



Podcast and video for science communication.

Podcast Promotion and Growth

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IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



Podcast Promotion and Growth

Launch Strategy

A podcast needs to launch with weight. One episode isn't enough — you need **depth**.

 Start with **at least 3 episodes + a teaser** to give listeners a sense of substance.

 Prepare a **4–6 week editorial plan** with topics, titles, and release dates.
Consistency builds habits.

 Create hype **before** the launch: teaser clips, social posts, behind-the-scenes content.

Podcast Promotion and Growth

SEO and Discoverability

A podcast no one can find is a podcast no one listens to.

- Use a **clear, searchable title**. Avoid wordplay, punctuation, numbers, or random English words (if it's in another language).
- Your **description** should explain the podcast clearly and include **relevant keywords**.
- Choose the right **category/tag** when publishing — it helps with indexing.
- Spotify promotes **new shows**, but it looks at **recent performance**: sharp rises in listens, follows, and shares.
- Push for **active engagement**: follows, reviews, turning on notifications — and don't ask just once.

Podcast Promotion and Growth

Promotional Content

Promotion *is* content — not an afterthought.

- Cut **short clips (30–60s)** with punchy moments and **text overlays**. Use them across platforms.
- Create **quote cards**: strong phrases, podcast title, speaker's face. Work well on IG and LinkedIn.
- No video? Use **audiograms** (Wavve, Headliner) with waveform and branding.
- Turn audio into **video trailers** or **quote videos** (15–20s) for Instagram or YouTube.
- Mix formats:
 - Single image → reach wide
 - Carousel → tell deeper stories
 - Reels → go viral
One message, many executions.

Podcast Promotion and Growth

Social Distribution & Community

Social media does what podcast platforms can't: **build a community.**

- **Instagram Feed** → teasers, launches, behind-the-scenes.
- **Stories** → direct links, polls, reminders.
- **Reels / Shorts / TikTok** → grab new audiences, fast and wide.
- Use **Telegram/Discord** groups for active listeners — share previews, ask for feedback, build loyalty.
- Send a **weekly newsletter**: extras, episode recaps, direct links. Simple but effective.
- Collaborate with **hosts, creators, communities**. Cross-promotion works.
- Reuse **anniversaries, milestones** or relevant dates to revive older content and stay visible.

Podcast Promotion and Growth

Data & Analytics

- On **Spotify for Podcasters**, track:
 - plays per episode
 - **completion rate** (how many finish it)
 - weekly follower growth
 - drop-off points

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- On **YouTube Studio** (if using video):
 - CTR (click-through rate on thumbnails)
 - average watch time
 - audience retention curves

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Data & Analytics

- Other useful metrics:
 - social shares
 - link-in-bio clicks
 - newsletter sign-ups
 - comments and DMs



THANKS!

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