



ENGAGEMENT AND TRAFFIC WORKSHEET

75 Ways To Drive Engagement With Your Podcast

Here are 75 ways to engage your audience, attract them to visit your website and draw them to your podcast.

When you shine the spotlight on your listener, they will tell others.

When engagement is easy for your listener with a clear benefit, traffic and engagement will increase.

BIG IDEAS

1. Run for office by meeting as many people as possible.
2. Network with shows in the same genre. Help each other.
3. Deliver quality content in your newsletter that could be used and shared.
4. Network with as many influential people in your niche as possible.
5. Collect birthdays in your database and call listeners on their birthdays.



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6. Send a show t-shirt to those that appear on your show.
Invite them to send you a photo of them wearing it. Create a photo gallery on your site.
7. Create an interactive show using listener audio.
8. Create a contest on your show.
9. Buy a contest insurance policy to create a huge contest.
Look it up.
10. Create a flashback segment from an old episode on your current episode to increase downloads of past shows.
11. Host events to create community.
12. Give people something they can't get anywhere else.
13. Promotion is the exploitation of opportunity. Find great opportunities.
14. Write great show notes with helpful links that your audience can use.
15. Leave feedback for other shows.
16. In your e-mail newsletters, tell stories to entertain and engage.
17. Do Facebook Live “ask me anything” sessions.



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18. Get media to talk about you by becoming an available expert in your field.

CONNECTIONS

19. Use social media to spread your message. Be active on Facebook & Twitter.
20. Reach out to super-fans to begin the interaction.
21. Help people meet and create community.
22. Get interviewed on other shows by creating a helpful web page to make it easy for hosts to find you.
23. Pause and let the audience respond first in your community.
24. Know your most frequent listeners by name and use them.
25. Get involved in social groups.
26. Ask great questions on other shows.
27. Secret strategy ... use common courtesy. It is not so common anymore.
28. Transform your super-fans into evangelists.



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29. Create a survey for your super-fans to determine what they desire.
30. Ask listeners to bring along a friend & spread the word.
Deputize your audience.
31. Send hand written thank you notes to those who appear on your show.
32. Highlight a member of the community each episode to keep them engaged.
33. Guest host for another show.
34. Trade resources with another podcast.

SHOW AND CONTENT

35. Use the phrase, "Next time you'll hear ..." to tease the next episode.
36. Tease upcoming topics on future episodes.
37. Use stories to stand out and be remembered.
38. Ask for reviews and make it benefit your listener.



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39. Use the house fire mentality. Start every episode with the most important thing, even if the full piece comes later in the episode. What is the one thing you would grab if you could only grab one?
40. Everything interesting is about people. Find the angle for your content.
41. Ask listeners what you should ask your next interview guest.
42. Highlight a new resource each week. Then tell the resource creator about it.
43. Offer instant gratification with the promotion of your show.
44. Promote your website with a benefit. More instant gratification.
45. Have listeners submit a tip of the week.
46. Let listeners text you questions to make it easier for them to engage.
47. Promote the benefits of engagement. What is in it for your listener?



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- 48. Carry over content from your show to your website.
- 49. Answer questions for new people to your industry.
- 50. Use AnswerThePublic.com to see what your audience wants.

EVENTS

- 51. Be a roundtable moderator.
- 52. Hand out logo lapel pins at events.
- 53. Leave pens with your show name behind at events/conventions.
- 54. Create your own annual awards in your niche.
- 55. Take photos with people at conferences and post to your website. Have them hold your logo.

BRANDING

- 56. Make your artwork standout in the iTunes sea of faces.
- 57. Don't blow your first impression.



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- 58. Create business cards that promote the show instead of just your phone number by making it a marketing piece.
- 59. Create business cards that serve as a lead magnet, such as 5 tips with more on your website.

ORGANIC/SEO/ONLINE

- 60. Make it easy to share your content.
- 61. Google keywords for great topics.
- 62. Include your show as a link in your signature.
- 63. Offer a bonus for sharing the link.
- 64. Create an FAQ page.
- 65. Add links in your e-books, pdfs and other written content.
- 66. Use paid ads.
- 67. Use your thank you page to upsell or cross-sell.
- 68. Use your 404 “not found” page for opt-in, upsell.



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LEAD MAGNETS

69. Offer a resource guide.
70. Give away samples of your product.
71. Create conference Cliff Notes.
72. Use the first chapter of your book as a lead magnet.
73. Develop a glossary for your industry.
74. Add a link with an upgrade/resource with each episode in the show notes.
75. Offer different formats of your podcast, such as written, pdf, e-mail show notes, etc.