

Building Buzz and Traffic for Your Podcast through Social Media

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About Me

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PROMOTING YOUR PODCAST

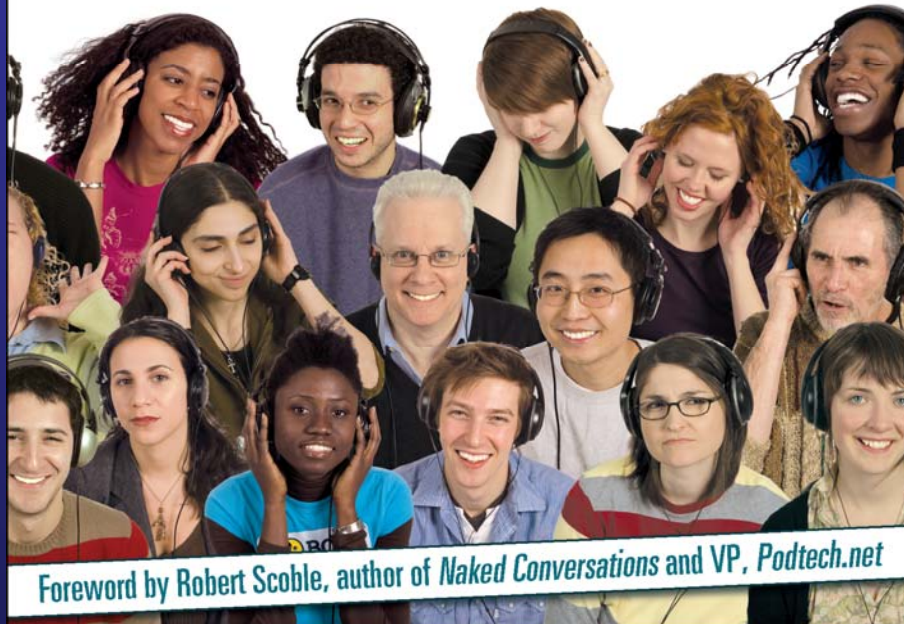
By Jason Van Orden
Founder of Podcasting University



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The Ultimate Guide to Building an Audience of Raving Fans



Foreword by Robert Scoble, author of *Naked Conversations* and VP, *Podtech.net*

What is Social Media

There are varying definitions, but here are some common attributes:

- Media you can interact with
- Easily shared and linked to
- Easily syndicated
- Many-to-many
- User-generated content

Social Media Examples

- Wikipedia
- YouTube
- Flickr
- Twitter
- Digg / Reddit / Newsvine
- Technorati
- StumbleUpon

What is Social Networking

Sites that connect users with common interests and goals allowing them to find content and individuals that are relevant to them

Social Networking Sites

- MySpace
- LinkedIn
- Facebook

Decentralized Web

- Conversations are taking place around the web
- People are pulling content to them
- It's no longer about getting all the info about you from your site

Importance of RSS

- Syndication
- The decentralized web
- Convenience for the consumer
- Push vs. pull communication
- Advantages and disadvantages
- Use a blog to publish

Social Media Optimization

The objective is to make your content:

- More visible in social media searches and social networks
- More easily linked to
- More frequently mentioned in other podcasts and blogs

Increase Linkability

- Make sure each piece of content has a unique URL that doesn't change (permalink)
- Provide frequent interesting content
- Create flagship content and thought leadership pieces

Encourage/Reward Linking

- List recent inbound links
- Acknowledge inbound links
- List the sites that link to you most

Social Media Search Exposure

- Technorati:
 - Create an account
 - Claim your blog
 - Develop your profile/account
 - Enter tags for your blogs
 - Tag your posts & podcast episodes
 - Use keyword phrases

Social Media Search Exposure

- Del.icio.us:
 - Bookmark your content
 - Include a link to make it easy for others to book mark your content

Social Media Marketing

Using social media and networking sites to attract traffic to your content.

Can involve or instigate viral marketing

Provides more touch points for you in the search engines

Social Media Marketing Strategies

1. Create profiles that provide links back to your content
2. Use your profile to attract links and attention
3. Contribute to social networks to increase your visibility
4. Make your profile a valuable source of information
5. Participate; don't spam

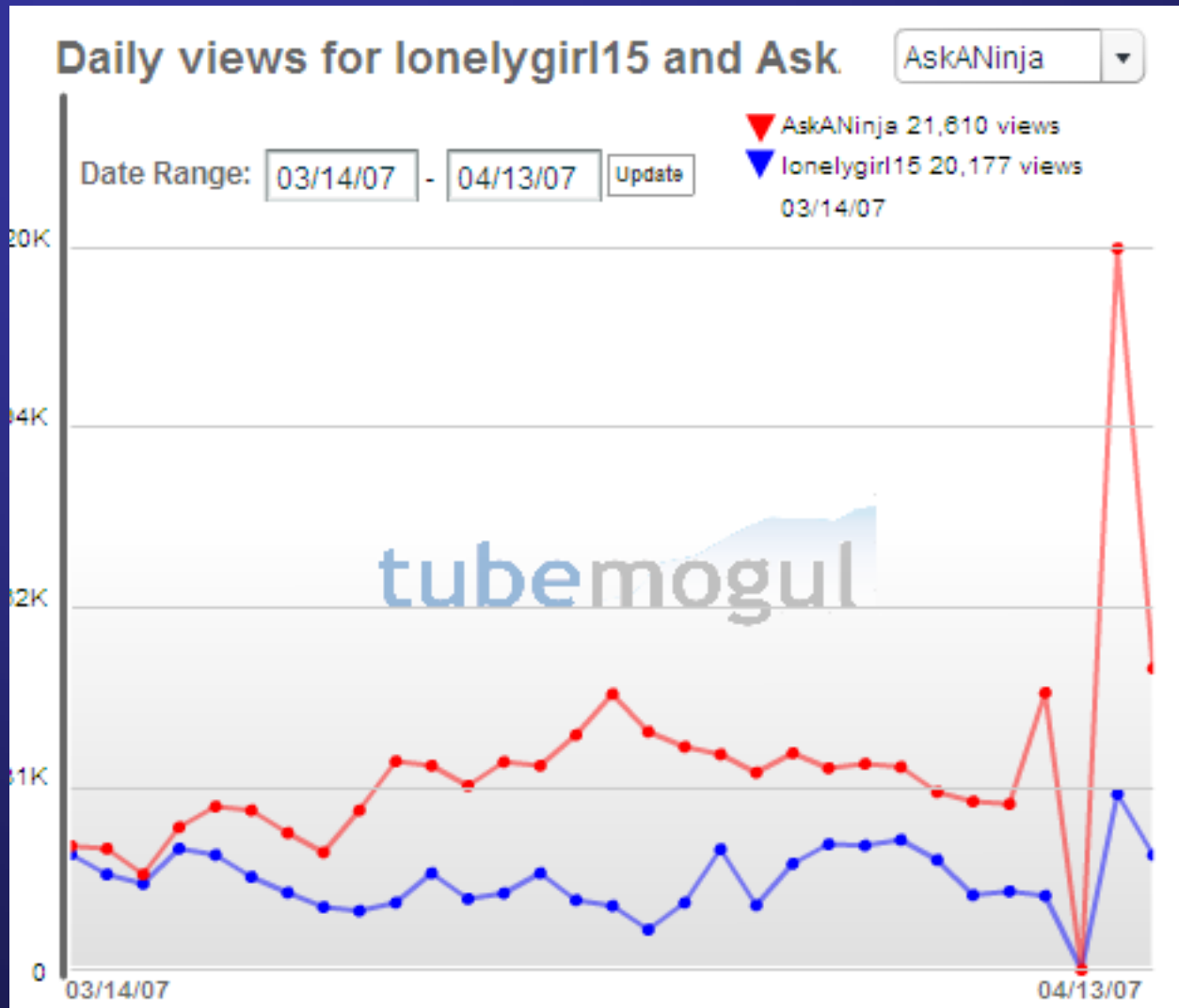
Tagging

- Labels for content
- Tag your content
- Do it in a format recognized by sites such as Technorati

Video Sharing

- Submit content to video sites
- Does not have to be all your content
- You can make content just for these sites
- Use good tags and titles
- Search engines are indexing these pages

TubeMogul.com



TubeMogul.com

Top 10 videos from this publisher since 03/15/07	Views	Total	Percent
0161 Subjects Apprehended...	29,762	464,182	6 %
0163 Communication Terminated...	25,940	464,182	6 %
0156 Lucy...	25,074	464,182	5 %
0160 Vegas Baby...	24,056	464,182	5 %
0157 Alex Is...	22,739	464,182	5 %
0166 Lying Bastards...	21,079	464,182	5 %
0168 Confrontation...	20,580	464,182	4 %
0167 Spring Break Sucks...	20,034	464,182	4 %
0165 Losing My Religion...	19,127	464,182	4 %
0155 Uncle Dan DBone Remix...	17,640	464,182	4 %

Social Espionage

- Track conversations about you:
 - Technorati.com
 - Podzinger.com
 - Podscope.com

Participate in the Conversation

- When you see comments about you, talk back
- Find other blogs and podcasts relevant to your niche and participate/comment

Pinging

- Pinging is automatic notification
- Your blog will do this for you
- Or use Pingomatic.com

Contact

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