

# Tips for Creating a Successful Podcasting Series

Lessons for Publishers and  
Content Marketers Who Want to  
Make Money Podcasting

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## **Introducing Podcasting into Your Online Business Model**

*Podcasting* is a portmanteau blended from *iPod*, Apple's popular digital audio player, and *broadcasting* — specifically audio broadcasting via the Internet. Ironically, podcasting does not require using an iPod.

Podcasting is a form of online media delivery in which digital media files, either audio or video, are available for downloading from a website or delivered via an RSS (Real Simple Syndication) feed over the Internet.

You are podcasting if you publish selected media files via the Internet and allow users to subscribe to a feed and receive new files automatically, downloading them to a personal computer or other audio or video player.

Podcasts, or individual broadcast programs, are generally syndicated and delivered as “webisodes” on a regular subscription basis.

Podcasting can be considered the audio equivalent of blogging, providing a platform on which you can promote your business or simply express your opinions.

Parks Associates predicts that by 2012, “broadband media” such as online streaming video, podcasts and ad-supported music and video download services will make up more than half (\$6.6 billion) of the total (\$12.6 billion) revenue the U.S. generates in advertising.

Successful podcast publishers distribute their podcasts at least once a week. If you're *The New York Times*, it makes sense to distribute a daily podcast with today's top headlines, however it's certainly not necessary for the rest of us.

### **Ways to Incorporate Podcasting into your Business Model**

If you are already offering online video, it's practically a no-brainer to offer those videos as podcasts for your users.

However, publishers that are not currently distributing their content on these new media platforms may find it more of a struggle to decide how to take advantage of this newer technology.

If you are one of these publishers, you might try a few of these on for size:

- Audio conference recordings (for sale)
- Video tutorials (for sale or free)
- Interviews (for free)
- Best headlines from the day or week (for free)
- Video travel guides (for sale or free)
- Author and editor bios and introductions (for free)

## **Podcast Audience Up 22% Since Last Year**

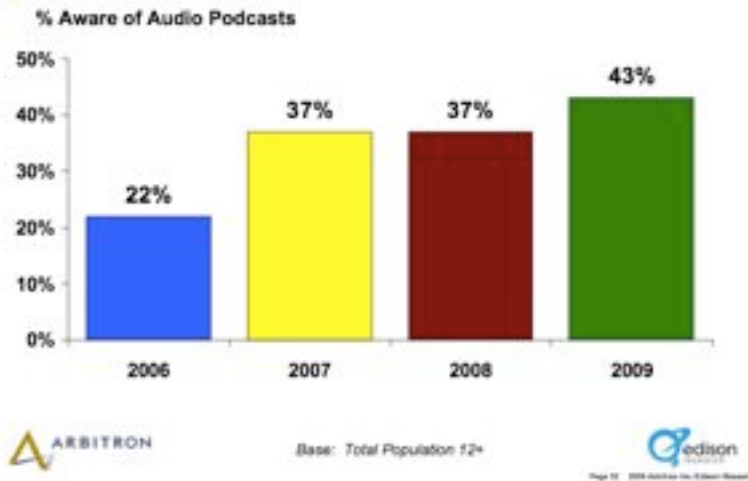
According to a report by Edison Research, the podcast audience has grown by 22% since last year, expanding from 18% of all Americans in 2008 to 22% in 2009.

### **Among the study's findings:**

- **Social Networking.** Listeners to online radio are more likely to have a profile on a social networking site (like MySpace, Facebook, or even LinkedIn), 54%, than the general population, of whom 34% have a social network presence.
- **Internet Video.** As you probably expected, Internet video consumption exploded last year, with approximately 69 million, or 27% of people, watching online video sometime in the past week. That figure is up from 18% in 2008.
- **Portable Media Players.** More than four in ten people (42%) own an iPod, iPhone, or other kind of portable media/mp3 player, and among the 12 - 44 year-old crowd, that percentage jumps to above 50 percent. The “key radio demographic” of 35-to 54-year-olds are becoming more frequent online radio listeners.
- **Podcast Audience.** Forty-three percent of Americans are aware of podcasts, up from 37% last year. Twenty-two percent of Americans have ever listened to a podcast (up from 18% in 2008), and approximately 27 million (or 11%) have listened to one in the past month (up from 9% last year).

(Source: <http://www.podcastingnews.com> )

## More Americans Are Aware of Audio Podcasts



### How Other Newsletter and Magazine Publishers Are Using Podcasts

- **Computerworld** (weekly: interviews, biggest news stories and IT trends)
- **People** (weekly: opinions and Q&A and latest buzz)
- **The New York Times** (daily/weekly: book reviews, front page, all sections of the newspaper)
- **Johns Hopkins Health Alerts** (weekly: a variation of latest health alerts)
- **Wine Spectator** (weekly: video interviews and wine tasting)
- **Make** (weekly: best weekend projects)
- **The Onion** (daily: video clips of latest “news”)
- **National Geographic** (weekly: audio and video travel guides, music coverage and wildlife adventures)
- **BusinessWeek** (daily: cover stories, market reports and other sections)
- **Photoshop User** (weekly: video Photoshop tutorials, news, tips, and interviews)

### How Publishers are Making Money from Podcasts

- Subscriptions
- Audio and video advertisements
- Advertising with Feedburner or AdSense in podcast transcript feeds
- Free with a paid product
- Sponsorship
- Exchange for email
- Using it as a new marketing platform

## SEO Tips for Podcasting, Vodcasting & Social Media

**Tip #1:** Give each podcast its own page. On that page, provide a transcript or partial transcript that includes keywords you want to be ranked on. If your podcast is very segmented, you can even put up sections of the podcast transcript on different pages with new titles that all link back to the original podcast.

**Tip #2:** Keep tags relevant. Make sure your MP3 files have really good ID3 tags rich with relevant keywords.

**Tip #3:** Encourage people who are linking directly to your podcast, to link to your blog as well, preferably the podcast page you have set up.

**Tip #4:** Include your keywords in the title of your post, podcast page, or podcast name.

**Tip #5:** Don't try to get cute with the name of your blog or podcast. One podcaster we know his podcasting blog "Help iGot a Mac" and when people searched for "Help I Got A Mac" he wasn't being found.

**Tip #6:** Get immediate rankings in Google by going on the social networks. The only thing that Google hasn't changed over time is how greatly links affect your website. Make social network accounts and link to yourself from these sites to create inbound links from highly ranked sites.

**Tip #7:** Submit your podcast site to podcast directories and search engines such as audio.weblogs.com and podcastdirectory.com.

### How to Track your Podcasts

Even if you aren't using a vendor (which should have built in tracking), there are plenty of services you can use to track you traffic and downloads. **Feedburner**, for one, will tell you how many subscribers you have, what they're downloading, and where they're coming from. **PodTractor** offers paid tracking services, but they're extremely in-depth.

### Is Podcasting For You?

We've said it before, but we'll say it again: podcasting isn't for every online publisher. If you have struggled to figure out what your company should podcast about, there's a possibility that it just isn't for you.

Take some time out to assess the pros and cons of starting a podcast for your publication. It can be as easy as an iPod and an iTalk recorder, or one of the popular Flip Mino video recorders for your first try. If all else fails, ask your users what *they* want.

## **How *The Wall Street Journal* embraces podcasting**

**How *The Wall Street Journal* has incorporated podcasting into its long list of media platforms, and the lessons for other publishers who want to make money podcasting**

**My personal experience as a *Wall Street Journal* devotee**

**By Don Nicholas**

My favorite newspaper has been *The Wall Street Journal* ever since my first journalism course in college, where it was required reading. It may be the world's best newspaper — global, well resourced, unbiased, focused on its audience, and very well written. I've been a subscriber for more than 30 years.

*The Wall Street Journal* website (WSJ.com) is one of the largest Mequoda System Best Practice online publishers, with content delivered on numerous platforms.

I subscribe to *The Wall Street Journal* four different ways. First, as a print subscriber — the Journal is delivered to my home six days a week.

Second, I subscribe to the Journal on the Amazon Kindle, where I can enlarge the type size to accommodate my aging eyes and read it on an e-ink display screen that can show up to 16 shades of gray.

Third, I can access all *The Wall Street Journal* premium content online.

Fourth, I regularly listen to *The*

### **How much does Don spend on the Wall Street Journal?**

Print subscription, including home delivery: \$2.29/week

Kindle edition, including wireless delivery: \$14.99/month

WSJ.com, including all articles and site tools: \$1.99/week

Wall Street Journal This Morning podcast: free

Total annual outlay, reflecting package discount = \$319.76

*Wall Street Journal This Morning* as a favorite podcast via iTunes.

## **The menu of Wall Street Journal products and platforms is mind-boggling**

### **The Wall Street Journal Radio Network**

*The Wall Street Journal Radio Network* has been the leading provider of business news programming for radio stations in the United States for more than 25 years. The network serves listeners of more than 260 radio stations with late-breaking business, consumer spending and financial-market news around the clock. It is home to *The Wall Street Journal Report*, *The Dow Jones Money Report*, *Barron's on Investment*, *The Wall Street Journal This Morning* and *The Wall Street Journal This Weekend*.

### **WSJ.com Mobile Reader**

You can get anytime/anywhere access to *The Wall Street Journal* news with this customizable application. The WSJ.com Mobile Reader is a free application (depending on your plan, standard carrier data charges may apply) that automatically updates your Apple iPhone or Blackberry Smartphone with news, stock market moves, and global events, even offline.

### **Newsreel**

Download WSJ.com's innovative Newsreel widget and link to the most important stories of the day from your blog, desktop, Facebook or MySpace page.

### **Personalized Emails and Alerts**

You can subscribe to more than three dozen newsletters and columns, some delivered via email, as many as three times daily, on topics ranging from real estate, to technology, to money rates, to the top 25 stocks on any exchange.

### **WSJ Podcasts**

Listen to *The Wall Street Journal* from your phone or handheld device using Apple's free iTunes application to subscribe and automatically download WSJ podcasts including *WSJ This Morning*, *Tech News*, *MarketWatch*, *Walt Mossberg*, and more.

### **WSJ.com Mobile Website**



Get the latest Wall Street Journal financial and business stories, technology news, opinion and stock quotes on your mobile device. Track the news as it updates throughout the day, all formatted specifically for mobile web browsers. Also, check your online portfolio and search for articles.

### **Wall Street Journal RSS Feeds**

More than 240 RSS feeds provide *Wall Street Journal Online* subscribers with another way of keeping on top of Wall Street Journal Online news. RSS allows you to view constantly updated headlines from the Journal sites, in addition to headlines from other news publications, in one place.

### ***The Wall Street Journal This Morning* is my favorite iTunes podcast.**

Of all of these, not surprisingly, my favorite podcast is *The Wall Street Journal This Morning*, which has its own website at <http://www.wsjradio.com/WSJAM.html>. Host Gordon Deal and news anchor Gina Cervetti deliver a lively blend of news and other intelligent information, plus humor and expert analysis.

*The Wall Street Journal This Morning* is a magazine style news program with about 30-40 headline and feature stories daily. At the website you can listen to (but not download) a streaming audio of the five most recent episodes.

I'm not certain when it is originally broadcast as a live radio program, but guessing it's 5 a.m. Eastern. Surprisingly, in the New York City area the live program is not available on a Big Apple radio station, but can be heard at 5 a.m. on WNYM-AM (970 AM) in nearby Hasbrouck Heights, New Jersey, and at the same hour on WGCH-AM (1490 AM) in Greenwich, Connecticut. The content is distributed as a nationwide syndicated program that can be heard on more than 140 stations.

Available as an audio podcast download on iTunes, *The Wall Street Journal This Morning* generally gets high customer ratings for content, but chalks up frequent complaints that it needs to be available earlier in the day (or else the name needs to be changed). It appears to be posted for daily download as early as 7 a.m. Eastern some days but as late as about 10:15 a.m. Eastern, or later, on other days, which is too late for many users.

The hour-long program actually times out to be about 40 minutes, after the commercial ads have been edited out. On the podcast, you can hear Mr. Deal say,

“and the time now is 10 minutes after the hour,” so we know it’s in real time when it’s recorded at *The Wall Street Journal* studios in New York City.

So how does *The Wall Street Journal* make money podcasting a syndicated radio program if 20 minutes of commercials have been edited out? After all, iTunes is free, which means, like the other podcasts iTunes delivers, *The Wall Street Journal This Morning* is free.

If Rupert Murdoch and his marketing experts think that *The Wall Street Journal This Morning* is helping drive traffic to paid print or online subscriptions, it isn’t working for me. Just the opposite is true. I’m spending more time listening to *The Wall Street Journal This Morning* podcast, and would probably quit the print edition of *The Wall Street Journal* if my wife didn’t enjoying reading it. If push came to shove, I’d quit the Kindle edition, too, in favor of the podcast.

Perhaps because it’s a nationally syndicated radio program, and globally syndicated as a podcast, the producers of *The Wall Street Journal This Morning* decided it was inappropriate to include New York commercial content. More likely, it’s a requirement of all Apple iTunes podcasters.

### **A podcast becomes a blog**

But recently I began to notice imbedded advertising messages in *The Wall Street Journal This Morning*. Reminiscent of the late Paul Harvey’s conversational style, Mr. Deal says something along the lines of, “And now, turning to the small business news front, sponsored by our friends at Cadillac...”

Then the announcer plugs Cadillac the way Paul Harvey used to plug Ace Hardware.

Suddenly, *The Wall Street Journal This Morning* podcast takes on a characteristic of a blog. The contextual advertising unit has replaced interruption advertising (normal radio and television commercials). This conversational message, casually but deliberately inserted into the editorial content, is the equivalent of an embedded text ad.

Sometimes there is one of these contextual ads. Other times there are none. This morning there were two — for Cadillac and Lending Tree.

So, *The Wall Street Journal This Morning* podcasts go out with all the regular commercial advertisements (interruption advertising) removed, but the conversational contextual ads (inline sponsorships) remain intact.

*The Wall Street Journal* is steadfastly holding to its paid content business model online and on the Kindle. But radio is a declining medium, just as are newspapers are declining and even dying.

Faced with a diminishing radio audience (owing in part to podcasting), *The Wall Street Journal* marketers have decided that *The Wall Street Journal This Morning* podcast cannot prevail with 20 minutes of interruption advertising. The young, hip iTunes audience does not want to hear it. The 20/40 ratio of commercials to editorial or entertainment content is unworkable on a podcast, even if iTunes permitted it.

But *The Wall Street Journal This Morning* podcast *can* withstand three or four conversational contextual ads (inline sponsorships). So the producers have cut back the interruption advertising commercials, and replaced them with higher-priced embedded ads.

And by returning to a radio broadcast reminiscent of the 1940s and 1950s, they are using the gravitas of the announcer to add substance to the commercial messages.

Are you old enough to remember [Arthur Godfrey](#)? He was one of the first on-air superstars of radio and television, and is considered to be TV's first great master of advertising.

Mr. Godfrey regularly ignored scripted commercials and ridiculed the advertising agency people who wrote them. Instead, he found that one way to enhance his pitches was to extemporize his commercials, even poking fun at the sponsors (while never showing disrespect for the products themselves).

Today, in the tradition of Arthur Godfrey, Mr. Deal is promoting the new Cadillac STS luxury sedan. And Mr. Deal is endorsing a home loan, mortgage refinance, home equity loan, or auto loan from the Lending Tree network of lenders, “who compete for your business.”

### **What is the lesson for Mequoda System Publishers?**

One exemplary Mequoda System Publisher, *Knitting Daily*, has launched [Knitting Daily TV](#), a new, public television how-to program that covers a variety of needle crafts, from knitting and crochet to stitching, felting, spinning, and weaving, and guides viewers in learning to make fun yet stylish knitwear patterns and projects.

The program is syndicated by the Public Broadcasting System to more than 200 PBS stations nationwide in 45 percent of the U.S. market. For this service, Knitting Daily pays nothing, but simply provides the content.

*Knitting Daily TV* is sponsored in part by Signature Needle Arts; YarnMarket.com; Fiesta/Ironstone Yarns; Blue Sky Alpaca; Ashford Handicrafts; Bagsmith; Berroco; Blue Sky Alpacas; Classic Elite; Colorful Stitches; Harrisville Designs; Lorna's Laces; MyHandworkStudio.com; Prism Arts; Signature Needles; Spinning and Weaving Association; Tutto-Opal Isager; Trendsetter; and other manufacturers of custom products for a growing audience of knitting consumers.

Almost any B2C publisher with good content can expand its brand to a broadcasting medium, including podcasting, just as the *The Wall Street Journal* and *Knitting Daily TV* demonstrate.

*Knitting Daily TV* is an instructional television program, but it could also be a podcast using the iTunes distribution platform and selling inline sponsorships. In this model, iTunes would be the smaller, more affordable delivery vehicle, analogous to PBS, and the new podcast medium would be analogous to the old radio.

Podcasting is an ad-driven medium, with either advertising-supported or traffic-supported webisodes. The alternative to podcasting is streaming media, i.e., charging users for digital events such as recorded webcasts. In this model, the programs are originally produced as live events, and subsequently sold as one-shot DVDs, CD-ROMs or digital downloads.

Additionally, in the subscription or membership website model, a publisher can sell unlimited, online access to all its digitally recorded programs, and deliver them via on-demand viewing.

That's the business model we are using to promote [Mequoda Pro](http://www.mequoda.com/mequoda-pro) (<http://www.mequoda.com/mequoda-pro>), our exclusive membership website enabling you to discover the ultimate online audience development system using SEO, PR, link-building, email newsletters and your existing editorial content.

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