

6P's of Podcasting

A quick and easy start-up guide
for the corporate podcaster

People

Programming

Production

Publishing

Promotion

Performance



Introduction

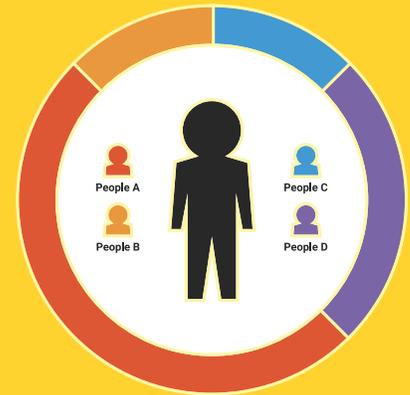
Unless you've been hiding, you're already aware that podcasting is a huge trend with no signs of slowing. The latest research shows that 44% of Americans listen to podcasts, averaging 6 hours and 37 minutes per week per listener. That's almost a full work day just consuming podcasts!

It's no wonder that creative types and businesses alike are keen to leverage this popular medium to reach new audiences or communicate in new ways. But can anyone start a podcast? How hard is it?

The short answer is: It's easy! Anyone can do it. While the contents in this eBook are geared towards enterprises who are using podcasts for strategic communications, the 6P's in this guide can be used by anyone to plan your approach to podcasting.

People

When you're just getting started, the podcast team might consist of only you wearing many hats. But as you gain traction, your success with podcasting will naturally require expanding your team to include new stakeholders and/or specialized roles. As you plan, it helps to know the types of stakeholders who will need a seat at the table. What titles do they typically have? What skills do they need? What are their typical roles and responsibilities? What motivates them? How will they measure success? Here are the most common categories of stakeholders and the roles they play in the success of your podcast.



Stakeholder Profiles

Identify the people who need a seat at the table



Executive Sponsors

These are the people who underwrite your show and/or allow it to exist. Maybe they fund it directly, or maybe they simply give you permission to spend time on it. What all investors have in common is that they expect a Return On Investment (ROI). This return may be monetary (e.g. cost savings, revenue, or another performance goal), or perhaps it is cultural (e.g. reach or engagement). Either way, the KPIs should be measurable and map to a larger business strategy or priority. It will also be important to have Executive Sponsor support during your launch to help drive podcast adoption and engagement. This could include having them send launch communication via email, encouraging your employees to check out the new content. Having this type of leadership role as a podcast guest on your show is also a great way to include them in your program and increase the popularity of your content.

Titles: C-suite, SVPs, Executive Directors.

Cares about: Clear KPIs that support defined business priorities.

Key Responsibilities: Monthly/Quarterly updates and/or feedback.



Content Strategist

These are the messaging mavens who are looking for new or better ways to reach or engage their audience. They translate company goals into objectives that are observable and measurable. Sometimes, they will take an active role in content creation; other times, they will brief a creative or content team. At the end of the day, their driving motivation is to drive adoption and consumption, ensure content and messaging gets released, and that it achieves the desired impact.

Titles: Communications, Enablement, Engagement or Strategy, Program / Project Manager.

Cares about: Correct Message, Reach, Listenership, Frequency, Engagement.

Key Responsibilities: Key Message Definition, Editorial Calendar, Creative Briefs.



Producer / Creative Team

These are the ideators and creators who are great at translating what needs to be said into the best format and message. They brainstorm content ideas, come up with innovative ways to engage the audience, make the content, and release it according to a schedule or editorial calendar.

Titles: Producer, Audio Engineer, Editor, Creative Director, Content Manager, Host.

Cares about: Quality content, listener feedback.

Key Responsibilities: Show & Episode Production and Distribution.



Audience

Treat your audience as part of the team! Done right, your audience strategy shouldn't merely be about acquiring listeners. It should be about creating feedback loops between you and your audience. How will you create participation and engagement? Will you create opportunities for your audience to submit content? Will you use gamification to drive excitement? We encourage you to think of your audience as more than just your listeners; they should be thought of as part of the creation team.

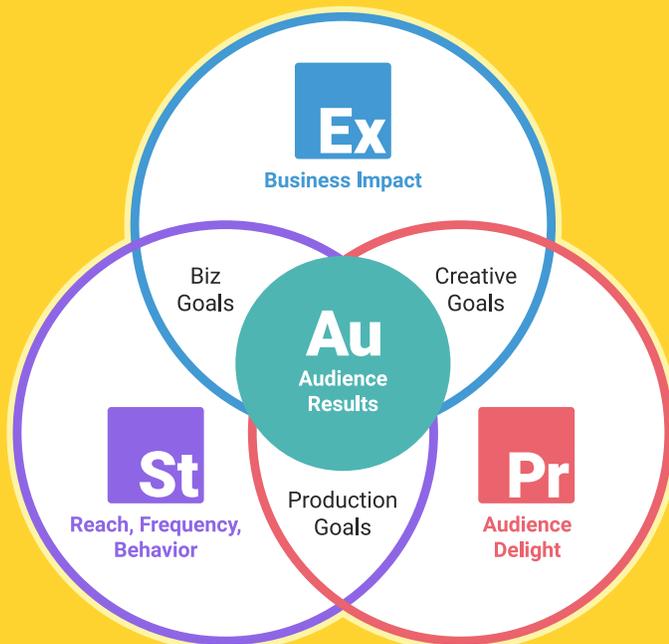
Titles: Employees, Partners, Customers.

Cares about: Easy access, helpful content, good use of time.

Key Responsibilities: Tuning In, Sharing, Participating, Benefitting.

Team Communications

Define what matters to each stakeholder



If the stakeholders from the previous section page are the facets of a high-performing podcast team, then effective communication between those groups is the oil that greases the skids. Each stakeholder group has different and sometimes competing priorities. The creative team wants to delight the audience; the communications team wants to elicit a certain behavior from the audience; and the executive team wants to be sure those behaviors have the desired business impact. At the center of all these groups is the audience itself, with all stakeholders united in their desire to engage and nurture the audience, but each with a slightly different lens as to what that means.

As a result, communication between teams will benefit from a clear, shared definition of success based on mutual interests.

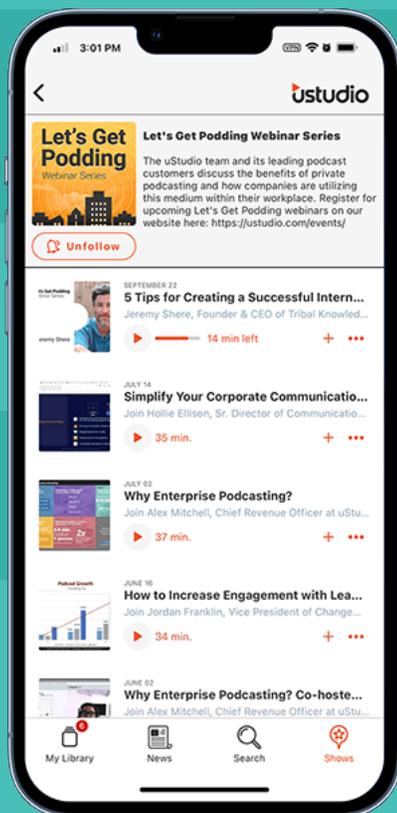
Programming

Your company's content calendar probably already includes channels such as web, email, blog or social. Now with podcasting at your disposal, you have a unique new way to distribute audio and video messages to your audiences. Programming your podcasts is a cinch, but you will want to define your podcast vision. Podcasts can simply slot in to your editorial calendar next to the other content you are already producing to expand your messaging reach, frequency and engagement. Or you could remove some existing workflows and move that content into uStudio to drive more content discoverability by users. Just make sure you clearly define your target audience, provide a clear brief to the production team, and set an expectation for your users on what content they can find via podcast.



Podcast Terminology

Standardize channel, show and episode definitions across the team



CHANNEL

A collection of shows that are available to specific groups. Different corporate codes can be used to access different studios.

e.g. Job Function (e.g. Sales Rep)
Regions (e.g. EMEA)
Departments (e.g. Marketing)
Interest Groups (e.g. Agile)

SHOW

A multi-episode series contributing to a thematic whole.

e.g. Weekly Sales Round-Up
Women in Tech
Customer Success Stories
CEO Forum

EPISODE

A single installment of a themed show.

e.g. Timeline-driven (daily, weekly)
News-driven (launch, announce)
Guest-driven (who's who)

CATEGORY

A division of your shows within your podcast channel. Categories are meant as a way to organize and promote shows with similar characteristics.

e.g. "Language" Category
"Location" Category
"Most-Popular" Category
"CEO-Picked" Category

Creating a Show

Write a simple creative brief to define your show

Strategist

- Target Audience
- Content Objective
- Desired Outcome
- Key Messages to Convey
- Publishing Frequency
- Editorial Calendar & Themes
- Budget
- Legal restrictions (if any)

Envision It



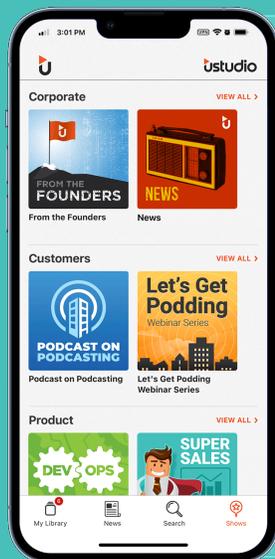
Creating a new show can be as spontaneous as hitting record on your phone, or it can be a planned affair between a strategist and a production team. If the latter use these checklists to help guide roles and responsibilities.

Producer

- Show Name & Description
- Show Identity & Graphics
- Format, Style, Tone Details
- Quantity & Length of Episodes
- Talent Requirements
- Location & Tech Requirements
- Theme Music
- Production Calendar

Planning Multiple Shows

Make an Editorial Calendar



PODCAST SHOWS					
Audience	ALL	ALL	MARKETING	SALES	ENGINEER
Frequency	Monthly	Weekly	Biweekly	Daily	Weekly
Length	10 min	7 min	15 min	3 min	20 min
Release Day / Time	Last DOM	Mon	Wed	Daily 7am	Fri 3pm
Format	Video	Audio	Audio	Audio	Video

Production

Production practices vary widely and can consist of simple audio recordings, to carefully-crafted audio or video pieces with studio-quality sound. Several factors influence production including the type of show you're making, availability of space and budget, and the unique constraints of individual episodes. Remember that audiences will always choose a great story with average production quality over an average story with great production quality. So, don't lose sleep trying to make perfect-sounding episodes; the main focus should be sharing great stories or key messages. If you do that well, the rest will fall into place.



Producing an Episode

Keep this checklist handy and review it before recording each episode

1

Pre-Production Checklist

- Production Brief, Budget, Timeline
- Checkbox Book Guests and Recording Location
- Checkbox Topic Research
- Checkbox Gear Tested and Ready

2

Production Checklist

- Capture Main Action / Audio
- Ask Guests for Referrals and Co-promo
- Tease Future Episodes
- Grab Social / Promotional Material
- Go Off Script / Get Outtakes

3

Post-Production Checklist

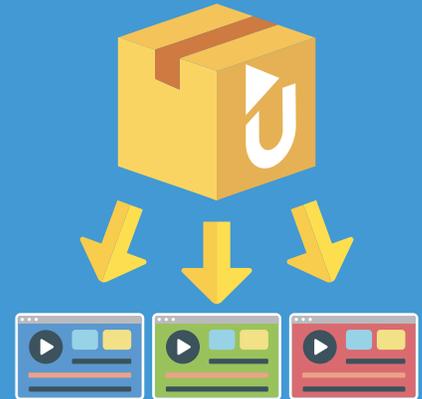
- Transcripts
- Pick-Ups (if needed)
- Creative Reviews and Approvals
- Legal Reviews and Approvals
- Archive Raw Footage --> Final Cut



[Checkout Our Podcast Gear Guide](#)

Publishing

A good publishing workflow can make or break your podcast operation. This is true if you are a one-man-band, but it's especially true if content is being produced across teams and departments. Without proper planning, things can get messy quickly. But there are a few simple things you can do to ensure you get speed, scale and high-performance. These include designing and communicating a clear workflow and standardizing processes across teams so that everything from file naming, to tagging, distribution and archiving is done uniformly. The small investment up front to define a process can save a lot of pain and lost productivity later.



Designing a Workflow

Create a simple how-to guide that documents each of these steps



Creating a new show

Defining episode format
(title, description)

Uploading episode graphic

Selecting searchable keywords

Content tracking
(editorial calendars, etc.)



Creating a new episode

Naming your show
(title, description)

Uploading show/episode graphics

Audience access /
permissions

Administrator access /
permissions



Publishing an episode

How to publish

How to unpublish / recall

Modifying a published episode

Updating metadata

Retiring / Archiving old episodes



Checkout our Podcast Management Console Guide

Promotion

Getting a podcast up and running can feel like a victory in itself. When your first episode goes live, it's certainly a milestone to celebrate. But the release of a single episode does not create an audience. Promotion of your podcast is one of the most important—and most overlooked—steps to audience engagement and podcast success. Letting people know your content exists, incentivizing and fostering engagement, and setting goals for listenership (analytics) early on will be important to gaining traction. The good news: it's much easier than it sounds. Here are a few tips and tricks to help avoid the "if you make it they will come" mistake.



Attracting an Audience

Try these tricks for building awareness and engagement



Announcing Podcasting

- CEO announcement
- Townhall presentation
- Blast across internal channels
- Signage (Digital/Physical)
- Audience evangelists
- Launch event & show swag
- First ### users to login get...



Announcing New Shows

- (the previous list +)
- Social blasts (Teams/Slack channels)
- Show preview/trailers
- Pre-wire to people leaders
- First ### listeners get...
- First ### Followers get...

Attracting an Audience

Try these tricks for building awareness and engagement



Announcing New Episodes

In-app & email notifications

Pre-wire & reminder/recap trailers

Share link/embed
across internal channels

Teasing future episodes
in current episodes

Reliable release cadence
(e.g., Thursdays @ 10am)



Ongoing Engagement

Leaderboard contests & prizes

Rewards for content consumed

Guest spot on episode

Ask for feedback/comments

Read comments or recognize on air

Quarterly podcast award(s)

Leadership accountability

Tracking Audience Growth

Use uStudio dashboards to monitor audience engagement

Pulse Metrics

AUDIENCE GROWTH

Growth in activated users, returning users week over week, Avg Min/User

SHOW APPEAL

Growth in Plays/Episode over time, Followers, Avg % Consumed, Total Plays, Total Minutes Consumed

EPISODE APPEAL

Top Episodes by # Plays or % Consumed, Shares, Repeat Listens

OVERALL ENGAGEMENT

Growth in Total Plays, Episodes/User, Total Minutes, Minutes/User

CONVENIENCE

Device Type, Time of Day



Performance

Executive stakeholders need more than feel-good content to appreciate the value of a podcast program. They need evidence that demonstrates how podcasts impact business goals such as revenue, cost-savings, productivity or cultural change. Providing monthly or quarterly updates that tie podcast performance to business objectives will keep executives excited about the power and potential of this new medium. To determine the profitability of your content, start by understanding the business objective, and then identify the key metrics you'll track to show impact on that objective.



When introducing your new medium, uStudio Customer Success will help you set short-term goals that are both attainable and track towards your larger program goals. A great place to start in setting these KPIs is assessing engagement metrics of your existing content platforms (intranet, LMS, emails, etc.). Here are some KPIs you'll want to track regularly and make program adjustments as needed with uStudio Customer Success:

Business KPIs: Net impact of audience behaviors (e.g., impact on revenue growth)

Creative KPIs: Content's ability to drive behavior (e.g., increased podcast adoption and engagement)

Production KPIs: The cost and speed of content (e.g., refined workflows; scalable governance model)

Outlining Business Objectives

These are just a few business goals that podcasting can impact... Identify yours



REVENUE

- Increased sales
- Increased customer satisfaction scores
- Increased Net Promoter Score from customers



COST-SAVING

- Increased first-call resolution for service calls
- Reduced time-to-resolution for service calls
- Reduced employee churn
- Increased employee referrals for open job reqs



PRODUCTIVITY

- Reduced onboarding / ramping time for new employees
- Reduced training time for new products
- Reduced time to first revenue for new sales employees
- Increased engagement from remote employees
- Increased productivity from field agents



CULTURAL

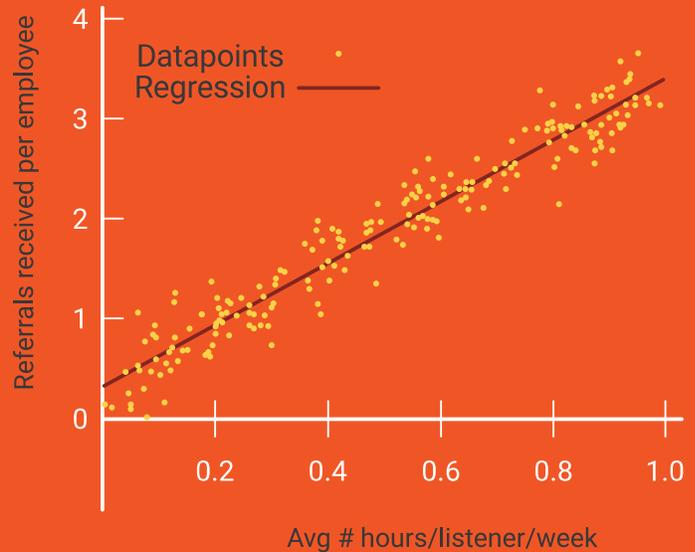
- Higher Net Promoter Score from employees
- Increased understanding of organizational programs/priorities
- Improved diversity & inclusion scores
- Increased feeling of shared company culture / identity
- Increased confidence / trust in leadership
- Increased "promote from within" scores

Measuring Business Impact

Export and analyze your data

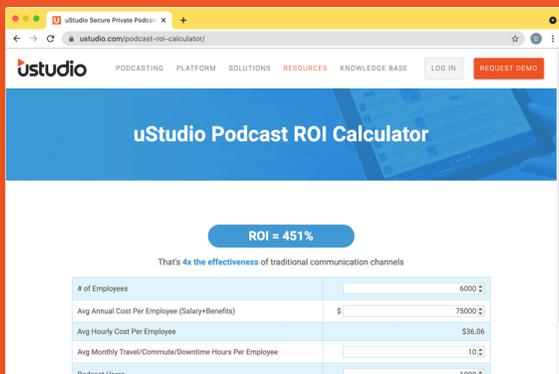
Example: Podcast Impact on Employee Referrals

Impact is the relationship between your content and the business objective. One easy way to express this is with a simple regression analysis. These are easy to construct with a quick data export from uStudio. The example to the right illustrates the relationship between podcast consumption and employee referrals. The X axis shows average number of podcast hours consumed per listener per week. The Y axis shows number of referrals received for open job reqs per employee per quarter. The regression line demonstrates a strong correlation between increased podcast listening and increased employee referrals. You can take things a step further by estimating how much money each incremental referral is saving the company in candidate search expenses or faster time-to-hire.



Calculating ROI

Use a simple calculator to show financial gains



Example: Podcast Impact on Field Rep Productivity

The ROI Calculator example to the right illustrates the total organizational impact of podcasting on a core business metric: sales productivity. It estimates the financial gains from reclaiming “windshield time” — the productivity lost when field agents are driving or in transit. You can use a calculator like this one to estimate the impact of your podcasts. Simply identify the metric you are trying to influence and the key input variables, and voila! You’ve got a solid business case for podcasting that your executives will appreciate.



Calculate Your Potential ROI



Where Media Goes To Work™