDAS Measurement of Internet Delivered Audio Services

SUMMER 2022



TIME OF DAY LISTENING – MONDAY TO FRIDAY AVERAGE WEEKLY REACH %

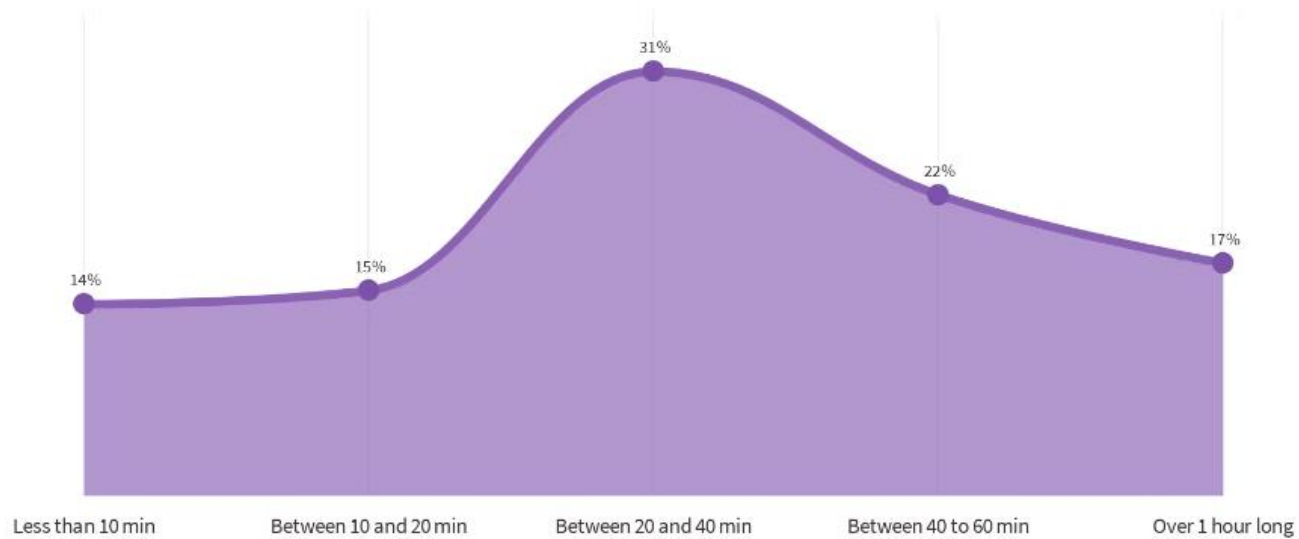


# Duration



## HOW LONG ARE PODCAST EPISODES?

Over 50% of podcast episodes are between 20 and 60 minutes long



Source: Buzzsprout Platform Statistics

## 2: Research

---

# Research

---



- Study competitors' podcasts
- Identify popular podcast formats
- Analyse successful podcasts in your industry
- Discover trending topics and themes

# Spotify – research your topic



The screenshot displays the Spotify app interface with the search bar set to "digital marketing". The user profile is "Anicca Digital". The "Podcasts & Shows" section is active, showing a grid of six podcast covers:

- DIGITAL MARKETING PODCAST** by Target Internet
- AHEAD OF THE GAME** by Digital Marketing Institute
- DIGITAL MARKETING MADE EASY** by Dawn McGruer
- Marketing School** by Eric Siu & Neil Patel
- The Girls in Marketing** by Girls in Marketing
- Digital Marketing D...** by WG Media

The "Episodes" section below features two episode cards:

- 52. How He Earns \$400K/Month with a Digital Marketing Agency** by Digital Marketing Agency. Description: Eric Berman founded his digital marketing agency, Brandetize, in 2001 to manage the marketing channels for thought leader Brian Tracy. Twenty years later, they've grown to more... Duration: Jan 2 · 37 min 57 sec.
- 50 Minutes of Marketing Strategy You Can Start Using Today | Digital Agency Expo Keynote** by The GaryVee Podcast.

The bottom of the screen shows a playback control bar with a progress indicator at 0:00.



Google search results for "best digital marketing podcasts".

Search bar: best digital marketing podcasts

Navigation: All, Videos, News, Images, Books, More, Tools

Results: About 133,000,000 results (0.73 seconds)

### Podcast series / Internet Marketing

From sources across the web

- Digital marketing podcasts
- The Digital Marketing Po...
- Marketing School - Digi...
- Online Marketing Made E...
- Social Pros Podcast
- Marketing Over Coffee M...
- Social Media Marketing P...
- Everyone Hates Marketers
- This Old Marketing

41 more

Feedback

Podcastle  
https://podcastle.ai > blog > best-digital-marketing-pod...  
**10 Best Digital Marketing Podcasts - Podcastle**  
13 Jan 2022 — 10 Best Digital Marketing Podcasts ; 1. The Art of Online Business ; 2. The Digital Marketer Podcast ; 3. Social Pros Podcast ; 4. Social Media ...

Emeritus

**ChatGPT for Google Says:**

Please login on OpenAI and pass Cloudflare check.

[Login On OpenAI](#)



Google search results for "best digital marketing podcasts".

Search bar: best digital marketing podcasts

Podcastle  
https://podcastle.ai › blog › best-digital-marketing-pod...  
**10 Best Digital Marketing Podcasts - Podcastle**  
13 Jan 2022 — 10 **Best Digital Marketing Podcasts** ; 1. The Art of Online Business ; 2. The Digital Marketer Podcast ; 3. Social Pros Podcast ; 4. Social Media ...

Emeritus  
https://emeritus.org › blog › best-of-best-digital-marke...  
**Top 5 Digital Marketing Podcasts That Marketers Must Listen to**  
28 Sept 2022 — Are You a **Digital Marketer**? Here are **Top 5 Podcasts** You Must Subscribe to ·  
1. **Marketing School** · 2. Agents of Change · 3. Goal Digger · 4. Adweek ...

Lower Street  
https://lowerstreet.co › Blog  
**25 Must-Listen Digital Marketing Podcasts | Lower Street**  
7 Mar 2022 — 25 Must-Listen **Digital Marketing Podcasts** ; Copyblogger FM. Copyblogger FM ; The Business of Digital. The Business of Digital ; The Content ...

People also ask :

- What is the best digital marketing podcast? ▾
- Who is the No 1 digital marketer? ▾
- How podcasts are used in digital marketing? ▾

ChatGPT for Google Says:  
Please login on OpenAI and pass Cloudflare check.  
[Login On OpenAI](#)  
OpenAI requires passing a security check every once in a while. If this keeps happening, change AI provider to OpenAI API in the [extension options](#).

Red Z logo



# Directories



**FeedSpot** HOME MEDIA CONTACT DATABASE FOR PUBLISHER  **PRICING** ☰

## 60 Best Digital Marketing Podcasts

Total Views 4K · Mar 12, 2023 · [Contents](#)

The **best Digital Marketing podcasts** from thousands of podcasts on the web and ranked by traffic, social media followers, domain authority & freshness.


[Promote Your Podcast](#) [Sponsor this list](#)

[Get Podcasters Contacts](#) [Spreadsheet](#)

### Digital Marketing Podcasts

Here are 60 Best Digital Marketing Podcasts worth listening to in 2023

#### 1. Social Media Marketing Podcast



**Social Media Marketing**  
with Michael Stelzner

📍 Poway, California, US

Publishing weekly since 2012, this show helps marketers navigate the ever-changing marketing jungle with expert interviews from leading marketing pros. Join Social Media Examiner's founder Michael Stelzner as he helps you discover new strategies and actionable tips to improve your marketing.

Also in [Marketing Podcasts](#), [Social Media Marketing Podcasts](#)

🔗 socialmediaexamine.. [+ Follow](#)

▶ [Play](#) · [f](#) 578K · [t](#) 516.7K · 🎧 1 episode / week · ⏪ Avg Length 45 min

[Get Email Contact](#)

Get Email Updates ⓘ

[Continue](#)

#### Media Contact Database

Get access to 250k active Bloggers, Podcasters, Youtubers, and Instagram Influencers in 1500 niche categories.

Get targeted influencers list in your niche at your fingertips so you can focus on running your campaign.

Email us the type of bloggers you want to reach out for your marketing campaign at [anuj@feedspot.com](mailto:anuj@feedspot.com). We'll share blogger's data in an Excel or CSV format.

[Email us](#)

#### Why list and promote your Podcast on FeedSpot?

**250k** blogs, podcasts and publications listed on FeedSpot.

**120+** million users visited FeedSpot lists.

**30+ million** users sent to publishers websites from FeedSpot lists.

[Get Started](#)

## 3: Strategy & Approach

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# Objectives

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- Define clear, measurable goals
- Align objectives with business goals
- Set KPIs (key performance indicators)
- Establish a timeline for achieving objectives

# Theme

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- Identify your niche
- Align with your business goals
- Showcase expertise or unique selling points
- Relatability to the target audience
- Formats: interview, storytelling, panel discussion, etc.
- Consistency in theme and style
- Evolving themes based on audience feedback
- #aniccast – digital marketing & marketing – based on our webinars

# Approach

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- Target audience identification
- Objective
- Audio vs. video podcasts
- Episode frequency and length
- Host
- Style
- Collaborations and partnerships

# Approach

---



- Target audience identification – businesses & potential clients
- Objective – awareness, thought leadership, trust, new business leads
- Audio vs. video podcasts – audio with video snippets
- Episode frequency and length – weekly - 30-60mins
- Host – Ann Stanley, Co-host Thom Shardlow
- Style – interview, informal, technical, educational = thought leadership
- Collaborations and partnerships – discuss webinar with presenters (staff or guests)

## 4: Content Calendar

---

# Content Calendar

- Planning and scheduling episodes
- Identifying potential guests and topics
- Creating a content pipeline
- Consistency and variety in content
- Our webinar programme became our content calendar



**Valuable custom audiences for your Facebook & Instagram Ads (Meta) - Friday 10th March - 9:00am - 10:00am**

Friday, March 10, 2023 - 9:00 AM GMT

This practical webinar will explore the different types of meta-audiences that businesses can use, the benefits of each, and the best practices for creating and targeting effective campaigns. Whether you're looking to attract new customers or nurt...

**Evaluating and optimising your social media campaigns (Friday 3rd March - 9:00am - 10:00am)**

Friday, March 3, 2023 - 9:00 AM GMT

Our Digital Strategist, Emil Ougendal, will be hosting a webinar next Friday where he will cover topics such as critically evaluating the performance of your campaigns, what metrics to use and how to analyse them in depth, the influence of convers...

**How to setup PMax campaigns to squeeze the most information out of them (Friday 24th February - 9:00am-10:00am)**

Friday, February 24, 2023 - 9:00 AM GMT

In this week's webinar, Jordan will be discussing how to set up a performance max campaign and how to harness old techniques to gain actionable insights from performance max campaigns. You don't want to miss this one!

**PPC automation & AI: harnessing its powers - Friday 17th February - 9:00am - 10:00am**

Friday, February 17, 2023 - 9:00 AM GMT

Holly talks about why you need to embrace and harness the powers of automation and AI for PPC to improve your efficiency. You will learn how you can work alongside automation and AI to get better results and why it doesn't mean the end of human PP...

**How to plan your creative in 2023 (B2B Edition) - Friday 10th February - 9:00am - 10:00am**

Friday, February 10, 2023 - 9:00 AM GMT

Head of Commercial Strategy & Creative Thom Shardlow, will be looking at trends and expectations for creativity in B2B industries for 2023. Explore what the big brands are doing and how you can put your own spin on the current trends.

**Getting the most out of GA4 Reporting (Friday 3rd February - 9:00am - 10:00am)**

Friday, February 3, 2023 - 9:00 AM GMT

In this webinar Head of Analytics and CRO Ed Truman, will be bringing you up to date with the status of GA4, highlighting the key GA4 reports you need in your life, as well as mistakes to avoid.



# Script (questions & discussion)

---



**Host** - Introduction to #aniccast and topic of the day

**Guest** – A bit about them

**Host** - asks about the webinar

**Guest** - explains key points covered in the webinar

**Discussion** – on what was presented

**Discussion** – on aspects that need more detail

**Guest** –outline key takeaways

**Host** – where the listener can get more info

**Host** – round up and goodbyes, bridge to next episode

**Duration** - 45-80min edited down to 30-70mins

## 5: Branding & Design

# Branding and Design

---

- Podcast name and tagline
- Consistent visual elements and tone
- Podcast cover art
- Intro and outro music



# Range of artwork



Annicast\_SocialPost1



Annicast\_SocialPost2



Annicast\_SocialPost3



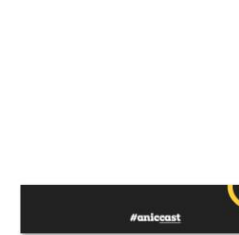
Annicast\_SocialPost4



annicast-1-understanding-chatpt-generative-ai-aka-talking-to-robots-with-martin-broadhurst-soundbite



Annicast\_cover with Ann



Annicast\_Image1



Annicast\_Image3



Annicast\_SocialPost5



Annicast\_SocialPost6



Annicast\_SocialPost7



Annicast\_SocialPost8



Annicast\_Image4



Annicast\_Image5



Annicast\_Image6



Annicast\_Image7



Annicast\_SocialPost9



Matt and ann chatgpt image



Podcast\_Cover\_YouTube Ed and Ann



Podcast\_Cover4 Ann



Annicast\_Image8 video Ann and Ed



Annicast\_Image9



Annicast\_Image10



Annicast\_Image11

# YouTube creative

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## 6: Equipment

# Equipment

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- ↗ Recording virtually
  - ↗ Separate microphone
  - ↗ Headphone
  - ↗ Ring light
- ↗ Audio recorded in a studio
  - ↗ Converted meeting room
  - ↗ Microphones and audio interface
  - ↗ Headphones
  - ↗ Pop filters and stands
  - ↗ Noise-proofing
- ↗ Video set-up
  - ↗ Curtains & light levels
  - ↗ Lights
  - ↗ Cameras/Smartphone

# Audio – sound proofing & mics





ORDER PLACED	TOTAL	DISPATCH TO
19 February 2023	£121.98	Ann Clode

**Delivered 20 February**  
Parcel was handed to resident.

 SUDOTACK USB Streaming Podcast PC Microphone, professional 192KHZ/24Bit Studio Cardioid Condenser Mic Kit with sound card Boom Arm Shock Mount Pop Fil  
Return items: Eligible until 22 March 2023  
[Buy it again](#) [View your item](#)


**Delivered 20 February**  
Parcel was handed to resident.

 TONOR USB Microphone Kit, PC Microphone Bundle with Boom Arm Stand, Streaming Podcast Cardioid Condenser Computer Mic for Gaming Recording Studio Sing  
Return items: Eligible until 22 March 2023  
[Buy it again](#) [View your item](#)

 Microphone Isolation Shield, AGPtEK Compact Microphone Isolation Shield with Desk Mic Stand, Mic Sound Absorbing Foam Reflector for Sound Recording.  
Sold by: Mambate Global Product question? Ask Seller  
Eligible for return until 26 Mar 2023  
£29.99  
[Buy it again](#)

ORDER PLACED	TOTAL	DISPATCH TO
19 February 2023	£8.99	Ann Clode


**Delivered 20 February**  
Parcel was handed to resident.

 Vicloon Hook and Loop Tap, 15m Self Adhesive Sticky Tape, Double-Sided Reusable Sticky Tape, Heavy Duty Sticky Strips with Strong Back-Sticky Glue Nyl  
Return items: Eligible until 22 March 2023  
[Buy it again](#) [View your item](#)

Archive order

ORDER PLACED	TOTAL	DISPATCH TO
19 February 2023	£109.98	Ann Clode

**Delivered 20 February**  
Parcel was handed to resident.




 TSARLTD Curtain Blackout Thick Thermal Pleat Pair Curtains Panel Set of 2 Curtains 90"x108"Super Soft Curtains for Bedroom Drop Noise Reduce Cu  
Return items: Eligible until 22 March 2023  
[Buy it again](#) [View your item](#)

**£270.94**



# Lighting for video production



	<p>Sancheay Video Conference Lighting Kit, LED Ring Light for Webcam Lighting, 3 Light Modes &amp; 10 Dimmable Brightness Levels, for Virtual Meeting, Remote Working,...</p> <p>4.2 ★★★★★ (163)</p> <p>£14<sup>99</sup></p> <p>✓prime Get it tomorrow, 17 Mar FREE Delivery on orders over £20 dispatched by Amazon</p>
	<p>Abeststudio 2x 135W Continuous Lighting Kit 20"x28"/50x70cm Softbox Soft Box Photo Studio Set Light Bulbs Lamp 5500K Photography E27 Socket Softboxes UK Plug</p> <p>4.5 ★★★★★ (425)</p> <p>£68<sup>91</sup> excl. VAT £82.69 incl. VAT £82.99 Save 3% on 2+ units</p> <p>Get it tomorrow, 17 Mar FREE Delivery by Amazon</p>
	<p>NEEWER 2 Pieces Bi-color 660 LED Video Light and Stand Kit Includes:(2)3200-5600K CRI 96+ Dimmable Light with U Bracket and Barndoor and (2)75 inches Light Stand for...</p> <p>4.7 ★★★★★ (389)</p> <p>Limited time deal</p> <p>£171<sup>69</sup> <del>£209.99</del></p> <p>Get it tomorrow, 17 Mar FREE Delivery by Amazon</p>

£14.99

£68.99

£171.69

## 7: Software

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# Software Requirements

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- Recording – [Riverside.fm](#)
  - Recording software (e.g., Audacity, Adobe Audition)
  - Acoustic treatment
  - Backup equipment
- Editing tools – [Adobe Creative Cloud](#)
- Audio hosting & distribution software platform – [Buzzsprout.com](#)
  - Hosted landing page (e.g., Libsyn, Anchor)
  - Transcription services (e.g. otter.ai)
- Podcast directories & promotion (e.g. [FeedSot.com](#))

## 8: Production – Riverside.fm

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The image shows a screenshot of the Riverside.fm website and its recording interface. The website header includes the Riverside logo, navigation links for 'Mobile App', 'For Business', and 'Pricing', a 'Login' link, and a 'Get Started' button. The main heading reads 'Your online recording studio' with the subtext 'Easily record podcasts and videos in studio quality from anywhere. All from your browser or mobile app.' A prominent yellow 'Get Started' button is centered, with the note '\*No credit card required' below it. The recording interface below shows a video call with two participants, a 'Recording' indicator, and a control panel for 'Episode no.25' with progress bars for 'Stephen' (97% uploaded) and 'Becky' (89% uploaded).

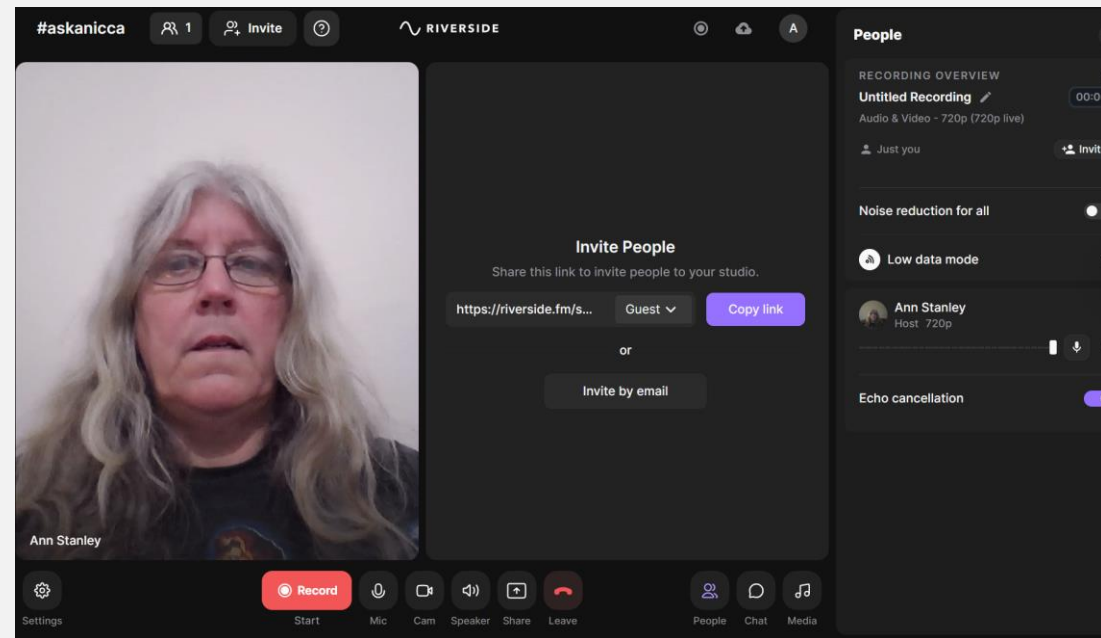
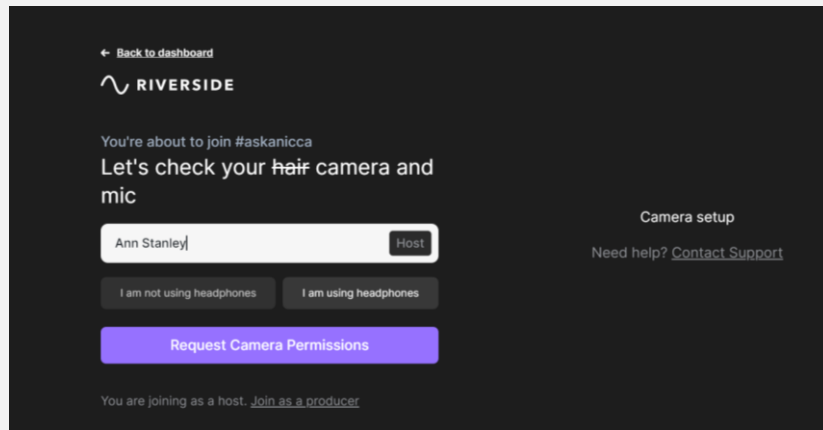


# Our active (paid) account



The screenshot displays the Riverside Studios interface. At the top left is the 'RIVERSIDE' logo. The main heading is 'Studios', with a '+ Create new' button to its right. Below this, a single studio card is shown for 'Anicca Digital \*'s Studio' (ID: anicca-digital-s-studio). The card includes a purple square with the letter 'A', a 'View recordings' button, and a 'Go to studio' button. To the right of the studio card is a 'Recent studios' section listing 'Anicca Digital \*'s Stu...' from 2 days ago. Below that is an 'Upgrade your Studio' section showing '02:28 hours recorded' and a list of features with checkmarks: Custom recording packages, Team spaces - shared work environment between team members, Full frame view, 29.97 and 24 FPS, Custom branded guest lobby and studio, and Customer Success Manager & Live Support. A 'Book a Demo' button is at the bottom of the upgrade section. A user profile icon with the letter 'A' is in the top right corner, and a help icon is in the bottom right corner.

# Entering the virtual studio



# Testing the studio

---



<https://riverside.fm/dashboard/studios/anicca-digital-s-studio/recordings/16762219-9d5a-4c46-a046-712f0d7ea2c8?share-token=d99ce53105e43de8ddcd&content-shared=recording>



# Previous recordings



**RIVERSIDE**

Anicca Digital \*... ⋮

**Recordings**

Settings

**Recordings** [Share] [Invite] [Go to studio]

- Untitled RecordingFeb 10 - Thom**  
Feb 10, 2023 10:26 AM (59:32)
- Feb - Ed Analytcis**  
Feb 3, 2023 10:29 AM (54:29)
- Jan 20 - Matt PPC**  
Jan 27, 2023 10:32 AM (54:28)
- Jan 23 - Thom**  
Jan 24, 2023 11:54 AM (56:17)
- POD 23/1/6- Introduction**  
Jan 6, 2023 11:49 AM (01:14)
- POD 23/1/6 - Chatting with robots...**  
Jan 6, 2023 10:30 AM (01:17:53)

**Recordings** [Share] [Invite] [Go to studio]

- Matt & Ann**  
Feb 21, 2023 12:50 PM (00:19)
- Matt & Ann**  
Feb 21, 2023 12:42 PM (00:31)
- Matt & Ann**  
Feb 21, 2023 12:39 PM (00:17)
- Matt & Ann**  
Feb 21, 2023 12:34 PM (00:18)
- Matt & Ann**  
Feb 21, 2023 12:33 PM (00:17)
- Andras & Ann**  
Feb 21, 2023 12:22 PM (00:38)

# Cost of the packages



**RIVERSIDE** Mobile App For Business Pricing Login **Get Started**

**For Companies**

**Business**  
For companies and agencies

**Contact Sales**  
for pricing and more info

**Book a demo**

- ✓ Unlimited separate audio & video tracks ⓘ
- ✓ Custom seat packages
- ✓ Unlimited productions ⓘ

Everything in Pro, plus:

- ✓ Change input/output devices of guests remotely ⓘ
- ✓ Camera controls ⓘ
- ✓ Presentation recorder ⓘ
- ✓ Full frame view ⓘ

**For Individuals**

**Pro** ★ Most Popular  
For individual professional creators

**\$24** /month  
Billed \$288 annually

**Buy Now**

- ✓ **15 hours** of separate audio & video tracks per month ⓘ

Everything in Standard, plus:

- ✓ Accept live call-ins ⓘ
- ✓ Unlimited transcriptions ⓘ
- ✓ Live chat support

**Standard**  
For individual creators

**\$15** /month  
Billed \$180 annually

**Buy Now**

- ✓ 5 hours of separate audio & video tracks per month ⓘ

Everything in Free, plus:

- ✓ No watermark on exported files
- ✓ Up to 4K video quality
- ✓ 48 kHz audio quality
- ✓ Screen sharing ⓘ
- ✓ Live streaming to social media ⓘ

**Free**  
Get a taste of Riverside

**\$0** /month

**Get Started**

- ✓ 2 hours of separate audio & video tracks (one-off) ⓘ

Includes:

- ✓ Unlimited single track recording and editing ⓘ
- ✓ Watermark on exported files
- ✓ Up to 720p video quality
- ✓ 44.1 kHz audio quality

## 9: Editing

# Editing within Riverside.fm



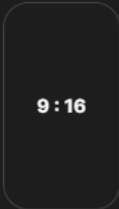

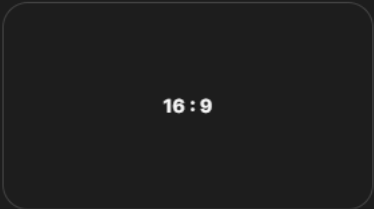



The screenshot displays the Riverside.fm interface for a recording titled 'Matt & Ann'. The top navigation bar includes options for 'Share', 'Export', 'Transcription', and 'Edit & create clips', which is highlighted with an orange arrow. Below the navigation bar, there is a video player showing a play button and a progress bar. The 'Tracks' section lists three tracks: 'All Participants', 'Matt\_cocking', and 'Ann\_stanley', each with a duration of 00:00:24 and a resolution of 1280x720. The 'All Participants' track is marked as 'Done' and has 'High quality' and 'Backups' options. The 'Matt\_cocking' and 'Ann\_stanley' tracks also have 'High quality' and 'Backups' options, along with a circular icon.

# Types of content

---



**What type of content would you like to create?**

		
<b>Story</b>	<b>Post</b>	<b>Full length</b>
Great for Instagram story, Reels, Tiktok, YouTube Shorts.	Great for facebook feed, LinkedIn, Instagram feed, Pinterest.	Great for Spotify, Vimeo, YouTube, LinkedIn, Instagram, Facebook.
		

# Simple clipping function



A screenshot of a video editing software interface. At the top, there's a navigation bar with a back arrow, 'Back to dashboard', the text 'Matt &amp; Ann / Untitled Clip', and an 'Export' button. Below this is a central video preview window showing two people: a man on the left and a woman on the right, both wearing headphones and speaking into microphones. To the left of the preview is a vertical toolbar with icons for 'Tracks', 'Size', 'Layout', 'Background', and 'Logo'. Below the preview is a timeline with a playhead at 00.000 / 17.490. The timeline shows an audio waveform and a video track. A 'Split' button is on the left, and a 'Delete' button is on the right. A 'Start Over' button is on the far right. The timeline has markers at 00.000, 07.787, and 17.490.

# Adobe Apps



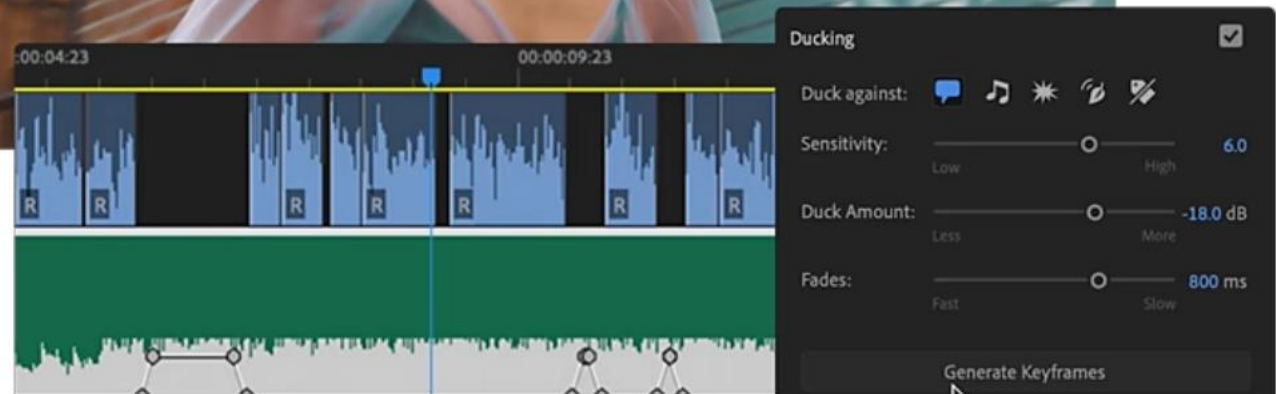
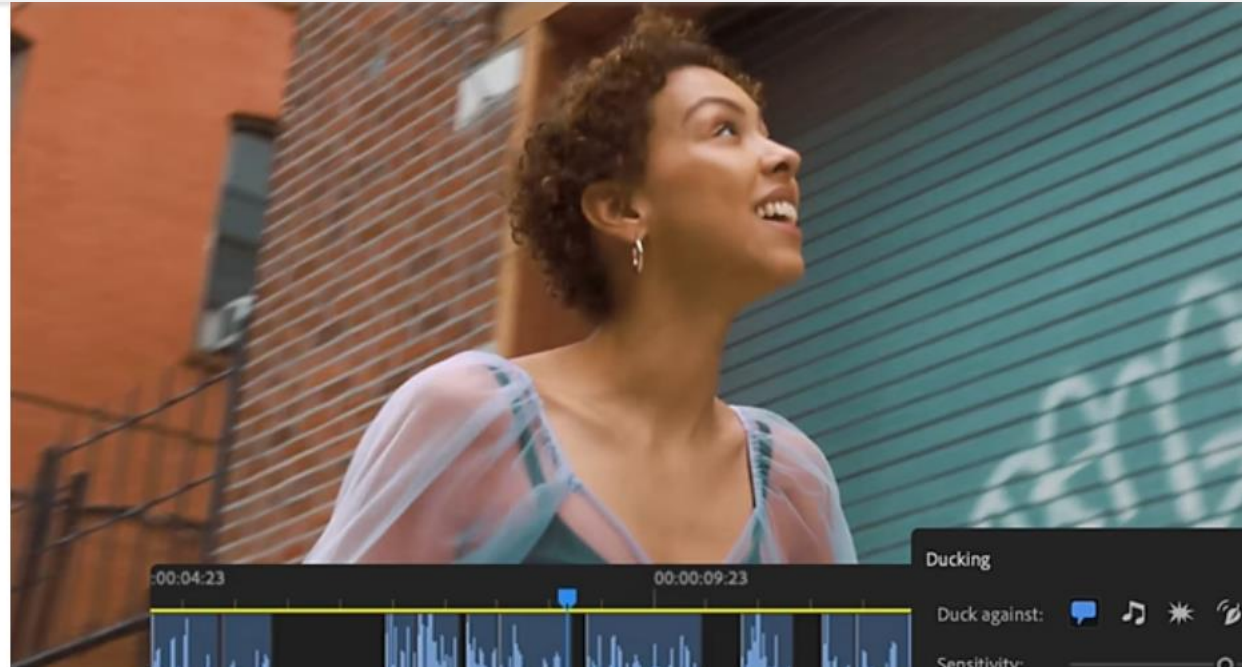
## Make it sound incredible.

It's easy to edit audio tracks, add pro beats from Adobe Stock and apply audio effects right inside Premiere Pro — or use the top-of-the-line tools inside Audition to restore audio and perfect podcasts.



Included with the All Apps plan.

Start free trial



# Cost of buying Adobe Apps



## Audition – audio editing

**Pick a subscription.**

**Au** Audition  
Creative Cloud single-app membership for Adobe Audition [Learn more.](#)

Monthly	Yearly Billed monthly	Yearly Billed upfront
£30.34/mo incl. VAT	£19.97/mo incl. VAT (£239.64/yr incl. VAT)	£238.42/yr incl. VAT (£19.87/mo incl. VAT)
Cancel anytime, no fee ⓘ	Fee applies if you cancel after Mar 30 ⓘ	No refund if you cancel after Mar 30 ⓘ

## Premiere Pro - video editing

**Pick a subscription.**

**Pr** Premiere Pro plan  
Professional video and film editing. [Learn more.](#)

Monthly	Yearly Billed monthly	Yearly Billed upfront
£30.34/mo incl. VAT	£19.97/mo incl. VAT (£239.64/yr incl. VAT)	£238.42/yr incl. VAT (£19.87/mo incl. VAT)
Cancel anytime, no fee ⓘ	Fee applies if you cancel after Mar 30 ⓘ	No refund if you cancel after Mar 30 ⓘ



# Cheaper to buy Creative Cloud



## Creativity and design plans for teams

Get apps like Adobe Photoshop, Illustrator, InDesign, Premiere Pro and Acrobat Pro for your business or department, plus features to simplify admin tasks and protect creative work.

Best value


### Creative Cloud All Apps

£61.99/mo

*per licence (excluding VAT)*

Get 20+ Creative Cloud apps. (Substance 3D apps are not included.)

[See what's included](#)

 Secure transaction


[Buy now](#)

### Single App

£26.49/mo

*per licence (excluding VAT)*

Your choice of one app.

 Secure transaction


[Buy now](#)

## 10: Hosting & distribution

– Buzzsprout.com

# Buzzprout.com



buzzsprout  [Features](#) [Pricing](#) [How to Start a Podcast](#) [Blog](#) [Buzzsprout Ads](#) [Log In](#) [Get Started Free](#)

## Podcast Hosting Made Easy

Easy and powerful tools, with free learning materials, and remarkable customer support.

[Get Started Free](#)

Last week, **4,205 people** started a podcast with Buzzsprout.

**Buzzcast**

Episodes Players Website Directories Reso

Podcast Overview Episode Downloads Apps & Devices Listener L

**3,330 downloads** in the la

LAST 7 DAYS **LAST 30 DAYS** LAST 90 DAYS

44. How to Grow a Podcast to 6 M  
Buzzcast — January 29, 2021

0:56 — 1:00:34

15 || 30

1x

# Getting started with a new account



The screenshot shows the user dashboard for 'Ask Anicca Digital'. At the top, there's a blue header with a profile icon, the name 'Ask Anicca Digital', and navigation links: 'MY PODCASTS', 'RESOURCES', 'HELP', and 'SETTINGS'. Below the header is a sub-menu with 'Episodes', 'Players', 'Website', 'Directories', 'Monetization', 'Podcast Info', and 'Stats'. Under 'Episodes', there are links for 'Episodes', 'Magic Mastering', and 'Dynamic Content'. The main content area features a green button labeled 'Upload a New Episode' with the text 'or copy a podcast into Buzzsprout' below it. To the right, a progress bar indicates 'You can upload another 2 hours of content this cycle' and 'Your allowance renews in 27 days (Apr 13). Upgrade to get more time.' A red 'Z' icon is visible on the right side of the progress bar. At the bottom of the main content area, it says 'There are no episodes in your podcast.'

# Create a landing page



# Before customisation

---



## Ask Anicca Digital

Ann

This podcast from the team at Anicca Digital is an educational and authentic look at the latest techniques and channels in digital marketing. There is no ego, no bulls\*\*t but lots of useful

**Show More**



EPISODES

---

# Landing page customisation in our live (paid) account



The screenshot shows the Buzzsprout website customisation interface for the '#aniccast - Marketing Podcast'. The interface is divided into several sections:

- Navigation:** A blue header bar contains the podcast title '#aniccast - Marketing Podcast' and navigation links: Episodes, Players, Website (active), Directories, Monetization, Podcast Info, and Stats.
- Website Settings:** A sub-header bar includes 'Website', 'Social Media Links', 'Website URL', and 'Hide from Search Engines'.
- Links:** A section titled 'Links' contains two entries:
  - Podcast website: <https://aniccast-marketing-podcast.buzzsprout.com> with 'Change URL' and 'Copy link' options.
  - Share page: <https://aniccast-marketing-podcast.buzzsprout.com/share> with a 'Copy link' option.
- Color and Background:** A section with two panels:
  - Select a color for your website:** A panel explaining that the header, social icons, and link colors will update to the selected color. A color picker shows 'Main Color & Link Color' set to black.
  - Your current background image:** A panel showing the current background image (a black image with the '#aniccast' logo) and options to 'Stretch Background' (checked), 'Tile Background' (unchecked), and a 'Remove background' button.
- Preview:** A section with tabs for 'Podcast Website' and 'Share Page'. The 'Podcast Website' tab is active, showing a preview of the website header with the selected black background and yellow logo.

# Public view of the landing page



**#aniccast**

**#aniccast - Marketing Podcast**

Ann Stanley - Founder & CEO of Anicca Digital

The #aniccast Marketing Podcast is from the team at Anicca Digital, and provides an educational and authentic look at the latest techniques and channels in digital marketing. #aniccast is

Show More

Spotify Apple Music Amazon Music Google Play YouTube


EPISODES    HOST

- aniccast #6 - How to plan your B2B creative strategy for 2023 with Thom Shardlow**  
MARCH 09, 2023
- aniccast #5 - GA4 - Getting started with Google Analytics 4 with Ed Truman**  
MARCH 09, 2023
- aniccast #4 - How to use ChatGPT for your marketing**



# Reviewing episodes





## #aniccast - Marketing Podcast


Episodes Players Website Directories Monetization Podcast Info Stats

← All Episodes [Edit](#) [Delete](#)

### aniccast #1 - Understanding ChatGPT & Generative AI (aka Talking to Robots) with Martin Broadhurst

MARCH 08, 2023 ANN STANLEY FROM ANICCA DIGITAL HOSTS MARTIN BROADHURST SEASON: 1

MM EPISODE: 1



#aniccast - Marketing Podcast  
**aniccast #1 - Understanding Ch**  
00:00 | 50:33

#### Description

aniccast #1 is Anicca Digital's first podcast. In this episode, our host Ann Stanley, founder and CEO of Anicca, welcomes her friend and colleague Martin Broadhurst; to talk about the explosive launch and growth of ChatGPT and a bit about the evolution of Generative AI and Large Language Models.

Episode is Live

Published: Mar. 08, 2023 @11PM [Edit](#)

[Unpublish](#)

[Add a Transcript](#)  
Get episode better indexed by search engines.

[Add Chapter Markers](#)  
Listeners can tap through & see what's coming up.

[Visual Soundbite Available](#)

**Portrait Soundbite - 1:00**  
Great for Instagram Stories.

[Download Soundbite](#)

[Delete Soundbite](#) and create a new one.

Share Episode On

# Editing episodes



## Episode Description (2,358 Characters Remaining)



**aniccast #1** is Anicca Digital's first podcast. In this episode, our host Ann Stanley, founder and CEO of Anicca, welcomes her friend and colleague Martin Broadhurst; to talk about the explosive **launch and growth of ChatGPT** and a bit about the evolution of Generative AI and Large Language Models.

Martin and Ann have known each other for over 10 years having both been regular trainers around the East Midlands. Martin also spoke about Generative AI, at Leicester Digital Live (in June 2022).

The **full webinar** on this topic can be viewed at:  
<https://anicca.co.uk/resources-webinars/chatting-with-robots-why-the-ai-technology-behind-chatgpt-is-the-most-important-technical-innovation-since-the-search-engine-friday-6th-jan-900am-1000am/>

Share the the podcast using the link below:  
<https://aniccast-marketing-podcast.buzzsprout.com/2140863/12403753>

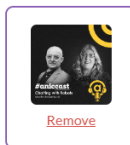
Showing on all episodes:  
Find Out More From Anicca Digital Why not learn more from the ... Edit

**Save and Update Episode**

or [Discard these changes](#)

It can take 24-hours to see these changes in Apple Podcasts and other podcast apps.

## Current Episode Artwork




or

Select File  Design with Canva

[Download your episode artwork](#)  
[Tip: Create templates in Canva](#)

# Episodes already loaded





## #aniccast - Marketing Podcast







Episodes Players Website Directories Monetization Podcast Info Stats

Episodes Magic Mastering Dynamic Content

[Upload a New Episode](#)

You can upload another **1 hour and 27 minutes** of content this cycle

Your allowance renews in 22 days (Apr 8). [Upgrade](#) to get more time or pay \$3 per additional hour.

 <p>aniccast #6 - How to plan your B2B creative strategy for 2023 with Thom Shardlow</p> <p><a href="#">🔗</a> <a href="#">📄</a> <a href="#">✎</a></p>	DURATION 56:18	DOWNLOADS 11	
 <p>aniccast #5 - GA4 - Getting started with Google Analytics 4 with Ed Truman</p> <p><a href="#">🔗</a> <a href="#">📄</a> <a href="#">✎</a></p>	DURATION 54:29	DOWNLOADS 13	
 <p>aniccast #3 - How to use location targeting in Google Ads (PPC) to grow your business with Matt Cocking</p> <p><a href="#">🔗</a> <a href="#">📄</a> <a href="#">✎</a></p>	DURATION 54:29	DOWNLOADS 11	

# Linking & publishing to directories











#aniccast - Marketing Podcast

Episodes   Players   Website   Directories   Monetization   Podcast Info   Stats

Directories   RSS Feed

### Directories help people find and listen to your podcast

Submit your podcast to the directories below so people can listen to your show in their favorite app.

 Apple Podcasts <a href="#">Get Listed</a>	 Spotify <a href="#">Listed</a>	 Google Podcasts <a href="#">Listed</a>	 Podcast Index <a href="#">Listed</a>
 Amazon Music <a href="#">Listed</a>	 iHeartRadio <a href="#">Get Listed</a>	 TuneIn + Alexa <a href="#">Get Listed</a>	 Podcast Addict <a href="#">Listed</a>

# How to publish in directories


---



- You need to set up your account in each directory
- You then use Buzzspout.com to link your RSS feed link to each directory
- Some can be done from within Buzzsprout, others requires you to login in via the directory

# Cost of the packages



buzzsprout  [Features](#) [Pricing](#) [How to Start a Podcast](#) [Blog](#) [Buzzsprout Ads](#) [Log In](#) [Get Started Free](#)

## Simple pricing

No credit card required. Cancel anytime. No contracts.

Free	\$12/month	\$18/month	\$24/month
Upload <b>2</b> hrs Each Month	Upload <b>3</b> hrs Each Month	Upload <b>6</b> hrs Each Month	Upload <b>12</b> hrs Each Month
Episodes Hosted for 90 days Limited to 2 hours each month No overages	Episodes Hosted Indefinitely Upload more content for (\$4 per hour)	Episodes Hosted Indefinitely Upload more content for (\$3 per hour)	Episodes Hosted Indefinitely Upload more content for (\$2 per hour)
<ul style="list-style-type: none"><li>* Ads on Podcast Website</li><li>✓ Advanced Stats</li><li>✓ Unlimited Team Members</li><li>✓ Upgrade to Remove Ads</li></ul>	<ul style="list-style-type: none"><li>✓ Advanced Stats</li><li>✓ Unlimited Storage</li><li>✓ Unlimited Team Members</li><li>✓ Import Podcast for Free</li></ul>	<ul style="list-style-type: none"><li>✓ Advanced Stats</li><li>✓ Unlimited Storage</li><li>✓ Unlimited Team Members</li><li>✓ Import Podcast for Free</li></ul>	<ul style="list-style-type: none"><li>✓ Advanced Stats</li><li>✓ Unlimited Storage</li><li>✓ Unlimited Team Members</li><li>✓ Import Podcast for Free</li></ul>

## 11: Publication on directories (via Buzzspout.com)

---

# Spotify



A screenshot of the Spotify search results for the query "new marketing uk". The interface shows a grid of 18 podcast covers. The top row includes "Next in Marketing" by Mike Shields, "Scottish Football Marketing Podcast" by Scottish FA, "Marketing Strategies Podcast" by Matt Byrom, "FINITE: B2B Market..." by Alex Price, "ICS Podcast: Everything Digital" by ICS-digital, and "The Luxury Travel Marketer" by Jadewoff Marketing. The second row features the "#aniccast - Marketing Podcast" by Ann Stanley, "Business Growth Central" by Entrepreneurs Circle, "Marketing Strategy" by Jeet Patel, "Shiny New Object Podcast" by Tom Ollerton, "The Higher Ed Marketer" by Caylor Solutions, and "Marketing Speak" by Stephan Spencer. The third row shows "property marketing made easy" by All-Access by Lisa Edman, "marketing moves", "Mapped Out" by Mapped Out, "THOSE BENT GUYS", and another podcast cover. The bottom of the screen shows a playback bar with a progress indicator at 0:00.

A screenshot of the Spotify podcast page for "#aniccast - Marketing Podcast" by Ann Stanley - Founder & CEO of Anicca Digital. The page features a large header with the podcast title and host name, a "FOLLOW" button, and a "Up next" section. The "Up next" section lists episode #6, "How to plan your B2B creative strategy for 2023 with Thom Shardlow", with a play button and duration of 56 minutes. Below this is an "All Episodes" section, also featuring episode #6. An "About" section on the right provides context: "The #aniccast Marketing Podcast is from the team at Anicca Digital, and provides an educational and authentic look at the latest techniques and channels in digital marketing. #aniccast is hosted by ... see more". The bottom of the page shows a playback bar with a progress indicator at 0:00.



# Episodes on Spotify



The screenshot shows the Spotify interface for the "#aniccast - Marketing Podcast" playlist. The left sidebar contains navigation options: Home, Search, Your Library, Create Playlist, Liked Songs, and My Playlist #1. The main content area displays four episodes:

- aniccast #4 - How to use ChatGPT for your marketing with Ann Stanley**  
In this episode, Ann Stanley, founder & CEO of Anicca Digital and #aniccast regular host, has swapped seats and is the guest for the day. Taking Anns seat and our host for this episode is Matt Cocking, one of...  
Mar 9 · 35 min 47 sec
- aniccast #3 - How to use location targeting in Google Ads (PPC) to grow your business with Matt Cocking**  
In Anicca Digital's third episode of the #aniccast podcast, our host Ann Stanley (Founder & CEO of Anicca), chats with Matt Cocking (Digital Strategist), on the use of location targeting in Google Ads, to help you...  
Mar 9 · 54 min 29 sec
- aniccast #2 - How to plan your B2C creative strategy for 2023 with Thom Shardlow**  
In the aniccast podcast #3, Ann Stanley, Founder & CEO of Anicca Digital, welcomes Thom Shardlow, Head of Commercial Strategy & Creative, who takes a deep dive into the trends and expectations for creativity i...  
Mar 9 · 56 min 18 sec
- aniccast #1 - Understanding ChatGPT & Generative AI (aka Talking to Robots) with Martin Broadhurst**  
aniccast #1 is Anicca Digital's first podcast. In this episode, our host Ann Stanley, founder and CEO of Anicca, welcomes her friend and colleague Martin Broadhurst; to talk about the explosive launch and...  
Mar 8 · 50 min 33 sec

At the bottom, there is a playback control bar with a progress indicator at 0:00 and a play button.

# Podcast Index



**PODCAST INDEX**  Apps Value 4 Value Stats Add Docs API

## #aniccast - Marketing Podcast



By: *Ann Stanley - Founder & CEO of Anicca Digital*

Business Marketing

The #aniccast Marketing Podcast is from the team at Anicca Digital, and provides an educational and authentic look at the latest techniques and channels in digital marketing. #aniccast is hosted by Ann Stanley, the founder & CEO of Anicca Digital. She has a no-ego, no-bulls\*\*t interviewing style a...

[Copy RSS](#)

aniccast #6 - How to plan your B2B creative ...

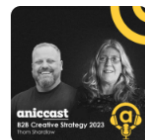
3/9/2023, 11:00:00 PM



### Episodes

Show All

6 / 6



**aniccast #6 - How to plan your B2B creative strategy for 2023 with Thom Shardlow**

3/9/2023, 11:00:00 PM



In the anicast podcast #6, Ann Stanley, Founder & CEO of Anicca Digital, welcomes Thom Shardlow, Head of Commercial Strategy & Creative, who takes a deep dive into the B2B trends and expectations for creativity in 2023 . This is the second podcast from Thom Shardlow, on creative ...

## 12: Promotion

---

# Podcast specific promotion

---



1. Sponsorship opportunities
2. Ad placements within episodes
3. Branded content
4. Cross-promotion with other podcasts

# FeedSpot.com (paid directory ads)



**FeedSpot** Profile icon

Publisher Your site has been submitted successfully!

Home > Manage Your Listing

## Manage your Listing

Active Sites: 3 Max Site Limit: 3 [Change](#) [+ Add Site](#)

#	Site Name	Site Link	Latest Changes	Action
<a href="#">+</a> 1	Anicca Digital	<a href="#">Marketing Youtube Channels</a>	<span>APPROVED</span>	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">-</a> 2	#aniccast - Marketing Podcast	<a href="#">UK Digital Marketing Podcasts</a>	<span>PENDING</span>	<a href="#">Lock</a>

### Preview

1. [#aniccast - Marketing Podcast](#) Business [EDIT](#)

**#aniccast** Marketing Podcast with Ann Stanley

Leicester, England, UK

The #aniccast Marketing Podcast is from the team at Anicca Digital, and provides an educational and authentic look at the latest techniques and channels in digital marketing. #aniccast is hosted by Ann Stanley, the founder & CEO of Anicca Digital. She has a no-ego, no-bulls\*\*t interviewing style and after 20 years working in digital marketing, always gets her guests to provide a lot of useful tips and advice on the techniques they implement every day. [Edit](#)


Also in [UK Digital Marketing Podcasts](#)

# Sponsored ad




FeedSpot HOME MEDIA CONTACT DATABASE FOR PUBLISHER  PRICING

### 5. Craig Campbell's Digital Marketing Podcast

 Glasgow, Scotland, UK  
Tips, tricks and strategies from digital marketing experts, that may help you develop your own marketing business.  
[anchor.fm/craigcam..](https://anchor.fm/craigcam..) [+ Follow](#)  
[▶ Play](#) · [f 25K](#) · [t 116K](#) · [🔊 5 episodes / year](#) · [↔ Avg Length 42 min](#)  
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 [Continue](#)

### #aniccast - Marketing Podcast

 Leicester, England, UK  
The #aniccast Marketing Podcast is from the team at Anicca Digital, and provides an educational and authentic look at the latest techniques and channels in digital marketing. #aniccast is host...  
[aniccast-marketing..](https://aniccast-marketing..) [+ Follow](#)  
[▶ Play](#) · [f 523](#) · [t 3.1K](#) · [@](#) · [in](#) · [y](#) · [🔊 6 episodes / week](#)  
**Popular Post** Anicast #5 - GA4 - Getting started with Google Analytics 4 with Ed Truman  
[☎ Get Contact](#) [🚀 Get Started](#)

📌 Promoted

### 6. Azeem Digital Asks | The All-Round Digital Marketing Podcast

 1.1K

#### Media Contact Database

Get access to 250k active Bloggers, Podcasters, Youtubers, and Instagram Influencers in 1500 niche categories.

Get targeted influencers list in your niche at your fingertips so you can focus on running your campaign.

Email us the type of bloggers you want to reach out for your marketing campaign at [anuj@feedspot.com](mailto:anuj@feedspot.com). We'll share blogger's data in an Excel or CSV format.

[Email us](#)

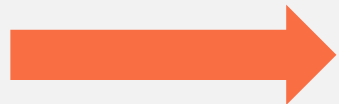
#### Why list and promote your Podcast on FeedSpot?

**250k** blogs, podcasts and publications listed on FeedSpot.

**120+** million users visited FeedSpot lists.

**30+ million** users sent to publishers websites from FeedSpot lists.

[Get Started](#)



# Costs of the packages



### Feedspot for Publishers: Plans & Pricing

Promote your blog and be found. Our Branding features are designed to give your blog more visibility and leads.

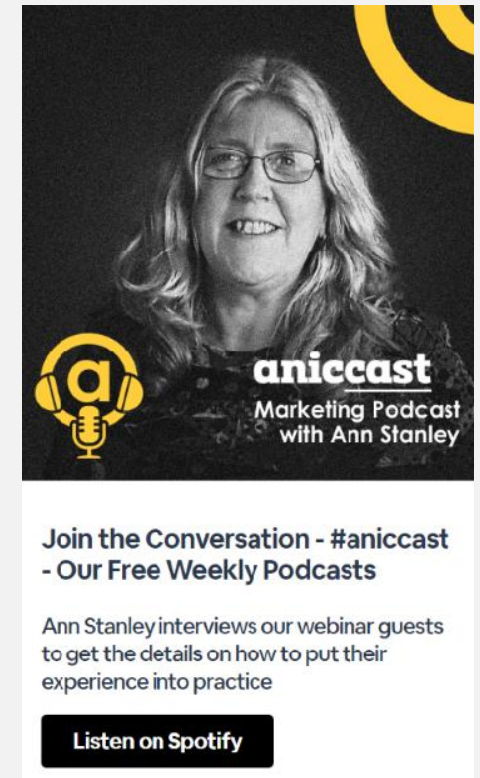
Billed Monthly  Billed Yearly  
**2 MONTHS FREE**

Plan	Business	Business Plus	Business Pro
<b>Pricing</b> A site can be a Blog, Podcast, Youtube Channel, Forum or News website	\$19 /month <a href="#">Upgrade</a>	\$29 /month <a href="#">Upgrade</a>	\$99 /month <a href="#">Upgrade</a>
<b>Sponsorship</b> Get more visibility and leads at the top section of the list Be found by high intent people searching for blogs and podcasts in your niche	×	6 <sup>th</sup> Position 5x visibility	1 <sup>st</sup> Position 10x visibility
Add a custom button to generate new leads	✓	✓	✓
Get Listed with Business Badge	✓	✓	✓
Add Social Media Links with follower counts	✓	✓	✓
Pin Most Popular Post or episode	✓	✓	✓
Add Email Address and Phone	✓	✓	✓

# Social Media & other ads



- Creating shareable content
- Engaging with listeners
- Utilising relevant hashtags





# Email

- Building an email list
- Use existing lists
- Sharing new episodes and updates



@anicca

Hey Ann,

We have a podcast special, just for you! Anicca Digital has launched the brand-new podcast "Aniccast". With a bonus bundle of 6 amazing episodes covering everything from ChatGPT to creative to PPC, there's something for everyone in our podcast!

**This week, we have for you:**

- Check out our 6 new podcasts
- Sign up for our upcoming Podcast webinar
- Meet the podcast team

[LISTEN NOW](#)

## Keep up-to-date with our Podcasts



[Understanding ChatGPT & Generative AI \(Talking to Robots\)](#)

[With Martin Broadhurst](#)

In this episode, our host Ann Stanley, founder and CEO of Anicca, welcomes her friend and colleague Martin Broadhurst; to talk about the **explosive launch and growth of ChatGPT** and a bit about the evolution of Generative AI and Large

# 13: Analytics

# Analytics & Performance Tracking

---

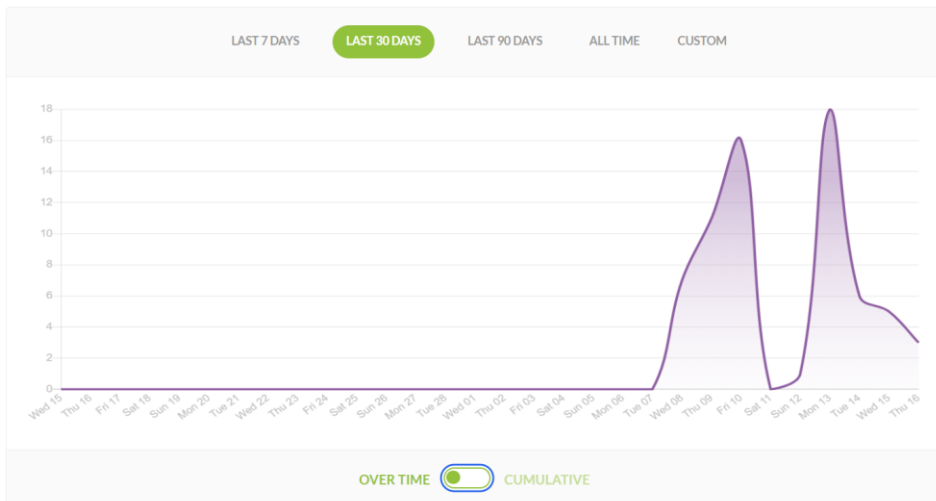


- Monitoring podcast metrics (downloads, listener demographics)
- Assessing audience engagement
- Analyzing episode performance
- Adjusting strategy based on data

# Buzzsprout analytics



67 downloads in the last 30 days.



## TOP EPISODES (All Time)

- anicast #5 - GA4 - Getting started with Google Analytics 4 with Ed Truman **13**
- anicast #1 - Understanding ChatGPT & Generative AI (aka Talking to Robots) with Martin Broadhurst **12**
- anicast #2 - How to plan your B2C creative strategy for 2023 with Thom Shardlow **12**
- anicast #3 - How to use location targeting in Google Ads (PPC) to grow your business with Matt Cocking **11**
- anicast #6 - How to plan your B2B creative strategy for 2023 with Thom Shardlow **11**

[See all episodes](#)

## TOP APPS (Last 5 Episodes)

Spotify	40%	<b>22</b>
Your Buzzsprout Site	30%	<b>17</b>
Web Browser	18%	<b>10</b>
Listen Notes	7%	<b>4</b>
LinkedIn	1%	<b>1</b>

[See more apps](#)

# Spotify analytics



**Anicca Digital** Home Catalog Interact

**33** starts ⓘ      **16** streams ⓘ      **14** listeners ⓘ      **8** followers ⓘ

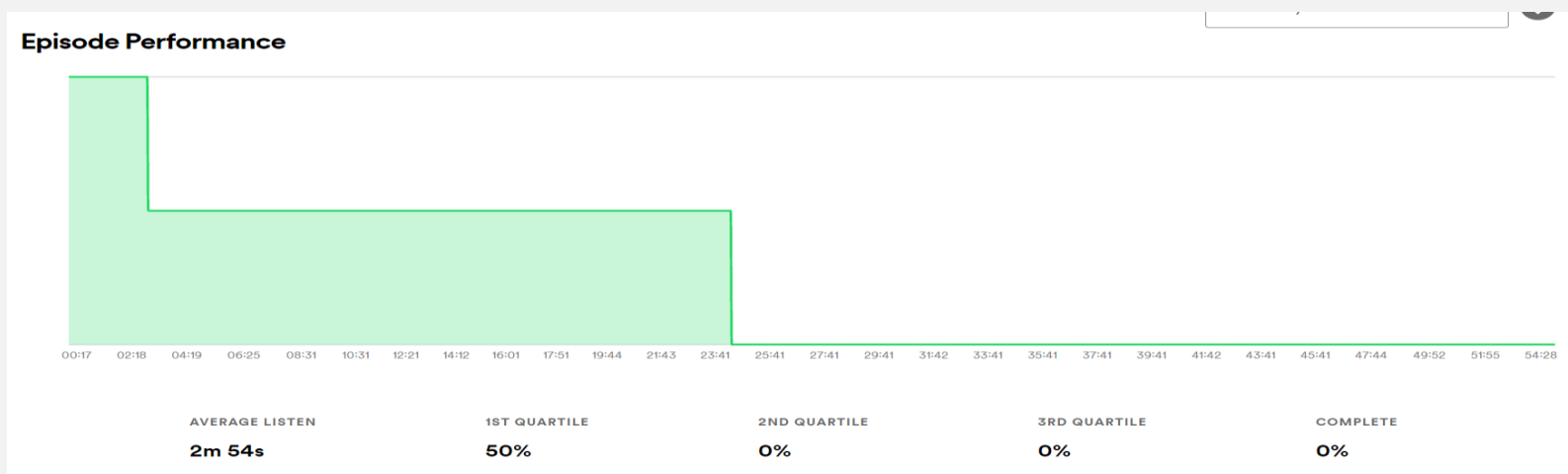
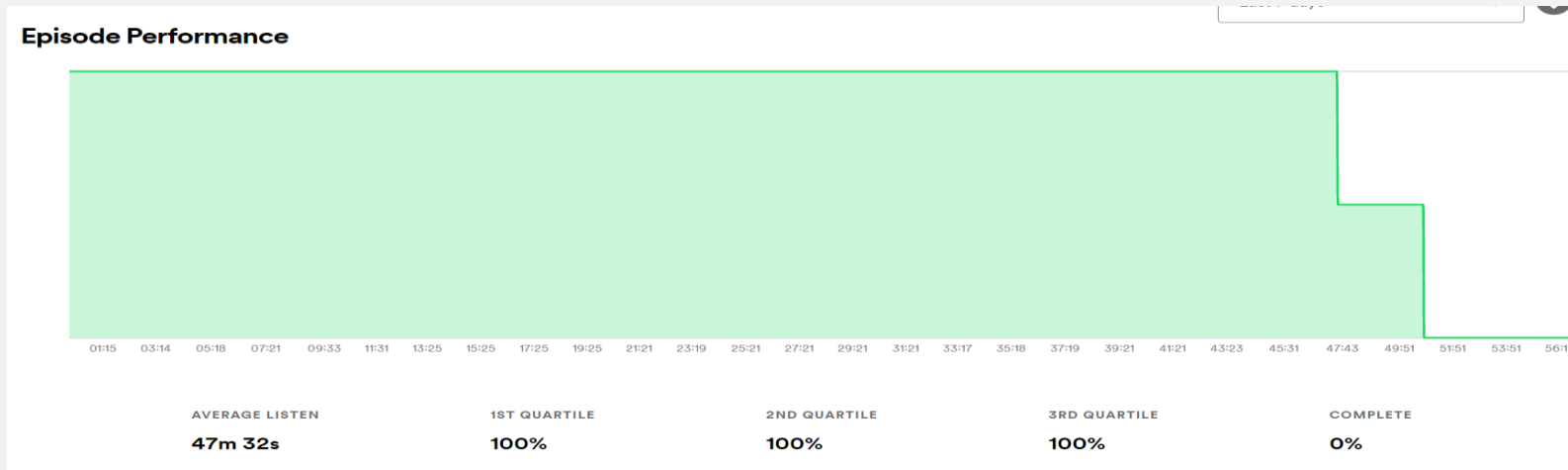
Episodes   Audience   Details   Interact

Filter Last 7 days ↓

6 episodes

	Starts ⓘ	Streams ⓘ	Listeners ⓘ	Publish Date ▼
aniccast #6 - How to plan your B2B creative strategy for 2023 with Thom Shardlow	7	5	5	Mar 9, 2023
aniccast #4 - How to use ChatGPT for your marketing with Ann Stanley	1	0	1	Mar 9, 2023
aniccast #5 - GA4 - Getting started with Google Analytics 4 with Ed Truman	4	2	4	Mar 9, 2023
aniccast #3 - How to use location targeting in Google Ads (PPC) to grow your business with Matt Cocking	8	3	5	Mar 9, 2023
aniccast #2 - How to plan your B2C creative strategy for 2023 with Thom Shardlow	12	6	9	Mar 9, 2023
aniccast #1 - Understanding ChatGPT & Generative AI (aka Talking to Robots) with Martin Broadhurst	1	0	1	Mar 8, 2023

# Engagement (good & bad examples)



## 14: Conclusions & Q&A

# Conclusions

---



## ➤ Getting started

- We were able to create our first 10 episodes because we could piggy-back on an established webinar programme, so we knew the content could easily be produced

## ➤ Sound vs video

- Get the best sound quality you can (with your equipment and software), especially if you are recording remotely.
- Our sound quality and video quality made editing more difficult, so we had to abandoned videos for our first 10 podcasts – we will use audio & separate video snippets
- Set-up a studio, if you are serious about this channel
- Ideally you need someone with audio editing skills, although there is lots of software out there to help you

## ➤ Design & promotion

- Getting the design and promotional side right is also important to build your brand
- Most podcasts have less than 50 episodes, so longevity is important
- Use your stats to work out how to improve the episodes
- You will need to invest in ads to build your audience

## ➤ Costs

- You can get going for very little investment – mainly the cost of monthly software subscriptions



# Conclusions

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## ➤ Getting started

- We were able to create our first 10 episodes because we could piggy-back on an established webinar programme, so we knew the content could easily be produced

## ➤ Sound vs video

- Get the best sound quality you can (with your equipment and software), especially if you are recording remotely.
- Our sound quality and video quality made editing more difficult, so we had to abandoned videos for our first 10 podcasts – we will use audio & separate video snippets
- Set-up a studio, if you are serious about this channel
- Ideally you need someone with audio editing skills, although there is lots of software out there to help you

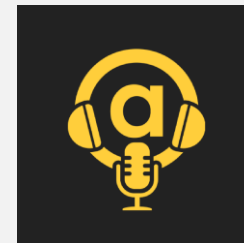
## ➤ Design & promotion

- Getting the design and promotional side right is also important to build your brand
- Most podcasts have less than 50 episodes, so longevity is important
- Use your stats to work out how to improve the episodes
- You will need to invest in ads to build your audience

## ➤ Costs

- You can get going for very little investment – mainly the cost of monthly software subscriptions

# Summary of costs



Category	Detail	Essential Costs	Nice to have costs
<b>Equipment</b>	Sound proofing with curtains		£110
	Mics (2) + sound shields		£150+
	Video – lights etc.	0 - £15 (ring light for laptop)	£70 - £200+
<b>Software Licenses</b>	Riverside.fm	\$15 or £12.5/month	\$24 or £20/month
	Buzzsprout.com	\$12 Or £10/month	\$18 or £15/month
	Creative Cloud (Photoshop etc.) with Editing –with Premiere & Audition	Use Riverside.fm	£69/month
<b>Directories</b>	FeedSot.com		\$29 or £24/month
	Others TBC		
<b>TOTAL</b>		<b>£15 + £22.5/month = £82.50 (for 3 months)</b>	<b>£330 + £128 / month = £714 (for 3 months)</b>

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