



FAVORITE DAUGHTER MEDIA

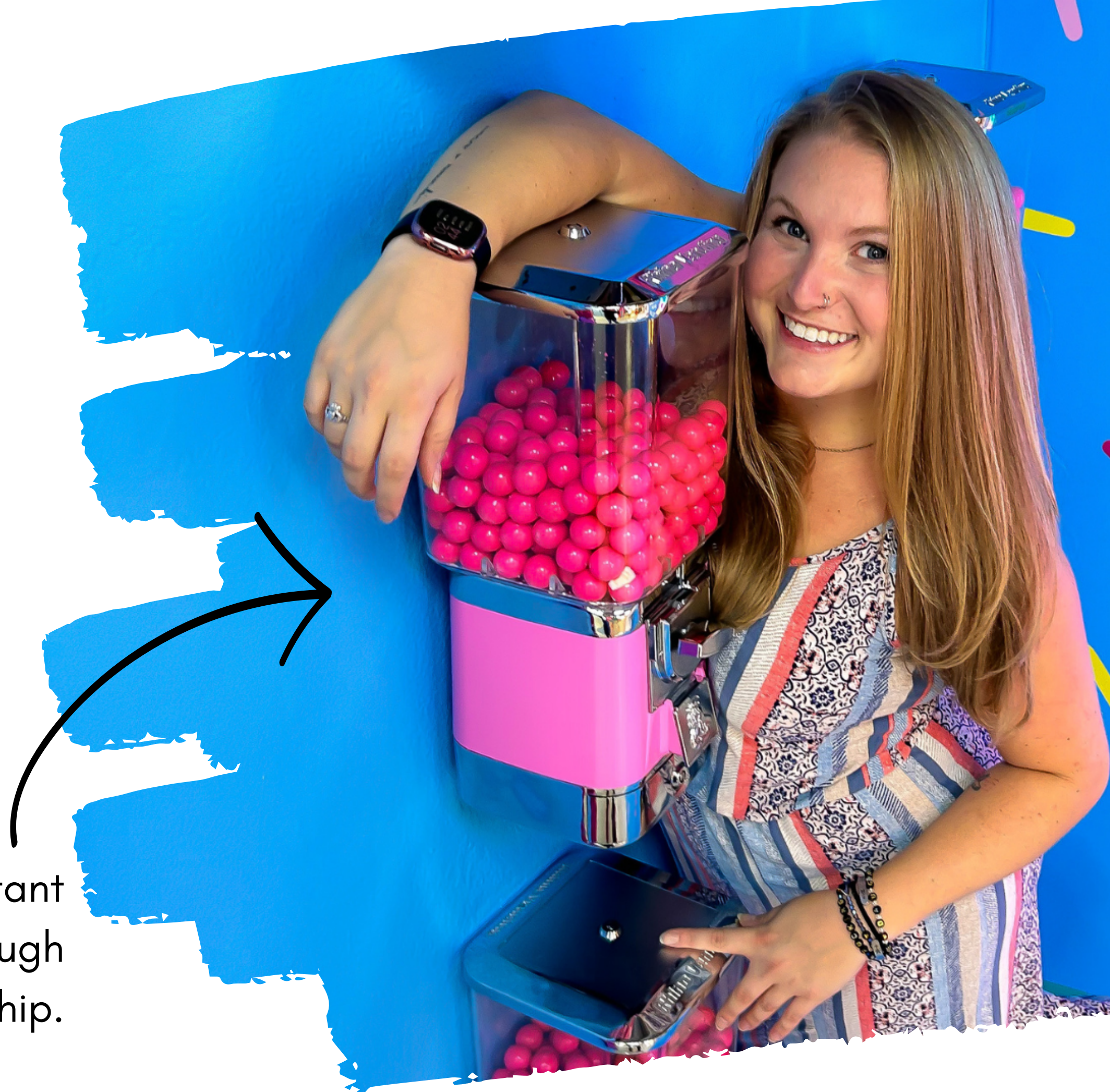
# **GROW YOUR PRACTICE WITH PODCASTING**

**SARA LOHSE, AFC®**

**GET THESE SLIDES**



That's me! I'm a marketing and media consultant that teaches businesses how to grow through podcasting and thought leadership.



# WHAT WE'RE COVERING

1. Thought leadership
2. How podcasts can grow a business
3. Steps for launching a podcast
4. Podcast launch case study



# WHAT IS A THOUGHT LEADER?



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Thought leaders drive conversations, shape opinions, and spark discussions within their industry or niche.



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Thought leaders drive conversations, shape opinions, and spark discussions within their industry or niche.

Thought leaders need:

**COURAGE**

**PASSION**

**AUTHENTICITY**



# WHY PODCASTING?

**464.7**

Million people listen to podcasts across the globe.

**64%**

More trust in podcast hosts than other "influencers."

**69%**

Of listeners have found new brands through podcasts.

**1 IN 3**

Americans listen to podcasts regularly.

**51%**

Of marketers already incorporate podcasts.

**41%**

Of listeners have a household income of \$75,000+.

# WHY DO WE LISTEN TO PODCASTS?



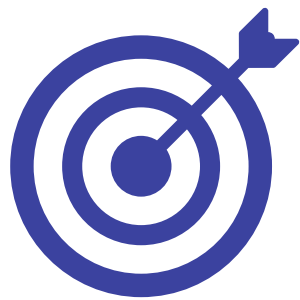


# WHY DO WE LISTEN TO PODCASTS?

Community  
Connection  
Entertainment  
Education  
Inspiration



# HOW CAN WE USE THEM FOR BUSINESS GROWTH?



**NICHE TARGETING**



**PERSONAL BRANDING**



**SEO**



**LEAD GENERATION**



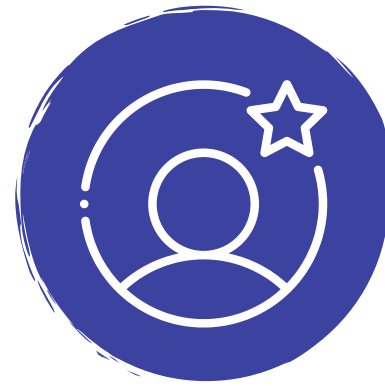
# NICHE TARGETING

“The riches  
are in the  
niches.”



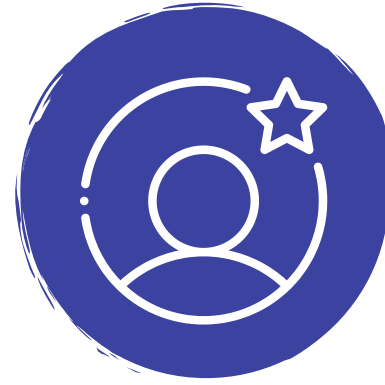


# **BUILDING A PERSONAL BRAND**



Show yourself as a person, not a company.

# **BUILDING A PERSONAL BRAND**



Show yourself as a person, not a company.



Become a thought leader in your space.

# **BUILDING A PERSONAL BRAND**



# **BUILDING A PERSONAL BRAND**



Show yourself as a person, not a company.



Become a thought leader in your space.



Share authentic stories to connect with others.



# **BUILDING A PERSONAL BRAND**



Show yourself as a person, not a company.



Become a thought leader in your space.



Share authentic stories to connect with others.



Build relationships.



# SEARCH ENGINE OPTIMIZATION



**KEY WORDS**



**DIVERSE CONTENT**



**ENGAGEMENT**



**LINKS**



# WHERE CAN WE ADD KEYWORDS?

- Titles
- Show notes
- Blog posts
- Transcripts
- URLs
- Metadata

# KEYWORDS IN PODCASTS

63

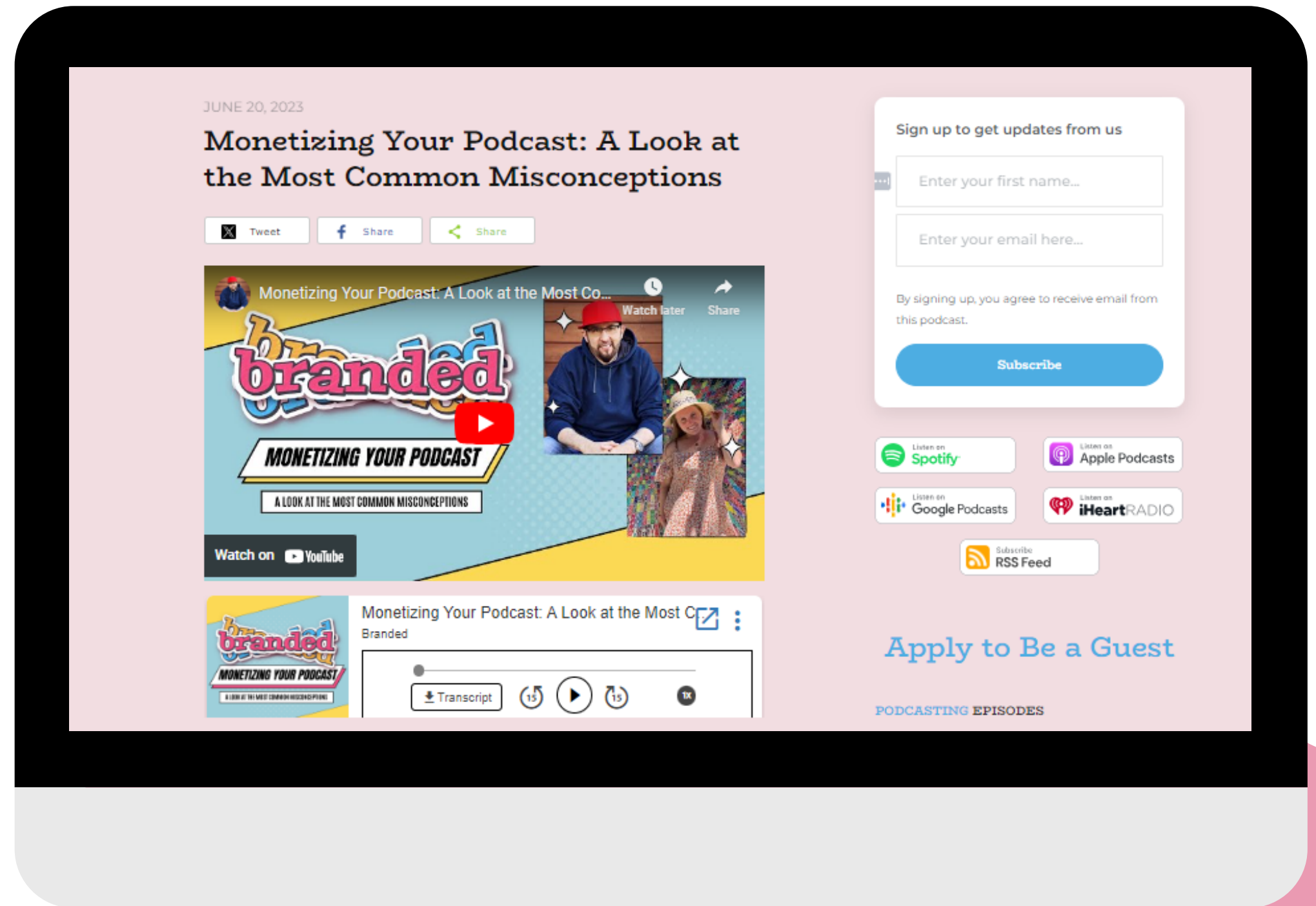
“PODCAST”

43

“MONETIZATION”

30

“BRAND”



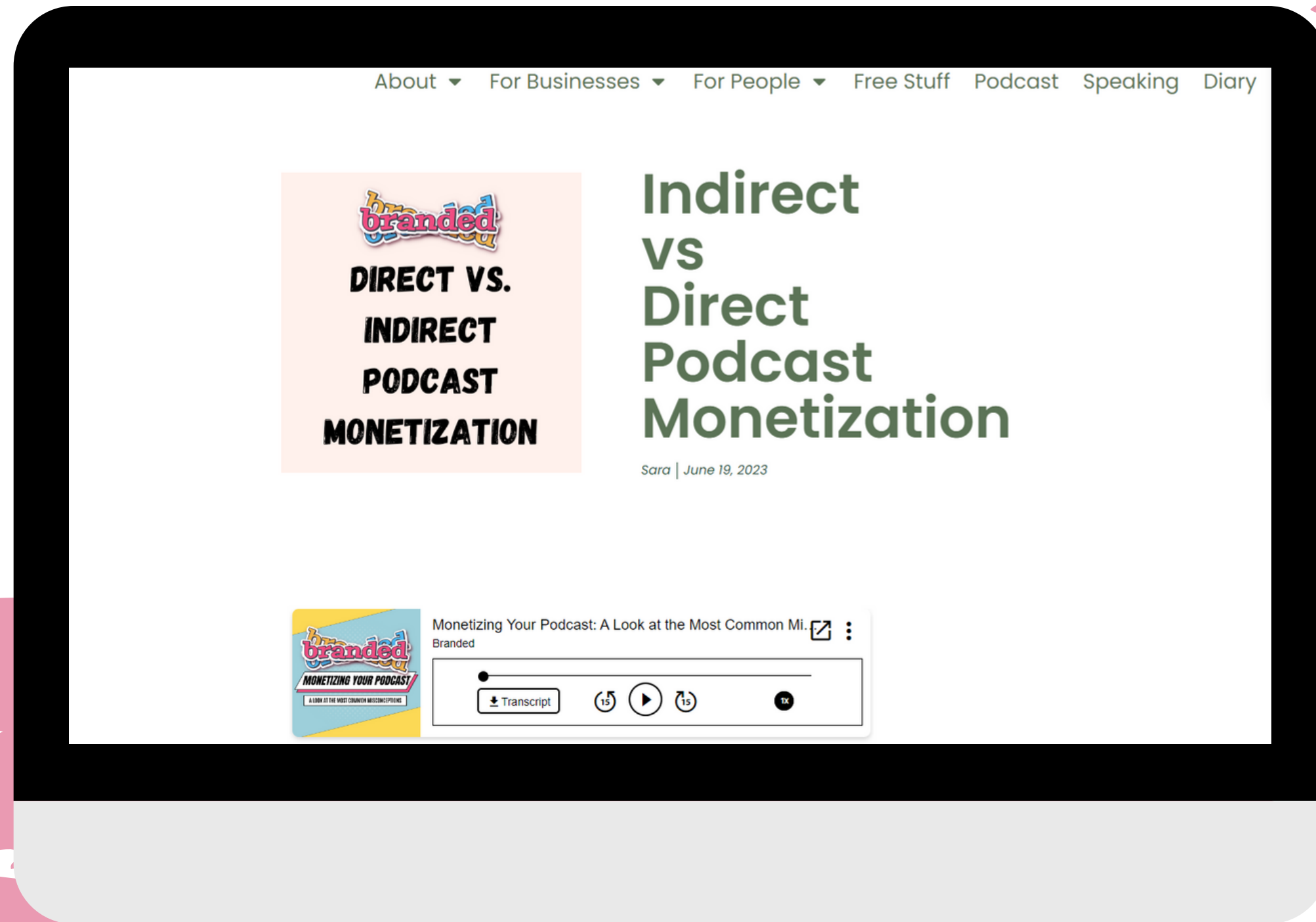
# KEYWORDS IN PODCASTS

17

“PODCAST”

12

“MONETIZATION”



# DIVERSE CONTENT

**1 PODCAST EPISODE =**

Embedded audio player

Embedded video player

Text (Show notes,  
transcripts)

Images (Cover art)



# ENGAGEMENT

More time spent  
on your website =  
Better SEO

Podcasts add  
interactive content





# LINK BUILDING

Link to:

Audio players

YouTube

Guests' websites

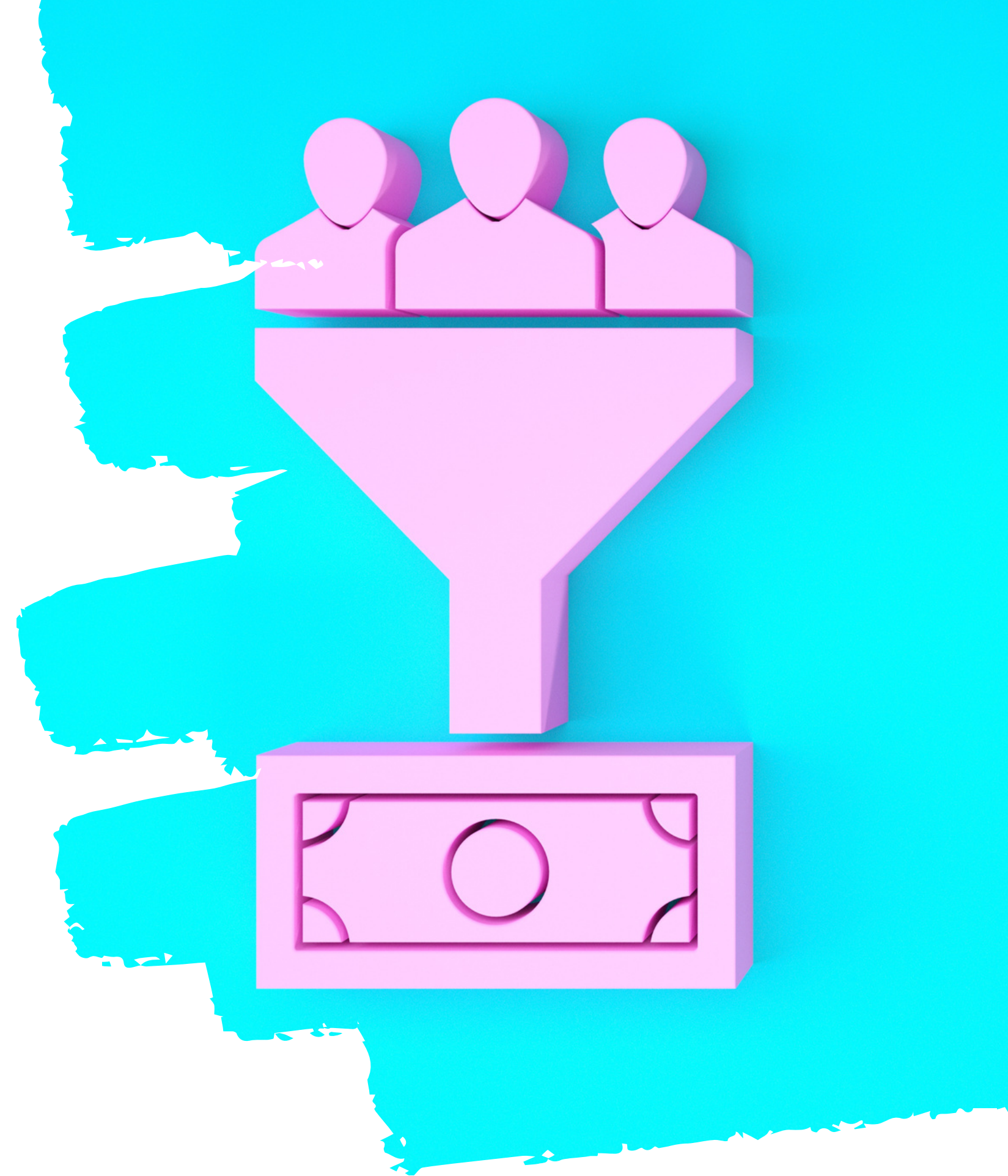
Social media

Resources mentioned

# LEAD GENERATION

Getting prospects into our sales funnel.

Create a lead magnet that you can share on a podcast to add listeners to your email list.

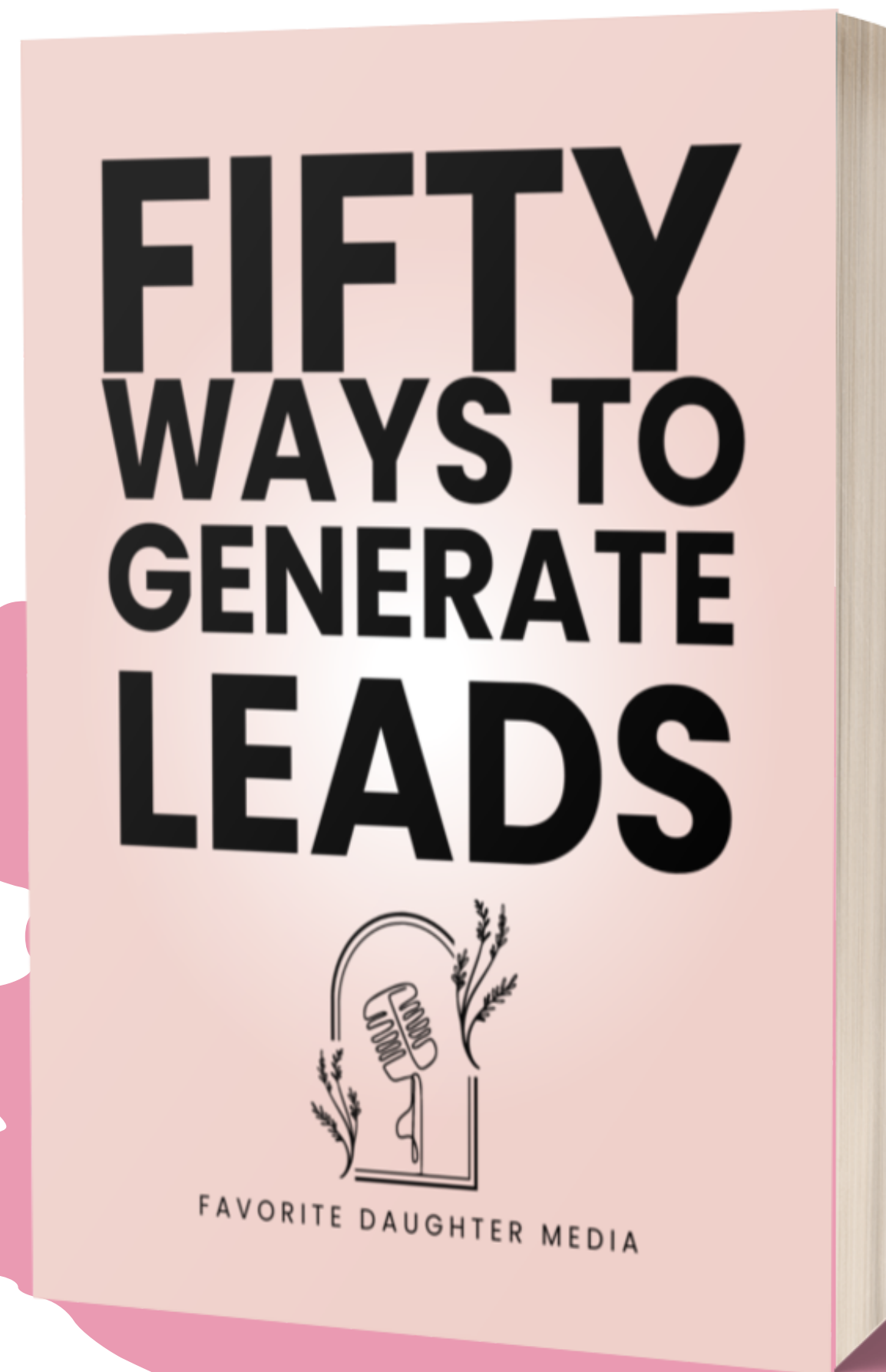




# LEAD GENERATION



[WWW.FAVORITELEADMAGNETS.COM](http://WWW.FAVORITELEADMAGNETS.COM)



FAVORITE DAUGHTER MEDIA

# CHOOSE YOUR PATH

## LAUNCH A PODCAST

### PROs

- All of the content is tailored to your interests and messaging.
- More time to cultivate relationships with your audience.
- Build thought leadership.
- Build community around your brand.
- SEO for website, social media content.

### CONs

- Time commitment and financial investment.
- Need to reach and build an audience.
- It's a long game.

# CHOOSE YOUR PATH

## BE A GUEST

### PROs

- Less time and work upfront.
- Less costly.
- Can reach pre-established audiences.
- Build thought leadership.
- Can serve as practice for launching a show later.
- SEO for website, social media content.

### CONs

- Less time to build connections with listeners.
- Messaging and quality is in the host's control.
- It's a long game.

# HOW DO WE START A PODCAST?

We need CAPITAL



# HOW DO WE START A PODCAST?

Concept  
Audience  
Proposition  
Identity  
Tech  
Action  
Launch



CASE

STUDY



# CONCEPT

The basics of the show.

What do you want to talk about?

What's the structure?

Will you have guests or do a solo show?



Leah and Joanna wanted to launch a podcast that **empowered women in financial services.**

They wanted to talk about:

- Marketing best practices for financial services
- The stories and experiences of women in within the industry





# AUDIENCE

Who are you talking to?

What are they interested in?

Who is your avatar?

Be specific!



# AUDIENCE

This is Megan.

She is a 41-year-old financial advisor from Austin, Texas.

She sets high goals for herself and wants to be seen as a mentor to the associates in her firm.

She is social, values lifelong learning, and has learned resiliency through her career.



# PROPOSITION

What is your Unique Listening Proposition?

What will people gain from listening to your show?

Why should they choose your show over others?



# PROPOSITION

- A podcast specifically about marketing for financial services.
- Hosted by women for women, while being inclusive for a male audience.
- Brings on female industry leaders to share their stories and advice.



# IDENTITY

What does your show look and feel like?

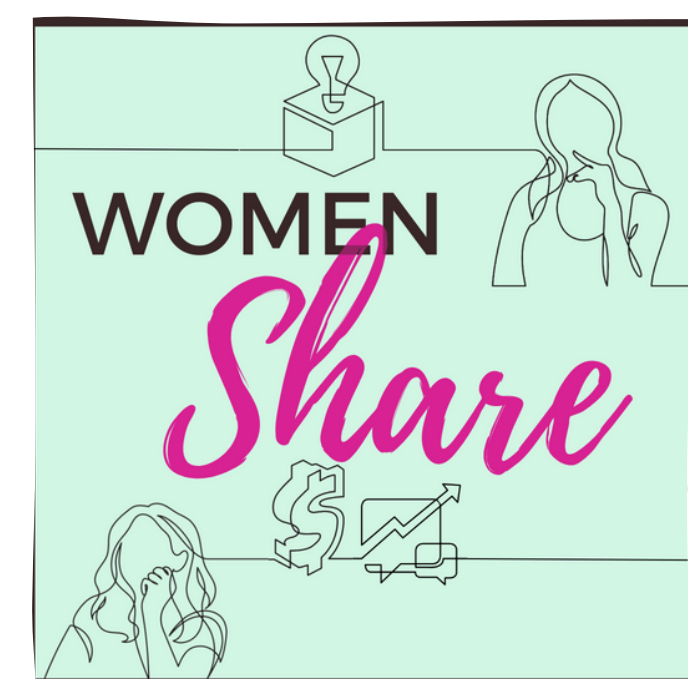
- Title and Subtitle
- Description
- Cover Art
- URL

# IDENTITY

## **WomenShare:** A Marketing Guide for Women in Financial Services

The podcast where successful women in financial services share their stories and best practices with a mission to help other women grow their businesses and careers.

[www.womensharepodcast.com](http://www.womensharepodcast.com)



# TECHNOLOGY

Microphone

Headphones

Lighting

Quiet place to record

Software

Website



# ACTION

What's your call-to-action?

What do you want listeners to do?

"Book a call."

"Download the ebook."

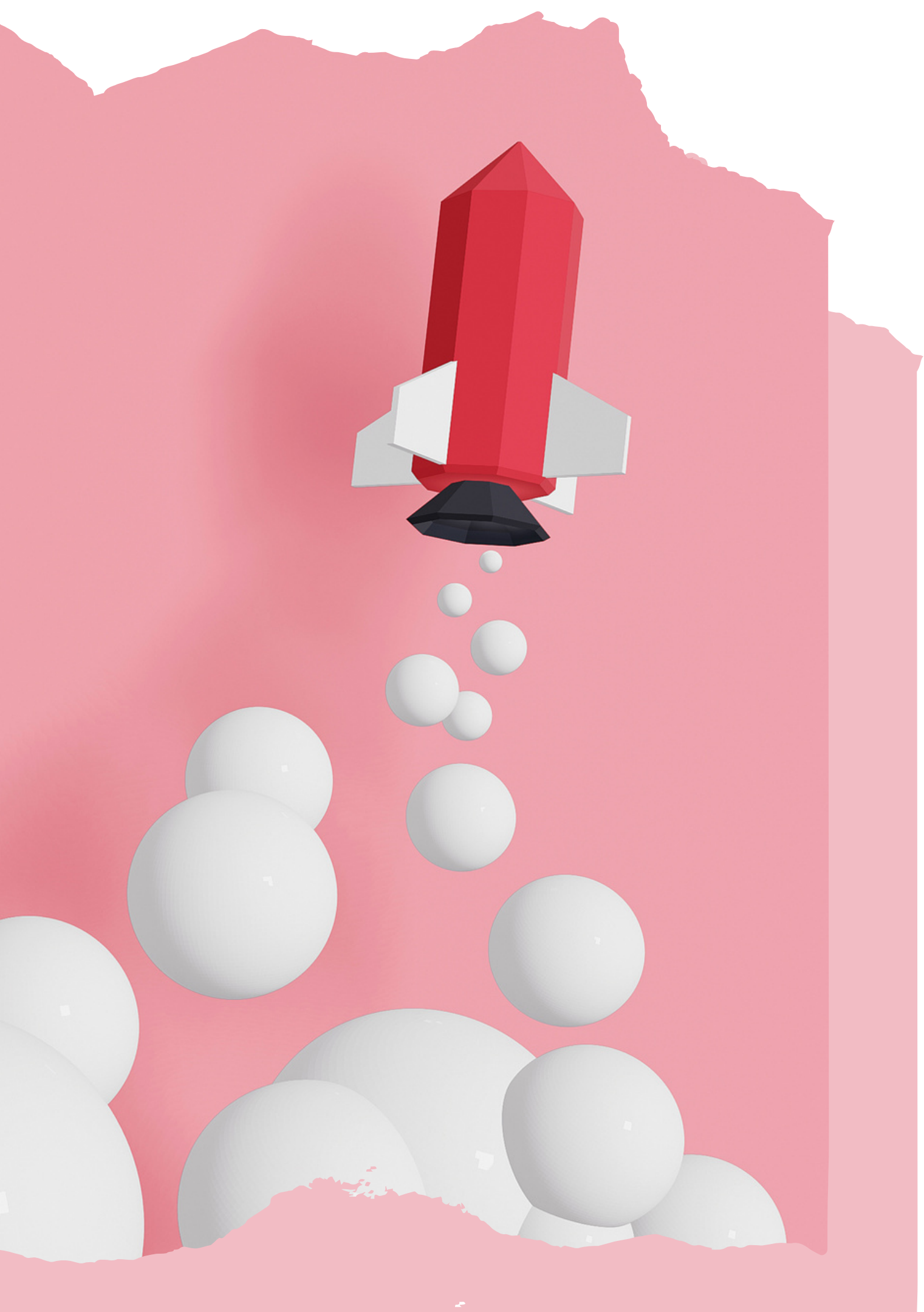
"Subscribe to the show."





# LAUNCH

Choose the date you want to launch your show.  
Incorporate the show into your marketing plan.  
Launch and share.



# USE THE CONTENT

1 PODCAST EPISODE =

Quote Cards

Reels/Shorts

Blogs

Audiograms

LinkedIn Articles

Graphics

Email Blasts



# SARA LOHSE, AFC®

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**WWW.FAVORITEDAUGHTERMEDIA.COM**



Scan to download  
these slides and view  
my meeting calendar!





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**THANK YOU!**