



## A Useful Q&A On Amplifying Your Podcast Through Paid Ads

### **What is it?**

To amplify your podcast with paid ads means simply to widen its reach and exposure by advertising on platforms such as Facebook, YouTube, Twitter, Instagram, LinkedIn and the like.

With over 700,000 podcasts out there, it's wishful thinking for many of us that our show will achieve any meaningful visibility through organic traffic alone. This is where amplification comes into play.

### **What channels are involved?**

Charley Valher of Valher Media, a company that helps podcasters produce and promote their shows, has found that a mix of three channels performs best for them: Facebook, Twitter and YouTube. However, depending on your audience, LinkedIn and Instagram may also be good platforms.

Key is knowing where your audience will be, and what they are doing there. Channels like Facebook and Twitter can be considered "distraction" channels, whereas people go to YouTube usually with intent. Your approach will need to differ depending on the platform.

### **Does it cost a great deal?**

A minimum benchmark budget for amplification can be \$10 a day, or \$300 a month. This will let you reach substantially more people than you might without paid ads.

Where you decide to advertise will affect your costs. On Twitter, for example, because it is less popular, you can get paid traffic for about half to a third of the price of the same market on Facebook.

### **How big is the learning curve?**

You can, of course, expect a learning curve, possibly over several months, as you seek to understand what works. Different channels will require different approaches. If you're looking to do things yourself, the easier platforms to start with are Facebook and Twitter. If you would prefer the done-for-you route, there are services available like Valher Media.





## How do you target?

Your targeting options will depend on your platform. Twitter, for instance, offers more granularity than Facebook in that you can target, for instance, specific podcast hosts and their podcast, getting your ads in front of their audiences.

Consider building a list of people who resonate with your audience, who you might target.

You might also target the audience of a guest on your podcast who has a following. This is possible on Twitter, Facebook and YouTube.

In YouTube, you can target in three ways.

1. By keywords (people who are searching for a specific term). People often go on YouTube searching for a solution. If you have podcast episodes that solve a problem, this is a great opportunity to get in front of them.

In the same way, you can target via the name of a guest on your show.

2. Placements. You can actually pick videos on YouTube before which you'd like a pre-roll ad to appear.

3. The actual channel. If you feel you might resonate with followers of a person, you can choose to appear in front of all their stuff. This is particularly powerful for podcasters.

## What creatives work?

Many platforms are more suited to video than audio content. If yours is a primarily audio podcast, you can make audiograms to use as ads. You might also record short videos talking about your podcast episodes, and use those as ads. You can also achieve a level of effectiveness with image ads.

Video podcasters have max ad leverage. They can, for instance, just run their whole podcast as an ad, and acquire new listeners that way. They can also use small snippets or clips from an episode.

## What call to action should you use?

The lead in or the call to action in your ads is simply what you want people to do. It might be to watch a full episode. It might be to access a resource you're offering. Be clear in what you want your viewer's next step to be.





How do you know it's working?

There are three main metrics that will tell you your efforts are paying off:

1. More monthly downloads. A month will give you enough space to really judge results, versus weekly.
2. Increased website traffic. You should see more impact and follow on from people clicking links and getting things from your site.
3. A growing email list. If you have the resources available, you're increasing opt-ins, and this is a good way to feel the impact of the amplification.

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Need help with your podcast? Get in touch with Charley at [ValherMedia.com](#)