



Podcast Promotion Checklist

A practical reference for promoting your podcast without being spammy about it. The checklist has 43 items, slightly more than the blog's 38 because I added a few actionable sub-items and an "Ongoing Habits" section at the end that doesn't correspond directly to numbered tips in the post. Work through one category at a time. Consistency beats intensity.

IN-APP DISCOVERABILITY

- ☐ Episode titles optimized for in-app search (using words listeners actually search for)
- ☐ Show description written for new listeners, not existing fans
- ☐ RSS feed submitted to all major directories (check Podnews for the full list)
- ☐ Episode pages include structured data: key questions answered, topics, quotes, chapters, related episodes
- ☐ Chapter markers and timestamps added to all episodes
- ☐ Show uploaded to YouTube (static image over audio is fine; use 4K if possible)
- ☐ Pinterest pin created for every episode (SEO-optimized title, description, and link)

YOUR WEBSITE AND BLOG

- ☐ Blog post written for every episode with episode embedded
- ☐ Internal links to related episodes included in each blog post
- ☐ External links to reputable sources included where relevant
- ☐ Website homepage clearly explains what the show is about in under 30 seconds
- ☐ Website content is current and reflects the active state of the show
- ☐ Episode summaries published on Videosnack.net or similar indexing platforms
- ☐ QR code linking to show website or pod.link page on phone lock screen or case

SOCIAL MEDIA

- ☐ Branded social media account created for the show
- ☐ Engaging meaningfully in relevant conversations (not just self-promoting)
- ☐ Podcast link in bio on every platform
- ☐ Not including outbound links in post descriptions on platforms that suppress them (Meta)
- ☐ Short clips posted consistently with defined visual branding
- ☐ Every clip branded with show name and call to action
- ☐ Comments on relevant posts that connect to episode topics (no link in the comment)
- ☐ When you see a post that connects to your episode topic, commenting thoughtfully without dropping a link

EMAIL LIST

- ☐ Email list exists and is actively growing
- ☐ Email sent to list on every publish day
- ☐ Email includes episode title, one-paragraph summary, and link
- ☐ Subscribers periodically asked for feedback and topic ideas

GUEST RELATIONSHIPS AND CROSS-PROMOTION

- ☐ Guest swap conversations initiated with shows in similar niches
- ☐ Feed swap conversations initiated with shows in similar genre/tone
- ☐ Guest promotion kit prepared for every episode (link, pre-written social post, clip, suggested email subject)
- ☐ Guest names included in episode titles, descriptions, and show notes for SEO
- ☐ PodcastCola or similar platforms checked for audience-matched guest swap opportunities

PAID PROMOTION (WHEN BUDGET ALLOWS)

- ☐ Overcast ad rates checked and evaluated
- ☐ Player FM self-serve promotion evaluated
- ☐ Press release sent for launch, milestone episodes (10, 50, 100), and notable guests
- ☐ HARO monitored for opportunities to be quoted as a subject matter expert

LAUNCH AND MOMENTUM

- ☐ Multiple episodes released on launch day (minimum 3)
- ☐ Listeners asked to follow, not just listen
- ☐ Dynamic in-episode announcement asking listeners to tell one specific person about the show
- ☐ Apple Store display phone follow tactic considered

COMMUNITY ENGAGEMENT

- ☐ Active in at least one relevant online community (subreddit, Facebook group, Discord)
- ☐ Responding to every listener comment and review while the show is small enough to do so
- ☐ Listener reviews acknowledged on the show
- ☐ Community space created for listeners (Discord, Facebook group, or similar)

ONGOING HABITS

- ☐ One promotion category chosen to focus on for the next 30 days
- ☐ Results evaluated honestly at the 30-day mark
- ☐ Next category or adjustment identified based on results
- ☐ Content quality reviewed periodically with honest outside feedback