

How to Use Podcasting and Videos in Your Marketing



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We are overwhelmed with information. Sometimes we are tired of reading and viewing and we just want to listen to sound. One advantage of sound is all we need to do is plug in our headset and listen while we are busy completing other tasks. Sound is completely portable. You can listen while in your car, jogging, walking the kids to school or at the gym. Your business could take advantage of snapping up the audio space by podcasting.

Did you know that there are at least 24 women whose podcasts are extremely popular as rated by Entrepreneur Magazine? They cover all kinds of topics from wellness to tech, finance, and interviews with women CEO's. Why not check them out [here](#)?

You may not be a household name like these 24 women, but you can engage a new audience and build your credibility factor by podcasting, especially if you like talking versus writing or appearing on camera.

HOW TO GET STARTED WITH PODCASTING?

You don't have to spend a ton of money on equipment at the beginning, especially if podcasting isn't your main income stream.

Here are the basics for your setup:

- 1) A good microphone
- 2) A POP filter (for the 'P' and 'B' sounds so you don't get the 'pop' sound!)
- 3) A headset
- 4) A Free Zoom.us account
- 6) A podcasting hosting account such as Soundcloud

Eventually, you might need audio editing equipment, but to start with, don't invest time and energy in this area for basic podcasting. You can get excellent audio editing and audio mixing from freelancers on Fiverr. I found an excellent contractor whose service was impeccable. For a complete equipment setup, check out this [list](#).

WHAT KINDS OF PODCASTING COULD YOU TRY?

1) One of the easiest ways to get started is by interviewing people. Before you become the interviewer, why not be a guest on a podcasting interview show to get your feet wet?

2) Next, find interesting topics and speakers your audience would like to learn from and interview them (this is where Zoom or Skype comes in). I was recently interviewed on a podcast about entrepreneurship by Tracy J on Power Xtra Radio for her show called "Something for the Weekend". She was in the studio in London, UK, and I was on Skype. Although there was a difference in the audio levels between the two of us, this was fixed by the great freelancer on Fiverr, so the sound was equalized.

3) One of my entrepreneur techie friends, [Stacy Maynard](#), has partnered with Javed Khan from Empression Marketing. Their podcast reviews technology and the engagement comes from the lively exchange between them (His Way or Her Way) as they often have opposing views. You can listen to their podcasts on Soundcloud or i-Tunes. Here is their podcast on the 2017 [social media trends](#).

4) Teach classes via podcasting, supplementing with downloadable worksheets, e-books etc. via your website.

UNDERSTANDING SOUNDCLLOUD

If you are going to produce a series of podcasts, they have to live somewhere. Recorded audio files can be stored on [Soundcloud](#). It is the audio version of YouTube. You create your own channel with your own branding and gain your own followers. This is where you upload your MP3 files. You can then link to these media files from your website page or blog through the embed code on Soundcloud.

Soundcloud has an i-Tunes app and is available in the Google Play store, too. Your podcasts can stream for mobile under a subscription service that you can monetize.

Or individual instructional podcasts can be sold directly from your website, just like ebooks. You may have to increase the bandwidth of your ISP (Internet Service Provider) if you want to store your MP3 files on your website in your media files.

HOW CAN YOU USE THE POWER OF VIDEO?

YouTube has over a billion users and each and every day, people watch hundreds of millions of videos. It is the #1 place we go, because watching a video is so much easier than reading a blog article. YouTube also goes on to say that the number of channels earning six figures a year increases 50% year over year. The power of video can't be denied no matter where you live.

#1 – CREATE YOUR OWN YOUTUBE CHANNEL FOR YOUR BUSINESS

Your YouTube Channel is the repository for all your videos. You can also share them to other sites such as Vimeo, but nothing is more powerful than having them on YouTube. Why? Because YouTube is owned by Google and we should be loving everything that is related to “Google”.

Once your videos are uploaded to YouTube you can share it everywhere with the YouTube ‘share’ and ‘embed’ buttons.

#2 – PUT A COMPELLING VIDEO ON YOUR WEBSITE HOMEPAGE

If you don't have your own video, you can still upload and embed a related video on your front page. It helps give you that "Authority" voice. Even if you are a startup.

#3 – SHARE YOUR YOUTUBE VIDEOS ACROSS YOUR SOCIAL MEDIA CHANNELS

Videos can be posted on Facebook, Twitter, Instagram, and LinkedIn. Make sure you broadcast the right video to the right social media channel. What is perfect for Facebook, isn't necessarily the right one for LinkedIn.

#4 – POST YOUR VIDEOS ON YOUR FACEBOOK BUSINESS PAGE OR YOUR FACEBOOK GROUP

You can also use the Facebook 'live' mobile app to post your video straight from your phone to your Facebook page/group for the quick 1 minute video when you have a nugget to share or at an event that you want to share with your tribe. Videos don't always have to be professionally created to be effective and powerful. Many times we are scrolling through our Facebook feed and come across an entertaining video of someone we know and we share it right away.

#5 – NOTHING IS EASIER THAN WATCHING A "HOW TO VIDEO"

If you have a complex topic, break it down into easy instructions and post. Using screen share techniques your audience can follow your point and click instructions and re-run the video or backtrack the video until the topic is clear.

#6 – THE EXPLAINER VIDEO

These are animated videos that hold people's attention and help them understand complex subjects in 2 minutes or less. Websites such as [Powtoons](#) let you make your own videos for free as long as you don't mind their advertising tags. Video production companies often offer this service as part of a videographer's package.

#7 – THE RECORDED TED-EX TALK

The power of Ted-Ex talks is vast. Ted-Ex talks, the intimate one to many chats, have the power to go viral because of the popularity of the Ted-Ex channels and speakers. Could you become a TED-EX speaker?

#8 – THE VIDEO WITH NO VOICE TRACK

This kind of video with a recorded music background is for visual products such as real estate listings, home staging company videos etc. The power of video, in this case, is how many different places it can be repurposed.

#9 – THE INTRODUCTORY VIDEO

Why not use the power of video as an introductory tool. This can be used in open or closed/private/secret Facebook groups. It is much more personal than reading the text and gives the feeling that participants are attending a live event.

You don't have to have fancy equipment to make a video. Perhaps this is why the power of video is so attractive as a marketing tool. All you need is a cell phone, or a computer with a webcam (built-in or add-on), movie making software (free). Add to this a good microphone and lighting and away you go. The biggest hurdle is getting over the fear of being on video. If that is your number one fear, because you aren't remotely like a spokesperson, then make your product or service the highlight and downplay your own role.

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