

Networks as Content Distribution Channels with Tom Fox Transcript

[00:00:00] Hello everyone. This is Tom Fox. I'm thrilled to be able to visit with you in the Podcasting for Business Conference. And what I would like to talk to you about today is networks as distribution channels. There are multiple reasons to join a podcast network. They can provide you the resources, audio and video production.

[00:00:27] and other assets that can make your podcast a very powerful marketing tool for you. But I would like to visit with you today with the concept of networks as distribution channels, and I'm gonna focus on one of my networks. I have two. This one is the Compliance Podcast Network because it's a network which is a B to B network, and my other network is called the Texas Hill Country Podcast Network, which focuses less on B2B and more on lifestyle of the geographic area of Texas that I live in.

[00:01:10] So what's the power of a podcast network? There's multiple ways it can help you directly, indirectly, and of course global. And that's one of the things that I have as a distribution network, my podcast. Is 50 per less than 50% in the United States. So the Compliance Podcast Network itself was founded in 2018, started with five shows and now it's over 75 shows.

[00:01:45] I had a large amount of growth during the pandemic, so I've tried to sustain that over the past 18 months or so, and we've had pretty good success. So here are some of the numbers, and this is from one of my. Distribution sites called JD Supra. This was numbers from 2021 and you see over 1.75 million hits and downloads.

[00:02:14] And for the last 30 days, over 146,000. I distribute on about 15 different platforms, and on those other 15 different platforms, it's about 35 to 40,000 a month, and roughly 400,000 a year. So total with all of my sites, I get. Over 2 million hits and downloads. And that is truly the power of a network because through that, these distribution channels, you see these very significant numbers.

[00:02:50] And that's something that you can utilize and avail yourself of if you go to a network. Because you're gonna have the ability to reach new podcast listeners in a way that you haven't done so previously. Even if you have your own distribution network as well, a podcast network doesn't replace your own distribution channel.

[00:03:19] It supplements that. So always re keep that in front of. Next up. So how do I have these types of numbers in my network and what does it mean for the B to B podcaster? I practice in the area of anti-corruption compliance. You may or may not be familiar with that area. It's an incredibly niche area, even within the legal world.

[00:03:49] It's an incredibly niche area, so, My target audience is going to be very small, and by going small, I actually created the size and numbers that you saw on the past slides. So what is compliance? How can you explain it in a

podcast? How can you slice and dice it? And how big is your niche? So the more niche you go, I think the better off you're going to be.

[00:04:24] Don't go to sort of a business podcast network, but go more towards a podcast network, which would target market your audience in your business area.

[00:04:41] So how can you slice and dice compliance? Well, this is just 12 of the shows I have actually, it's more than than 12, but these are the different ways you can slice and dice compliance. Sherlock Holmes and Compliance Star Trek and Compliance. Star Wars and Compliance. Shakespeare and Compliance. King Arthur in compliance.

[00:04:59] Winnie the Pooh in compliance, sports and compliance. James Joyce Ulysses. He's in Compliance. Dante and Compliance Venison compliance. Great women in compliance. Daily, weekly, and monthly. Compliance news. Compliance round tables, compliance into the weeds. Data privacy, compliance human trafficking compliance.

[00:05:19] Human resources, compliance, leadership, and compliance. These are just some of the ways you can slice and dice a business podcast. And I would urge you to remember that you're only limited by your imagination. Certainly you want to tell your story, but if you could tell your story and your business' story in a unique and interesting way, it's going to really drive traffic.

[00:05:46] So you probably don't think of typically Winnie the pooh and compliance, but it turns out that there's lots of stories you can use as illustrations for compliance topics. So you can be topical you can be fun and you can be entertaining all at the same time, even if you have a very niche audience. So how do you think through getting started, a lot of people say plan, plan, plan.

[00:06:17] I advocate really having a vision. How big do you want to be? And always experiment. I don't think there's anything wrong with trying multiple. Things different approaches, whether that be having a guest, having multiple guests, having podcast, a solo podcast. If you wanna incorporate graphics or data into your podcast recognizing under the audio format, you're gonna have to describe them, but always.

[00:06:50] Think about what, what is your vision and where do you want to be? You don't have to plan out every step. Now, there's some strategies you can take and make, and I don't want to take away from that, and I'll talk about those for your podcast, but be organic. Don't be tied down to one formula going forward.

[00:07:13] So what's your anchor as. B to B podcast, how can you anchor your business so that your, how can you anchor a podcast so that it drives traffic to your business? And notoriety to your business. Well, if you want to do that, the best way I have found is to have a daily news show. So, as I mentioned, I have the Daily Compliance news, and this shows you from another one of my podcast sites the number of individual listeners.

[00:07:52] To the podcast. It's not overall downloads from one month, but I've on my daily compliance news, I have over 8,000 individual daily listeners. This gives you the opportunity to really communicate a message. I would like to tell you that I thought this idea up, but of course I can't do that. And I got the idea from a friend who has a daily show on Indiana Basket.

[00:08:20] Probably equally niche, if not more rabid than compliance. And he's gotta show every day that he talks about some news about Indiana basketball. My show is five to eight minutes. It's, you know, obviously very short. It post every day at 5:00 AM and it's four news items that I summarize for the compliance professional.

[00:08:43] A lot of people tell me that they. You know, listen to that first thing in the morning and just to get a check on the news to see what they may need to know. And this is a way, it doesn't matter what your podcast is about. I had a. A person come up to me at a conference and said, I've show on PTSD for Rocky War Vets.

[00:09:05] And I said, Well, how about a daily news show on that? And you can do that in addition to whatever your B2B podcast is. It can be flowers, it can be vegetables, it could be fruits, it could be manufacturing, It could be literally anything. Cuz remember, you're only limited by your imagination. But if you wanna own.

[00:09:26] Your B2B space have a daily news show on your topic.

[00:09:35] So if you build it, they will come. And I put this here because if you do go with a network you need to ask them, are they going to be able to scale up to bring other shows? Some companies think it's a negative. To have either direct or indirect competitors or even those in the same industry on the same network.

[00:09:59] I'm, I don't feel that way because if you're on a network, the distribution is to your audience and the more shows that come to that network, that is what is going to help your show I think down the road. So is the network you're on. Have the ability to scale up. How are they distributing your pla, your podcast through their platform?

[00:10:27] Because remember, it's only one of multiple distribution sites.

[00:10:36] So now I'd like to give you some steps on how to build your show. I think that this is, hopefully there are 10 things you can do at little or no cost. They are things that you can do literally every day. But if you are starting out and you need or want to try to build up your show here are 10 things you can do to do so, and you can do this both through your network.

[00:11:06] As well as on your individual show. So number one, dedicate 30 minutes every day to engaging with your audience. You wanna build up a following. You want people to want to engage with you. Well, if you engage with them, that's a great way to do so. Obviously LinkedIn is critical in the business world, but there are other ways to do that.

[00:11:28] Facebook TikTok, Instagram, other platform. Number two, listen to your audience. What do you what does your audience tell you? Do you ask

them what they want to hear about? Do they, do you ask them how they want to receive their information? Do they use YouTube? So should you consider a video pod in addition to your audio?

[00:11:56] Number three, and obviously network with other podcasters because then you can build out a broader distribution channel. Is critical in my opinion. Number four, pitch yourself as a guest if you are in business, in a niche area or a broader area. If you're a subject matter expert use that subject matter expertise as a guest.

[00:12:21] So use it to expand out your network. Use it to expand out your podcast. Use it to expand out your social media reach as. Make it easy as you can for guests to share the podcast that you host them on. And I'm gonna show you in the next slide how you can do that. But you need to provide your guests with all of the embed codes, the links to the shows that you might have them on, prepare social media.

[00:12:54] Marketing materials for them and make it and send all that to them with an explanation. Make it as easy as possible to share. List your shows in multiple podcast directory, obviously iTunes, iHeartRadio, Spotify. Are some of the key ones. You saw me site statistics from JD Super. That's another source I found to be critical but utilize as many different podcast directories as possible.

[00:13:22] Some advocate transcribing your episodes. I'm lean more towards show notes but transcribing can increase the searchability of your individual episodes. Cross post your episodes. So if you have more than one podcast, cross posts between them, but also cross posts with your friends. Share. Posting your channels with their channels.

[00:13:49] Experiment with social media advertising. I've had great success with Twitter, so I'm a big believer in Twitter. Obviously LinkedIn is as good as well, but there are. Different paid strategies you can make and take. So try some of those going forward. And then finally mix up your social media post.

[00:14:09] I have a, a variety of audio and video clips I use. I post different times of day. I use different social media sharing strategy. So try all of that for yourself going.

[00:14:24] I mentioned this is to send your guest information and here is the format I use. I send in the compliance podcast network url, the embed code, then I create social media shares for them with cover our three tweets and a Facebook and LinkedIn piece as well.

[00:14:45] What is the biggest detri or impediment, I should say, to creating podcast shows? Well, I think it's the three words. I'm not ready so, If you have one show or if you're thinking about show, it's, it's equally valid question. And my answer is either you're always ready or you're never ready. And even if you're never ready, you should always be ready.

[00:15:11] You should move to podcasting with the caveat that you must maintain a cadence, whatever that cadence is. So, Please. If you start twice a month, keep it twice a month. Don't start it twice a month, then go to once

every three weeks. Do you have the bandwidth to produce and promote the podcast? Do you have the available content?

[00:15:35] And do you have listeners? So all of these questions are good to ask when you're expanding out.

[00:15:44] This is another slide on my podcast statistics and this gives you a monthly breakdown and a geographic breakdown, and this shows the power of how you can get your words and thoughts out globally to an audience. So this is the power of the Compliance Podcast network.

[00:16:04] Only corporations can use distribution networks. Not I recognize that dates this phrase a little bit, but there are power is in numbers and if you are an individual, Podcaster, if you're an independent podcaster, if you're a small business, please do not think that only large corporations can use distribution networks.

[00:16:30] My distribution network is about 40% compliance professionals, 40%. Other business executives and 20% legal types, both in-house counsel and those in private practice. So that tells you that if you were on a network such as mine, you would have a very broad corporate market. If that's who you're trying to target, that's how you can use a network.

[00:16:56] And all of my shows are done by myself or other small business. So the power in numbers podcast awards, I think are something that gives you a lot of credibility in the industry. When you can put a tag up on, and I'm gonna show you the numerous podcasts or. Awards that the Compliance podcast network and its podcasts have won.

[00:17:22] But look around where you are at this conference. Talk to the attendees. Link up with them and connect and find out how they use distribution networks. So these are the awards that I've won. I've won the Communicator Award, W three Davy Awards all Significant podcast awards, JD Supra as well.

[00:17:47] So you can utilize podcast awards, I think, to give you credibility, but also remember you're being judged by your peers, and when you can have peer review of your podcast and you get an award from a peer review, I think that's a powerful message on the power of your podcast.

[00:18:09] Here is my contact information. I'm happy to visit with anyone anytime, for any reason about podcast. I love talking about podcasts. I am on Twitter at at t Fox Law, so check it out and I hope the I can hear from you. And I just always like to end with this quote. It's from the Roman Pser. Seneca Luck is what happens when preparation meets opportunity.

[00:18:34] So if you prepare and an opportunity arises, you may get very, very lucky and may be luck, and it may be something else. So I'm happy to take any questions. Thank you again for listening to me, and I look forward to visiting with you further about the Power of Networks as a distribution channel for your podcast.