

castos.com

PODCAST READINESS GUIDE

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Is your company ready for a podcast?

Podcast Prep



Define a strong premise for your show that encourages listenership.



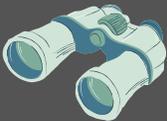
Develop artwork and messaging opportunities for your brand.



Create an audio step-away experience in a video saturated market.



Choose to broadcast a public podcast or a private company-only podcast.



Explore new opportunities for your marketing, sales, and C-Suite teams.



Allocate time for show development, production and promotion.

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Popular microphones for podcasting

Equipment Prep



ATR-2100 \$94



SHURE SM7B \$399



FOCUSRITE
SOLO \$119



BLUE MIC
BOOM \$99

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Creating a podcast studio

In-house Recording



RODE RODECASTER PRO \$599

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Remote recording apps for multiple speakers

Apps for Recording

zoom

Video Communications



SquadCast

zencastr

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Editing audio for your podcast

Apps for Editing



GarageBand

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Promoting your show

Website Builders



 **elementor**



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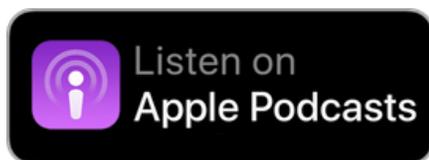
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Listening to podcasts

Podcast Apps

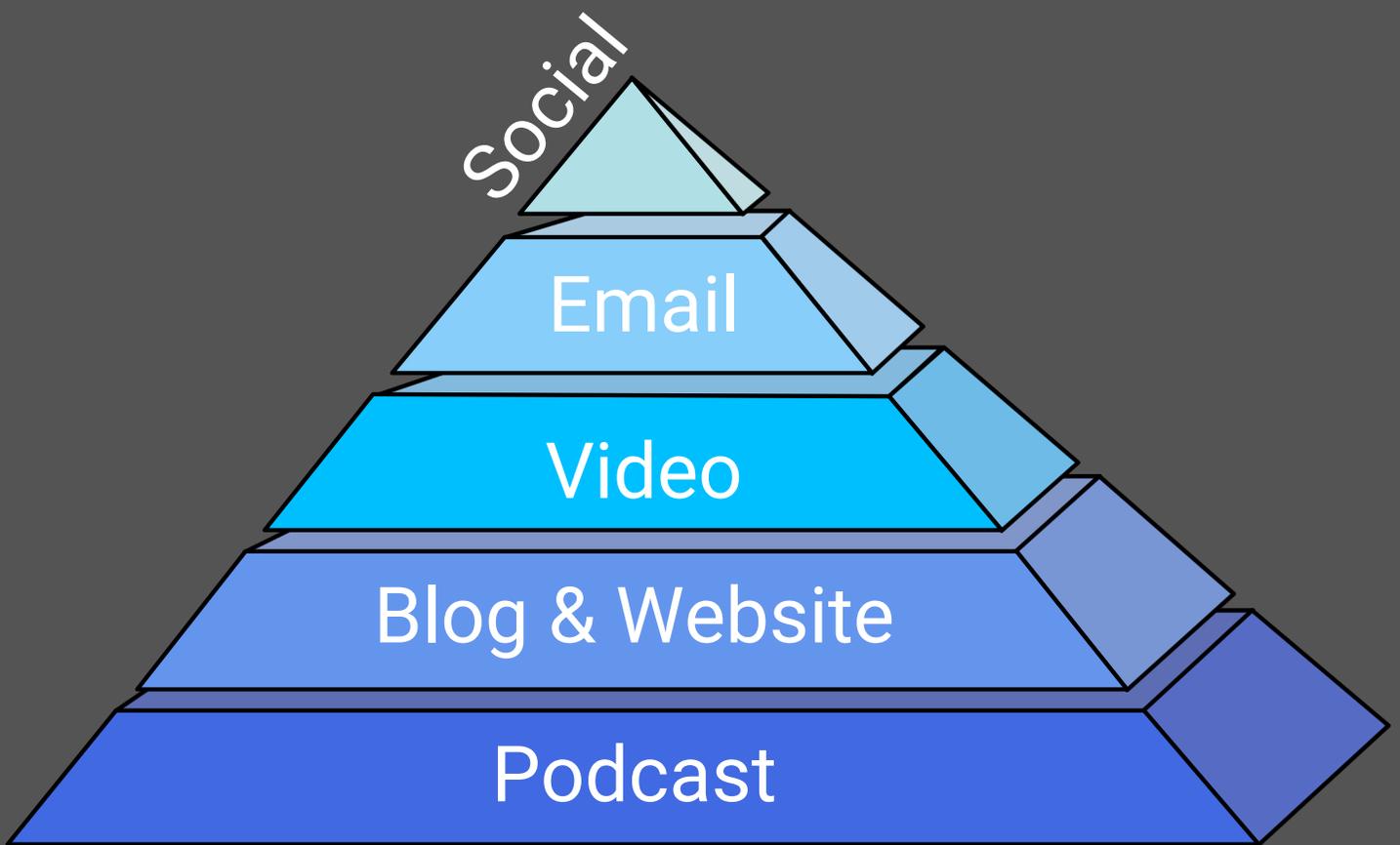


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Supporting a successful podcast

Content Marketing



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Time & Resources

Per Episode

TASK	TIME
Research	1.0
Logistics	0.5
Recording	1.5
Editing + Uploading + Show notes	3.0
Promotion + Social media	2.0
<i>Total</i>	<i>8.0 hours</i>

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Minimum Requirements

- A premise for your podcast*
- A goal for the podcast*
- Apple podcast connect & Google podcast manager accounts
- Two episodes submitted to Apple
- Podcast cover art 1400x1400 to 3000x3000
- Podcast hosting & analytics (Like Castos.com!)
- Audio content!
- Marketing & promotional plan*
- Consistency*

* Required for a successful podcast.

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Frequently Asked Questions

- Does your show premise match your brand values?
- Do you have an actionable and measureable goal?
- Who will handle the creative work on the team?
- Who will be the host or showrunner for the podcast?
- Which team will handle editing & general production?
- Which team will help promote and amplify the content?
- Does your podcast host provide a fast & structured RSS feed?
- Does your podcast host claim any ownership of content?
- Does your podcast host sell ads against or mine data from your show?
- Are you able to host a public AND private podcast from your hosting provider?
- Where will the podcast website live?
- How many episodes per month?

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Enterprise FAQ

- Do you require SSO or 2FA authentication?
- Does each department/stakeholder need a unique podcast?
- Do you need a dedicated single-tenant hosting solution?
- Do you need a dedicated support team?
- Do you require access to a robust API?
- Do you prefer a branded podcast player mobile app?
- Do you require other 3rd party integrations into your podcast hosting solution? i.e. Salesforce, etc

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Production readiness checklist

Scheduling recordings & interviews

Blocking the right amount of time for a podcast recording is often overlooked. On average, blocking an hour of your time is the minimum requirement to producing a solid episode.

- Use automated tools for scheduling
- Use built-in scheduling features of recording software
- Leverage pre-interviews to increase quality of the content

Recording workflow & collaborating on podcasts

There's a lot that goes into a single episode of your podcast. Make sure your team has access to notes, assets, and recording files to ensure everything goes smoothly.

- Use a shared Google document for sharing notes
- Use a free collaboration platform like Notion to share notes and a content calendar
- Collaborative editing tools like Descript streamline your efforts

Promoting & creating podcast awareness

Audio is extremely flexible and "portable" to repurpose into other bite sized chunks of consumable content. Here are some obvious wins for repurposing podcasts:

- A blog post containing the episode, show notes, and a transcript of the episode
- An audiogram -- short video clip -- of an episodes key takeaways
- Uploaded to YouTube to extend reach and SEO
- A unique newsletter that contains exclusive content

Public podcasts or private podcasts

Decide if your brand wants to publish a public podcast or a private podcast. You can also take a hybrid approach.

- Public podcasts are great for brand awareness and growing an audience
- Private podcasts are great for members-only content or monetized content
- Company-only podcasts are great "step away" experiences for your organization

Helpful Videos

- 7 Microphones compared <https://youtu.be/ps1mdAgeqDY>
- Register w/ Apple & Google https://youtu.be/HZy-O3m-_Dc
- How to make a podcast intro <https://youtu.be/L5oG8LHQI2Y>
- Validate a podcast RSS feed <https://youtu.be/QWeJFtbMHvI>
- 7 Tips to promote your show <https://youtu.be/vtPzNP1UFco>
- Create your own cover art <https://youtu.be/cwM1k6gHCpY>
- Castos Productions intro <https://youtu.be/Rqmm5fSH70c>
- 4 Reasons to choose Castos <https://youtu.be/Y5ISh7IjcC4>
- Castos podcasting analytics <https://youtu.be/Qba3Y7st6uY>

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Audience

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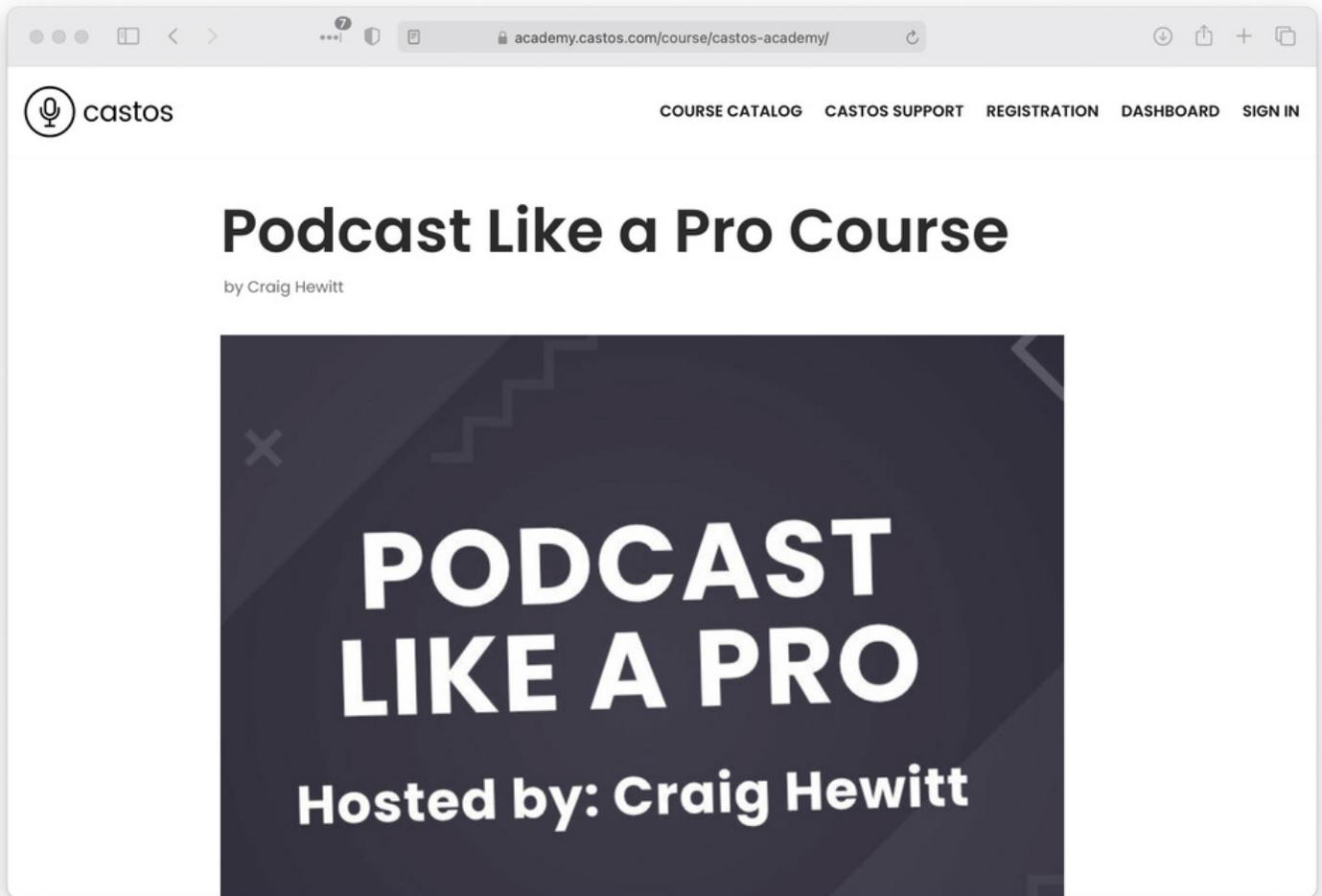
with

**Craig
& Matt**



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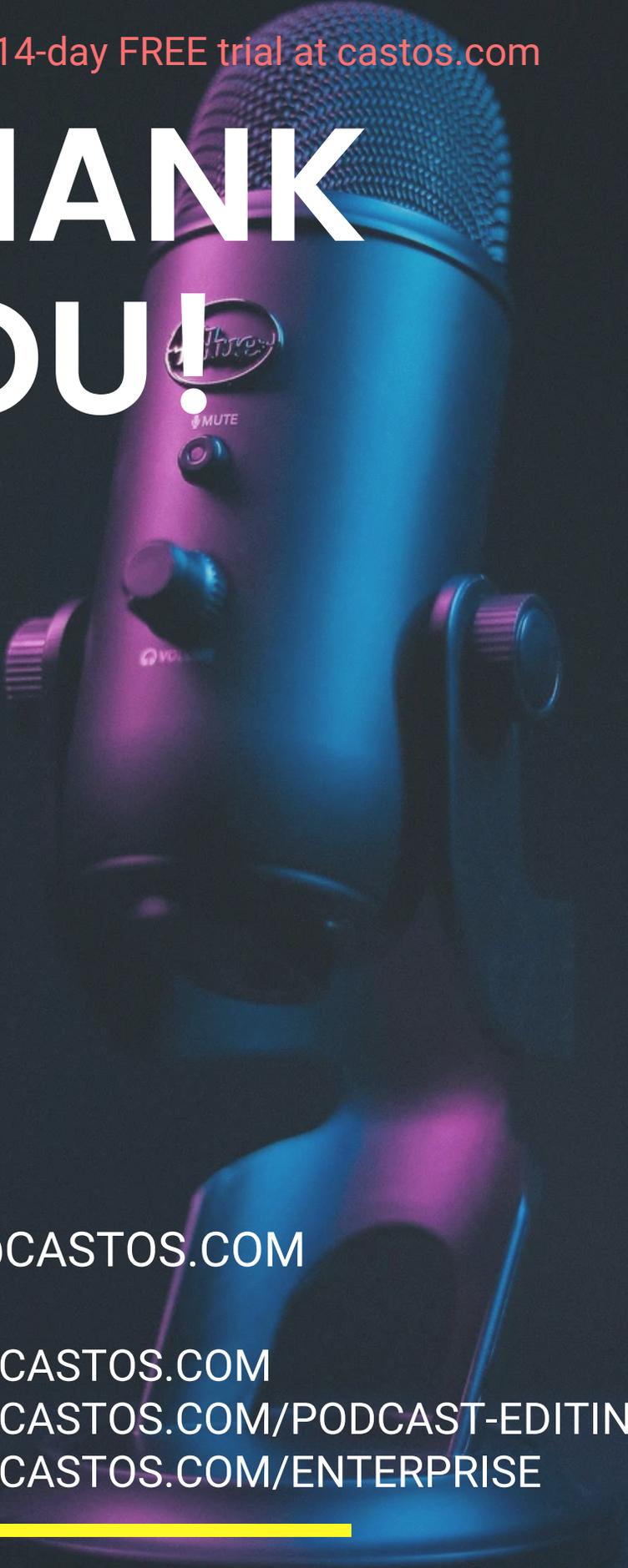


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THANK YOU!



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