

# Podcast Marketing 2.0

Christopher Penn, Financial Aid Podcast

<http://www.FinancialAidPodcast.com>

<http://www.StudentLoanNetwork.com>

# Strategy and Tactics

- Strategy: Why
- Tactics: How

# Assumptions

- You have or will have a podcast
- More than your mom
- Not a how to podcast
- I cannot help you if your content sucks

# Goals

- Evangelists
- Subscribers
- Listeners
- Visitors

# Funnel

- Visitors
- Listeners
- Subscribers
- Optional: customers
- Evangelists

# Visitors

- A Channel
- SEO, pSEO
- Social networking
- Referrals
- Social bookmarking

# Convert to listeners

- Calls to action
- Multiple channels and deliveries
- RSS, iTunes, Flash, MP3, WinAmp, email

# Listeners to subscribers

- In Show CTA
- One Click
- iTunes itpc
- http 301 to itpc
- A channel

# Subscribers to Evangelists


- A channel referrals
- Give tools and make it easy
- Reason to promote?
- Quid pro quo - example: bands
- Self contained show
- Offline channels

# Tools

- Friend Adder (\$)
- Technorati and Google Blogsearch wget
- WebCEO
- CrazyEgg
- Google Analytics

# Give me some heat


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## The Financial Aid Podcast


A publication of the Student Loan Network


From metro Boston with your host, Christopher Penn




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**FEB 6 2007** **links for 2007-02-06**  
Links and Resources

- Teaching for the Future with Dave LaMorte
- 5 Things to Bring to College - lifehack.org
- How to make the Hipster nano PDA - lifehack.org
- 7 Finance Tips From a Guy Who's Broke - lifehack.org
- Rocketboom
- The Jeff Pulver Blog: Stickam: The Video Social Network
- Metroblogging Los Angeles: UCLA Cops Taser Student Who Refuses to Show ID
- Will It Blend?
- If My Life Was a Movie, What Would the Soundtrack Be?
- Mass College Goal Sunday
- 2007 New Media Party



Listen on your phone!  
**(818) 688-2762**  
Not toll-free!

**Most Popular Posts**

links for 2006-11-11  
FAP431: Bryan Person Guest Hosts. Study Abroad. Jill Parr  
How to make the Hipster nano PDA

# Conclusions

- Evangelists count most
- More hands are better
- The tools are out there and mostly free
- Make your show easy to promote

# Brazen Advertisement

- Contact: [financialaidpodcast@gmail.com](mailto:financialaidpodcast@gmail.com)
- 206-350-1208
- <http://www.FinancialAidPodcast.com>

