

# 20 MINUTES. 1 PODCAST. 12 BRILLIANT PIECES OF CONTENT.

People receive information in different ways. Re-purposing content to reach the senses of sight, sound, touch, and hearing is a big bonus for your business. Whether you have an existing podcast, starting one, or grab a coveted guest spot, take full advantage of finding different ways to communicate the same message through cross-promotion and re-purposing.



## AUDIO (LONG-FORM)

iTunes, Spotify, iheartradio



## AUDIO (SHORT-FORM OR AUDIOGRAM)

Hook your listener! Extract 30-60 second audio clips that evoke emotion or curiosity, which encourages listening to the full episode.



## BLOG

Write a long-form as a recap or expansion from your podcast theme, and influence listeners who would rather read than listen.



## VIDEO (LONG-FORM YOUTUBE)

Attract and influence people who favor visual experience over audible experiences. Google includes video in its organic SEO algorithm.



## TRANSCRIBING

Uploading a transcript of your podcast to YouTube makes each word of your podcast searchable.



## PHOTOGRAPHS

Have a trusted person snap photos during your podcast session and pair with the audio experience for your website and social media.



## CONTENT UPGRADE

Does your podcast include content that can be crafted into a checklist or an eBook?



## ARTICLE OR SHOW NOTES

Pull key notes from the podcast and draft useful cliff notes. Include keywords for SEO purposes.



## SOCIAL MEDIA (SO MANY OPTIONS!)

You can share video teasers, 15-30 second audiograms, long-form video links, long-form audio links, blogs, and articles.



## IMAGE QUOTE

Using an image, extract a sentence from your podcast and use as a powerful quote. The shorter, the better.



## VIDEO TEASERS

Extract video from your podcast and turn into 15-60 second teasers. Reach consumers who enjoy snackable, bite-sized content through a teaser video tactic.



## EMAIL MARKETING

Transform your blog or article into a shareable client communication. Include a link to your podcast video or audio, and include a call-to-action asking your clients or prospects to subscribe to your channel.

# REMEMBER, REPETITION IS KEY!

Reiterating your ideas on multiple mediums demonstrates you as the subject matter authority.