

SPARKCADE

PODCAST CHECKLIST + TOOLS



Podcasting is a great form of brand storytelling! Provided is a summary of considerations and resources from my presentation so you can set up your own show. Bonus: Some resource links include discounts.

Strategy

If you don't have a strategy, answer these questions to get at the "why" of the show.

- What business objectives does this program support?
- Who are your audiences?
- What's the one thing?
- What's the call to action?
- What's mandatory, e.g. sponsors?

Show Format

The strategy will help you decide on show format and talent.

- Who will host?
- When will it happen?
- Where will you record?

- How will you decide on content?
- What media: audio/video?
- How will you record?
- Will you have guests?

Guests

Guests can add interest and extend the reach of the show, but also increase the effort.

- Who would you want to invite to tour office, have dinner?
- What do you share in common, where differ?
- What 5-7 questions will you ask?
- Who will coordinate, confirm guests?

Distribution Platforms

Growing number of platforms so keep your finger on the pulse. Check Edison Research periodically.

- Nearly 80% of podcast listens happen on iTunes/Apple Podcasts. Start here.
- Spotify make sense? You'll need a podcast host.
- Older audience? Consider smart speakers, e.g. TuneIn.

Equipment

Decide on your format and budget and work backwards. That said:

- Spend money on mics and audio interface first.
- Video? A good DSLR will do.
- Grab neutral headphones (i.e. more treble focused).
- See some [sample set ups](#).

Recording & Editing

Can go from super easy to more complex depending on final format(s).

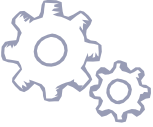
- Mac or PC?
- Recording locally or remote talent, guests?
- What's your budget?
- Video?

Hosting

Decide on distribution and work backwards. Your web host is a possibility, but there are some disadvantages.

- What's your current site running on, e.g. Drupal, Square-Space, Wordpress.
- Do you want to distribute on Spotify?
- What's your budget?





Below are resources from my presentation so you can set up your own show. The lists are in no way comprehensive, but provide some highlights for each area. Bonus: Some resource links include discounts.

Resources

People and teams who go in depth about podasting:

- [The Podcast Host](#)
- [Podcast Insights](#)
- [Voice editing \(YouTube channel\)](#)
- [Edison Research](#)
- [Podtrac \(Analytics/Research\)](#)

Recording/Editing

What tools should you use to capture that audio (and video)?

- Adobe Audition
- [Anchor](#)
- [Audacity \(local\)](#)
- [Cast \(hosting too\)](#)
- Garage Band
- eCamm
- [Reaper \(local\)](#)
- [Zencastr](#)
- [Zoom](#)

Equipment

Check out a sample [equipment/gear list](#) with Good, Better and Best options.

Hosting

Where should you host (read: store) your podcast files. Each offers different services and pricing structures:

- [Blubrry](#)
- [Buzzsprout](#)
- [Libsyn \(code: podhost\)](#)
- [Podbean \(code: podcraft\)](#)
- [Spreaker](#)

Distribution Directories

Where can you share your show with others? Apple still dominates but Spotify jumps up the charts.

- [Apple Podcasts Connect](#)
- [Google Play](#)
- [Soundcloud](#)
- [Spotify](#)
- [Stitcher](#)
- [TuneIn](#)

Music

- [Audio Jungle](#)
- [FreePD](#)
- [Jukedeck](#)
- [YouTube](#)

