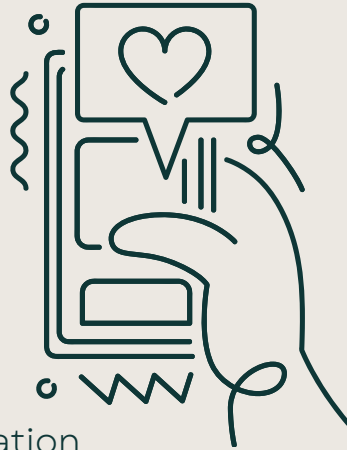# Grow your Podcast

Foundation for Growth

Evaluate & Update Your Podcast's...

- Title
- Show description
- Logline
- Episode length
- Segments
- Release schedule
- Audio & video quality
- Hosting skills
- Preparation
- Mission, vision, and values
- Aesthetic
- Promotional materials

Promotion & Collaboration

- **Swap Guest Spots:** be a guest on other podcasts and invite other hosts to be a guest on yours
- **Trade Trailers:** send your promo to other podcasters and offer to run theirs on your show
- **Feed Drop:** exchange episodes with other podcasts and feature swapped eps in your feed

Audience Interaction

- **Listener survey** to find out what's working and what's not
- Join relevant **online communities** and be active
- Start and maintain a **newsletter**
- Encourage **audience participation** with submissions, voicemails, Q&A, etc.

Media Engagement

- Press releases to announce key podcast events
- Create a press kit
- Network with reporters and media channels
- Use tools like press release services and journalist databases
- Seek interview opportunities with news outlets
- Maintain online presence that is easily accessible to media
- Attend events in your niche and make press connections
- Engaging social media activity to capture media attention

Optimize Discoverability

SEO (Search Engine Optimization): optimizing online content to improve its visibility in search engine results

- Make **titles & descriptions** SEO friendly
- Try a **keyword research tool**
- Boost SEO by using **transcripts** for each episode
- Amplify reach through **social media**
- Track **analytics** for boosted discoverability through positive engagement