

10 Creative Ways to Promote Your Show

by Kimberly Crowe

1 **Totally free - Attend Speakers Playhouse:**

Connect with a vibrant community for free and showcase your podcast. Every week announce your podcast to our entire audience.



<https://www.speakersplayhouse.com>

2 **Become a Featured Podcaster on Podapalooza:**



Gain exposure by being featured on this major podcasting event platform.

<https://www.podapalooza.com>

3 **Leverage Social Media:**

Use platforms like Instagram, Twitter, and Facebook to share snippets and engage with your audience.



4 **Collaborate with Other Podcasters:**



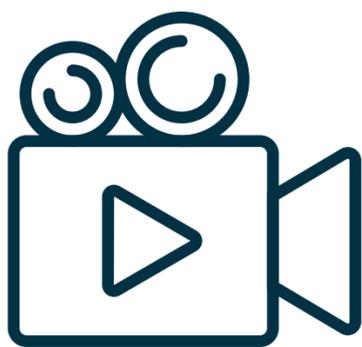
Guest appearances on each another show can draw in listeners from similar audiences.

5 **Utilize SEO:**

Optimize your podcast titles, descriptions, and website for search engines.



6 Produce Video Content:



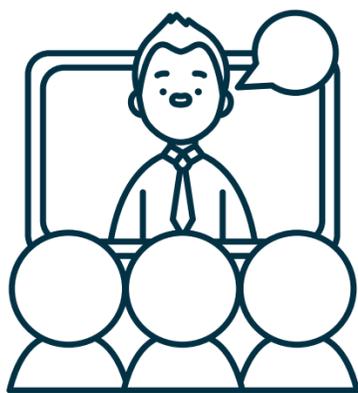
Create video versions or teasers of your episodes for YouTube and TikTok.

7 Engage in Forums and Groups:

Participate in relevant online communities and share valuable insights without overtly promoting.



8 Public Speaking:



Speak at events or webinars to promote your podcast and expertise.

9 Run Contests and Giveaways:

Encourage listener engagement by offering incentives for sharing your podcast.



10 Use Paid Ads:



Invest in targeted advertising on social media platforms or podcast networks.



Podcasts are a great way to get exposure about who you are and how you show up in the world. But if you are constantly hitting your list, that could become a problem. People on your list can get quickly bored with all your announcements and hit that dreaded unsubscribe button.

Join us Thursdays at 10:30 AM Pacific
for #thebest90minutes of your week



Kimberly Crowe is the co-host of
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