



# The ultimate guide to starting a recruitment podcast.

Learn to launch an industry-leading podcast and level-up your marketing game by stretching your new keystone content

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Spend your time **talking to great guests**, not editing.

We help recruitment brands take their podcast to the next level. Our podcast management services free up your time to find great guests and record amazing content, without needing to worry about the extra technical work that comes after. If you're serious about making your podcast a market leader then book in a call with our director Haydn today to see how Search Stack can help you.

Book today



# Introduction

The podcast landscape is big. Like, really big. Did you know there are currently over 2 million podcasts and over 48 million episodes? That's a 300% increase since June 2018, when there were just 550,00 podcasts.

The demand for this form of content is huge. With nearly 6 in 10 people consuming podcasts, it doesn't take any stretch of the imagination to see this trend continue to grow through 2023 and beyond.

## So why are podcasts so in demand?

We would hazard a guess that most people will consume podcasts at some point in their lives. For many, listening to podcasts is something they do daily, through what we like to call 'passive consumption'.

A podcast is probably one of the easiest forms of 'value adding' content to consume, because you're able to listen while doing other things; like, going for a run, working out at the gym, cleaning the house, walking the dog & commuting to work.

From a listener's point of view, podcasts have a lot to offer; from a way of keeping up to date on current trends, to motivating them to learning new things, podcasts offer a fantastic variety of entertainment and inspiration.

## So, why should your recruitment business start a podcast?

Here's what a podcast can do for you:

- Raise brand awareness
- Create a consistent stream of stretchable, value adding content
- Capture an audience of engaged listeners
- Establish your business as an expert in the marketplace
- Build your personal brand
- Build rapport en masse
- Provide a convenient resource of valuable content that your audience can listen to when it suits them best
- Boost your business development as you engage with potential clients who are interested in contributing to your podcast (no more cold intros)

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If those benefits don't appeal to you, then we suggest a Podcast isn't for you.

# Introduction

If those bullet points have gotten you excited about the possibilities of having your very own podcast, keep reading.

We'll be breaking down EXACTLY how you can start your own podcast, and how you can make the most of this content for your recruitment business.

We'll even go over some of the mistakes and pitfalls you should avoid.

But who are we to tell you how to build your podcast? Well, we've been running podcasts for over 5 years - from starting them up to taking on content creation, we've done it all - and we've learned a thing or two.

So, without further ado let's delve into the wonderful world of podcasting...




# Concept & Audience

Before you start putting together an Amazon order of microphones, there are some important steps you need to take. Foundations need to be laid to get the most out of your podcast, and this starts with the concept.

## What's your why?

Let's begin with the why statement, the Simon Sinek business staple. You need to ask yourself why you're creating a podcast. Is there a knowledge-gap in your sector that your podcast can fill? Are you looking to shed more light on the industry and attract new candidates?

It's critical to create a 'mission statement' for your podcast, because everything you do, from the questions you ask, to your choice of guests and your promotion strategy, will be so much easier to shape if you know the direction, tone of voice and aim of your podcast.

 What's your why?



### TOP TIP

*If you're struggling with your 'why', why not ask your current audience? You already have clients, candidates and other business partners. You could always perform market research and find out what type of podcasts they listen to and what information would be of interest to them!*


# Concept & Audience

*Now you've got your big picture statement, let's move onto the next part:*

## What are the goals of the podcast?

In the introduction we listed some of the benefits of running your own podcast. It's critical that you outline some of the goals for your podcast and what achieving those goals looks like. Here's some of the most common goals we see for new podcasts:

- To share an important message / messages about your industry
- To tell the stories of the leaders and 'influencers' in your industry
- To be seen as an industry leader in your niche
- To generate leads for your business
- To help create personal branding content for yourself and your team
- To help your marketing team with content creation

 *What are your goals?*



### TOP TIP

*Your 'why' is a broad, long term mission, whereas your goals are some of the milestones you want to achieve in the short-to-medium term that will collectively help you achieve your overarching 'why'.*



# Concept & Audience

## Who are you talking to?

Great! You've got a big, beautiful mission statement and you've figured out the goals you want to achieve with your podcast. Now we're cooking with gas! But this all means nothing if you don't know your audience.

The audience for your podcast might be industry-specific and yet cater to a diverse demographic of listeners within that particular industry. To figure out how to gain listeners, it's a good idea to have a persona in mind for your ideal audience. Again, knowing this will help you make all the right decisions to cater to your target podcast audience.

 *Who's your audience?*

*Age:*

*Location:*

*Language:*

*Interests/hobbies:*

*Challenges:*

*Stage of life:*

It is critical to define these things when preparing for your podcast. Doing so will open up a can of worms, full of questions, ideas and challenges for your podcast, but it will also help you shape your conversations with your guests to make sure you're delivering a huge amount of value to your audience.



### TOP TIP

*Keeping your persona at the front of your mind when planning and preparing is essential to creating a successful podcast. Ask yourself 'is this something (our personas name) would be interested in?' ahead of every episode.*

# The Brand

Whew. You've made it to the exciting stuff now; the name, the vibe, the brand, the set-up, the look, the feel, the everything.

## The name.

Ok, we know why we're doing this, our goal and our audience. Now, with that in mind, it's the perfect time to come up with a name and a tag line. We'd love to help you come up with your podcast name, so if you're stuck on this point, why not drop us a message on [hello@searchstack.co.uk](mailto:hello@searchstack.co.uk) and we'll help you come up with a few name options (FOC OFC).



It's worth keeping this simple, whilst also thinking about what your ideal audience will be searching for when looking for new podcasts. Whilst this won't be the primary way your audience is likely to find you, it's worth making sure people who come across you on podcast platforms know what your podcast is about. If you work in a specific vertical of tech, for example, it might be a good idea to include that in the name. Or if your focus is on a certain industry, you might think of something related that works well.



### TOP TIP

*Make sure your podcast name is clear, and that the tag line says exactly what you do. You need to hook your audience quick, and this is a great start.*



# The Brand

## The visual part

For any budding designers and marketers, this is the fun part - creating the assets to be used for the podcast. You might think we're jumping the gun by creating these assets now, but we think at this point it's worthwhile bringing the podcast to life. So, what assets do you need?

### AUDIO INTRO AND OUTRO

Think about introduction music and a pre-recorded script to introduce your podcast.

### LOGO

Although it may be associated with your existing brand, you're going to need a name for your podcast and its own logo.

### PODCAST WEBSITE

It's great to have your own dedicated space for your platform. We always recommend a website for your show, as it helps with branding, SEO and website traffic, so have a think about how this could look and feel.

### GUEST GRAPHIC SOCIAL VISUAL

We like to create graphics that introduce the upcoming guests to podcast episodes. These can go out the day before, or on the day of release.

### SOCIAL ASSETS

We help push podcasts further and gain more visibility by creating a variety of social graphics that podcast hosts can post on social media. These all stem from great podcast soundbites. These can be video clips, audiograms, sliders, quotes, etc.

When you or your podcasting partner put these assets together, it's well worth making them as easy to edit as possible, allowing you to focus more time on the episode itself and making sure you provide great value as a host.

Another thing to bear in mind when making these assets is to keep them as 'noise free' as possible. Too many logos and other elements will distract from the actual value you are offering. Make sure your titles are clear and bold and that your content can be consumed quickly and easily.

Once you're happy with your assets and you can visualise what your podcast is going to look like, it's time to think about the format and platform.

# How, Where & When?

*Name? Check. Logo? Check. Flashy intro music? Check. Ready for launch!*

## The platform

Now you've pulled together all your assets, it's time to think about how and where you're going to publish your content. Of course, there's the go to podcasting platforms like Spotify, Apple Podcasts, and Google Podcasts, amongst others. But how do you get on them?

For us, there's no better tool for this job than anchor.fm. Anchor is a Spotify owned podcast publishing platform that allows you to upload and edit your content, schedule episodes, view analytics and even run paid ads; if that's part of your plan. And the best part? It's free to use! All you need to do is create an account for your podcast, upload your artwork etc and you're ready to go.



As soon as you publish your first episode it'll be sent to all major platforms for approval, and within a few hours, your podcast will be live. (Note you only need to be approved for the first episode, all other episodes will publish on a schedule as you require).

Anchor is also great for editing the audio of your podcast, so if you don't have access to any editing software, you can upload your episode and intros etc and chop the content within the platform until you're happy with your final product.

# How, Where & When?

## Video sharing

We've covered audio distribution, but what about video? Lots of podcasts upload their episodes onto platforms such as YouTube and Vimeo, which can be great to build brand awareness.

But there are a few things to think about before jumping into publishing the full podcast in video format.

Is your podcast visually appealing? Does the video look good, or is it a pixelated zoom call?

Are the guests good on video? Being good on audio is one thing, but this doesn't always translate to good video

Do you have the capabilities to edit and upload the video?

Whilst it can be helpful to build your podcast's presence across multiple mediums, sometimes it's worthwhile thinking about where your ideal listener spends their time. If they're a busy person, they'll more than likely consume their content on the move.

*So think, will you get the benefits from the extra work of uploading videos?*

# How, Where & When?

## The 'when'

A lot of research has been done in an attempt to find when the best time to publish your podcast is, and the frequency at which you should be publishing. Firstly, you need to figure out a frequency for publishing your podcast episodes that you can realistically stick to. It can be weekly, bi-weekly or monthly, the key here is to be consistent with what you're doing.

If you don't have a cadence to your episode releases, then it'll be harder to create a consistent listening experience. From what we've seen, the best performing podcasts release weekly, so that listeners tune in on the same day of the week, and at the same time of the day (for example in the morning when they're commuting), but bi-weekly and monthly also works if the day and time of release are regular.

### What's the best time?

Early, before commuting hours. Between 6am and 8am is the sweet spot for releasing your episodes each week as this gives people time to download and tune in whilst they're on their way to the office or save your episode for the trip home.

### What day is best?

This one is all down to personal preference. We recommend that once you pick a day that you stick to it every week, because consistency really is key. If you had to force a day out of us, we'd say mid-week, perhaps a Wednesday or Thursday. That gives you time to get the content together and put it out during a lull in the week.

### How long should each episode be?

The key to answering this question is down to value. There's no correct length for a podcast, but it's important not to ramble or pad your content. Give listeners good content, and they'll come back time and time again. If you or your guest is rambling too much, that's a sure-fire way to lose listeners.

In our experience the sweet spot is around the 25-45-minute mark. Always remember that podcasts are usually passively consumed, so think about the activity someone may be doing when listening to your podcast. Whether your audience is on a run, gym session, dog walk, commute, etc, these all take around 30 minutes to an hour.

# How, Where & When?

## The format

Thinking about what format will work best for your podcast is a good idea at this point, and there are a few options, all of which are interchangeable.

### Solo shows

The solo show consists of one person talking to the listeners, sharing their personal stories or insights. The main advantages of this format are that you're able to build your authority in the industry, and record the episodes at any time without the need to wait for others. But it's easier to run out of interesting content and stories and burn yourself out quickly.

We'd recommend reserving this type of podcast for short-running series.



### Co-hosted

Next up are co-hosted shows. These shows consist of two or more consistent hosts discussing and debating certain topics. These types of podcasts can create great engagement, and the chemistry between presenters can provide a fantastic listening experience.

In recruitment, this type of podcast would be great if you were looking to build a personal brand for yourself or your consultants. Bringing them on to the podcast to discuss hot topics in their niche or on recruitment in general can allow for some fantastic content creation.

# How, Where & When?

## Interview

The most utilised type of podcast however is the interview format. This consists of a host (or selection of hosts) inviting industry guests onto the show to discuss either a particular subject or the industry in general.

Using this format is a great way to generate fresh content regularly as it allows for a diverse range of perspectives and helps you tap into your guests' networks. Of course, with this format you'll need to do some prep work first. Knowing a lot about your guest, their interests, and their views is key in making sure the episode discussion flows.



### TOP TIP

*If you go for the interview format, don't make it all about the guest. Whilst it's great to get their opinion, be mindful that long standing listeners keep coming back for the host and the company that's represented. So, if you're willing to give your opinion, share your stories and insights, this'll help create that authority we spoke about originally in the goals section.*

We also recommend that you think about preparing and sharing your list of questions for the guest to help them prepare as best they can and hence give them the opportunity to provide value to your audience through an engaging conversation. We also suggest throwing in a couple of curve-ball questions that they did not prepare for; this can sometimes catch a guest off guard and help get a non-rehearsed answer.




# What Topics Should I Cover?


If you're going for a solo or co-hosted show it's worth thinking about the topics you can cover and should be covering in relation to your industries. Make sure you're talking about hot topics. It's worth doing some research with your current contacts to find out what issues they're currently dealing with or witnessing within the industry. For example, if your niche is in marketing, you can talk about updates to marketing tactics, platforms, what marketers could be doing better etc.


The key here is to make sure the content is relevant and adds value to your audience, which will keep them coming back for more.

## **And the questions?**

It's worth having a set of questions that you like to discuss with all your guests. Here are a few we use regularly:

 *"What's the state of the industry right now?"*

 *"How did they get into their current role?"*

 *"What does the future look like for xyz industry?"*

 *"How are you tackling diversity and inclusion?"*

There's also the opportunity to delve into their personality. You can ask some more personable questions or utilise a 'quick fire' round. The key is to not make it all hard-hitting and punchy, but to give good advice and make it a good listen.

# What Topics Should I Cover?

If you're going down the interview format route, then you'll be wondering HOW you can attract a great lineup of guests consistently, week on week. First, it's time to tap into your own network. You can approach clients, candidates and partners about being on the podcast.



## TOP TIP

*For every guest you have on, ask them to recommend one person they know who you should approach to be on your podcast. This is fantastic way to bring on a diverse range interesting people, outside your existing network that you may never have otherwise heard of.*

It's worth explaining why you want them on the show and what specifically you'd like to speak to them about. When approaching your guests, it's always worth positioning them as the expert. Letting them know that you're giving them a platform to talk about their knowledge will allow you to drive the best content from them.

On the next page we've pre-written an easy to use email/linkedin template for you to use.



# What Topics Should I Cover?

Guest email template

Hey (Name),

I know you're busy, so this will only take 30 seconds to read.

My name is (insert name), I'm a (insert job role) at (insert company). We host a podcast called (Podcast name) which (give a brief overview of what your podcast does, who it's aimed at and what you discuss).

(Insert something that inspired you to contact them about coming on the show, no more than one sentence). We'd love to invite you onto the show to talk about your career (and anything else relevant). I know that our audience would love to hear your story and insights.

What do you think? It'll take around 45 minutes of your time and we can plan the episode recording around your schedule.

If you want to see our past guests, you can see them [here](#). (link to past episodes).

If it's not for you then no need to let us know, we appreciate everything you do.

Thanks,

## CHRIS REDMOND - DIRECTOR @ REDHOLT

*Creating podcasts, and being a guest speaker on podcasts has created a springboard for the RedHolt brand on the global stage. Our narrative creates gravity on topics that are relevant to the people that we want to develop proximity to.*



# Software & Hardware Checklist

We've already spoken about our favourite podcast hosting platform, but now we're going to take a dive into all the hardware and software you'll need to take your podcast from a recording to fully formed content.

If you're just starting out and wanting to test podcasting as a form of content creation, don't worry, we've got you covered. We'll be going over starter, intermediate and pro options for your podcast and you can always upgrade as you go.





## Recording

### Starter

When you're starting out, you can't go wrong using Zoom or Teams to record your podcast. These platforms do have some limiting factors though. For example, they record on the internet, so you occasionally get some interference or signal drops.

Let's face it, we all know our way around these platforms after using them for the last 2 years of 'fun' quizzes and client meetings. It's as simple as hitting record when you're ready to go and stopping when you're done. The programs then automatically create a downloadable video and audio file which you can edit in your preferred software.

#### Tips for Zoom:

-  We recommend choosing speaker view
-  Record your podcast to the cloud, not locally
-  Use wired headphones, rather than wireless as they're more reliable
-  We'd recommend reserving this type of podcast for short-running series

# Software & Hardware Checklist

## Intermediate

The next step up from using Zoom or Teams is to go for a paid recording platform. If this is the route you're going to take, we'd recommend either SquadCast or Riverside.fm.

These platforms record each guest's audio locally, so you don't get those bad connections, crackly audio, or other internet-based interruptions. You'll also benefit from improved video content, because again, this is recorded locally and there's no live compression!

### TOP TIP - BACKGROUNDS MATTER

*What does your background look like? Could it be better? More interesting? More on brand? It's well worth spending a bit of time crafting a 'podcast background', something that's easy to set up and creates more atmosphere than a white wall, a spare room wardrobe, or one of the fake zoom presets. Putting some time into your background will help set your podcast apart from others.*

There is, of course, a learning curve with these platforms, so it's worth testing them out if you're thinking of using them. Both platforms offer free trials so you can always login and see what each platform looks like and decide whether you think it'll work for your needs.



# Software & Hardware Checklist

## Pro

If you're wanting to go pro, we recommend in-person recordings to make sure you get the best quality audio and visuals. For some examples of excellent in-person recordings, take a look at The Diary of a CEO by Steven Barlett, The High Performance Podcast, or The Joe Rogan Podcast. Recording in person creates an immersive experience for both your guest, the presenter and the audience. It allows for a better flow of conversations.

If you can't justify creating your own office studio, then see whether there are any local podcast recording studios nearby.

If in-person isn't an option, we recommend sticking with recording at the intermediate level but upgrading other parts of your setup, which we'll cover as we go through this chapter.

### LYSHA HOLMES - OWNER @ QUI RECRUITMENT



*Podcasting has been beneficial to me on many levels. By taking a different approach to speaking to thought leaders across the industry I have elevated my brand with the guests, and I learn from each and every one. I can share that information or implement it myself, and above all else the podcast has created a unique and highly valuable community. My podcast has gone global, so my brand is known in more countries than I could have promoted myself in otherwise.*

*Tips wise, don't let your guests SELL their products or services on your podcast -be clear that they are also giving value to the audience. Record a few episodes in one day, as this way you're focussed and in the zone on PODCAST DAY, and you know you have content ready for the next few weeks in advance.*

*Prepare your interviews ahead of time but don't be scared to let them go with the flow, and don't take yourself too seriously. Know when to listen and when to contribute, because butting in as an interviewer is really irritating! My final piece of advice is not to try to be someone else, be true to your own voice.*





# Software & Hardware Checklist

## Mics and Cameras

### Starter

Podcasts are a listening experience, so we always recommend our hosts to invest a bit of money into buying a good microphone. It doesn't need to be much to start with, but something that will ensure you get clear sound and minimal feedback will help you get off to the best start.

This is just the starter point. If you're looking to start something on a shoestring, the best way to get good quality audio from both yourself and your guest is to use a set of wired headphones (your old set of trusty Apple ones will do). This will reduce the feedback that could occur without headphones or with wireless ones. Make sure you and your guests' cameras are set to HD video (if possible), as this will make your video snippet assets sharper when it comes to editing.

Once you've got the hang of this, you could later upgrade your setup to the intermediate choice...



# Software & Hardware Checklist

## Intermediate

When you're ready for an upgrade, it's time to pick a microphone and a new camera to get crispy audio and sharp video. When it comes to this hardware, finding the right equipment for you can be a minefield. Here's some equipment options we recommend that are plug and play and will help upgrade your setup.

### Search Stack Choice



From £140.00

### Yeti Blue/Pro Microphone

A fantastic quality USB microphone, easy to just plug in and play. This is our personal favourite and one we always recommend to our podcasting clients.

Buy on Amazon



From £125.00

### RØDE NT-USB Studio Microphone

A great option if you're on the move, this mic packs up easily and still provides studio quality audio. This cheaper option is perfect if you're going to be moving your podcast setup a lot.

Buy on Amazon



From £149.00

### Logitech Brio Stream Webcam

This is a great upgrade from an inbuilt webcam. The Brio can record images up to a 4k quality and gives you useful options around zoom, angles, exposure and depth of field.

Buy on Amazon



# Software & Hardware Checklist

## Pro

If you're going for the in person setup, then we suggest a multiple mic, multiple camera setup that allows you to cut between each speaker and provides a wide angle too. This can be great if you're looking to do some post-production editing of the footage to make the content as engaging as possible.

Here's some 'pro' equipment we recommend which is the 'gold' standard.



From £389.00

### Shure SM7B Vocal Microphone

If you're looking for gold standard audio, this microphone is a fantastic option. Once you're familiar with the brand you'll see it popping up on lots of the big podcasts across the industry.

Buy on Amazon



From £150.00

### Focusrite Scarlett 2i2 Audio Interface

High quality microphones provide you with XLR output, which requires a good quality interface box like this one to connect to your computer.

Buy on Amazon



From £1,800.00

### Sony A7iii Camera

If you're looking to get some really high quality video footage from your podcast that you can use across platforms, this mirrorless camera from Sony will be a 4k game-changer.

Buy on Amazon



# Software & Hardware Checklist

## Accessories

There are a couple more items you may need when it comes to podcasting. These accessories will work with both intermediate and pro setups and are our primary recommendations.



From £110.00

### Audio-Technica M50x Studio Headphones

These headphones are used by podcasters, YouTubers and recording artists. With a comfortable fit and great output, these headphones are the industry's choice for a reason.

Buy on Amazon



From £89.00

### RØDE PSA1 Professional Studio Arm

If you've got a permanent setup for your podcast then having a microphone arm is a great way to save space, as well as giving you better angles when it comes to recording.

Buy on Amazon



From £55.00

### RØDE SM6 Shock Mount with Detachable Pop Filter

If you want to add a bit of sound protection when recording then a pop filter/shock mount is a perfect option. This will protect your audio from any unwanted bashes or high-pitches which could alter the sound.

Buy on Amazon



# Software & Hardware Checklist

## Audio & Video Editing Software

Once you've recorded your podcast, you'll need to either outsource the editing to someone else or be brave and have a crack at it yourself! Below we've suggested 3 tiers of software that you or your video editor might want to use.

### Starter

If you're starting out, there are plenty of free options when it comes to video editing. One program we'd suggest is Apple's iMovie. This is a simple-to-use software that'll allow you to import your footage, top and tail it as appropriate, and export it as an .mp3 file. If you fancy something a bit more high-tech that's still free, you can't look past Da Vinci Resolve, which is a free production grade video editor. The downside to this software is that it's a lot more complex and will take some time to work your way around, but it's an amazing free program and does everything that the likes of Adobe's Premier Pro can do.

### Intermediate

As an intermediate suite, you can't look past Adobe's software, which gives you access to video editing (Premiere Pro), audio editing (Audition), and motion graphics (After Effects).

Premiere Pro can be a daunting piece of software when you're starting out, but there are plenty of places to learn, including the school of YouTube! Here at Search Stack we use the Adobe suite for all our creative work, and although some people might argue that other programs work better or provide better value for money, the ecosystem that Adobe has created means that all their programs speak to each other in harmony, making editing and designing super easy (once you've nailed the basics).



# Software & Hardware Checklist

## Audio & Video Editing Software

### Pro

For our pro option we recommend outsourcing your editing to the experts. This allows you and your team to hone your pre-production skills and focus on recording new episodes, organising your guests, and creating the best possible content. As a busy business leader, you probably don't want to spend your time on learning new programs and editing techniques or watching YouTube tutorials, so outsourcing is definitely a worthy option.

#### How we support our clients with podcast production:

You record the content with your guest and send over a filled in version of this episode template.

You let us know what content you want turned into sliders and snippets, giving us an intro to the guest as well as details of their role and a copy of their profile picture. We then turn this information into the content you need.

We'll add the titles, captions, motion graphics, logos, and make sure we keep it all on brand for you.

We can then create the audio and video version of the podcast, upload it onto your chosen podcast platform, and schedule it to be released when you require. Hell, if you need us to, we'll even post your social content for you.

### Sounds good right?

You do the recording; we do the rest. Podcasts and social content delivered to you on time, accurately, and ready for you to promote as you please.

[Find out more](#)



# Promotion of Podcast

## Social media content

So, you've taken the plunge and you're going to record your first episode. How can you make sure you get the most out of each episode when you're finished?

The answer is simply to take notes as you go. Make notes of the best bits your guest says, make notes of the bits that make you really engaged, or the bits that might be slightly controversial, as this will make the best social content.

Once you've identified those, and roughly noted their timings, it's just a case of going through the recording and chopping out those awesome soundbites you timestamped, repurposing that great episode into engaging social assets.

### Sliders

Sliders are great content. You can deliver your, or your guest's message concisely, cutting out any 'waffle' and giving your audience some really great nuggets of advice. We recommend using these for sections where the important point takes up over 1 minute of video, but can be condensed down to 3 sentences.

### Video Clips

You'll have seen plenty of clips from podcasts all over social media. These are fantastic for giving your audience a taste of what's being spoken about on the show and tempt them to come and listen to the full episode. It's worth using the most hard hitting, prompt and to the point answers here. Either that or be ready to edit out the "ermms" and "umms", as you'll need to keep your audience engaged with the clip to get them to come and check out the full episode.

### Audiogram Clips

We always have an audiogram available for our podcasts as an alternative to a video clip. Sometimes guests don't want to be on video, but if you've got the audio, you can still put some snippets of the episode out there. Note that to create these, you'll need a program similar to Adobe After Effects, or a podcast creation partner!

# Content stretching

## Content stretching

### Blogs

Once you've published your content and podcast, that doesn't have to be the end of it! We regularly turn guest answers or specific questions into blogs. Publishing these blogs 2-3 weeks after the podcast airs is a great way to drive your audience back to your website. All you'll need for this is a transcribing software (try [otter.io](https://otter.io)) and someone to shorten your questions and answers into a blog post. BOOM! You've got another piece of great quality content.

### Whitepapers

You can't really turn a podcast into a whitepaper, can you? Of course you can! It's easy! We find the best way of doing this is to ask all the guests you've had on the show over a 4-6 month period the same specific question. Whether it's about leadership, D&I, personal development, or maybe just their advice for people looking to get into your industry, their answers will give you a valuable database.

You can then take all these answers and turn them into a 20 page downloadable Whitepaper on the topic. After all, you have 12-16 experts giving their points of view and plenty of valuable content.

Here's an example of one we've made recently – [neuco whitepaper](#).

### Email Marketing

Having a regular podcast episode gives you the opportunity to engage with your mailing list. It can be as simple as checking in to see if they've listened to your latest episode. If you provide massive value to either your clients or candidates, along with these episodes, they're likely to go down well with your email list.

### Bitesize Podcast Episodes

We're seeing this a lot with some of the bigger podcasts (The Diary of a CEO, The High Performance Podcast). It's as simple as finding an interesting section of an episode, cutting it into a smaller episode (think 5-10 minutes), and uploading it to your channel a few weeks after the main episode. This gives potential listeners a short intro to what they can expect, and they don't need to fully commit to a full episode.

# Content stretching

## Live Events

Imagine growing your podcast into something you could run live! That's the dream, having a live audience, giving them insights, answering their questions and being fully engaged. This might seem like a pipe dream, but done properly, a podcast can really help you build an engaged audience.

## Leverage Your Podcast to Create a Community

And with an engaged audience comes the opportunity to build your community. Your community can be a group of people who love what you do, they're engaged with everything that's happening, and want to be involved with other like-minded people that you've brought together! This is the perfect pool for candidates and clients, and with a community, you'll likely have a lot of sway with their decision making.

### JOHN CLIFTON - DIRECTOR @ NEUCO



*The podcast isn't about us, it's about the guests. We can probably attribute between 30 and 50% of our business to the guests, either directly because they bring us new business or indirectly as a result of referrals or recommendations.*

*The podcast has been a fabulous thing from a business development and marketing perspective, but also on a personal level it's been really fun. I'm learning things from these individuals every time I interview them.*

*With everything else that we do with Search Stack to produce content, turn things around, create social media assets etc, the podcast has been a first class experience.*



# OUTRO

We're confident that these much-loved podcasts aren't going anywhere. In fact, we're positive the upward trend is set to continue, because their potential is clear. Podcasts are a great way to bridge the gap between brands and their audiences, drawing people together, and increasing engagement. They're both insightful and entertaining, personal, and professional. Your podcast can be whatever you want it to be. And the opportunities to create complementary content are endless.

We hope you're feeling galvanized to start your own podcast and that you now feel confident you have the tools and the knowledge you need to make a solid start. Of course, we're always here to help, so feel free to get in touch via [hello@searchstack.co.uk](mailto:hello@searchstack.co.uk) if there's anything you want to discuss, or if you need some direction, or even just words of encouragement!



Spend your time **talking to great guests**, not editing.

We help recruitment brands take their podcast to the next level. Our podcast management services free up your time to find great guests and record amazing content, without needing to worry about the extra technical work that comes after. If you're serious about making your podcast a market leader then book in a call with our director Haydn today to see how Search Stack can help you.

Book today

