



The
Conversation
Store

Creating Your Online Presence

Your guide to becoming a memorable
thought leader across all your platforms.



What this guide will cover and outcomes

● Introduction to Building an Online Presence

- Importance of establishing yourself as a thought leader
- Overview of strategies for promoting podcast episodes, SEO, and audience growth

● Goals and Outcomes of the Guide

- Defining what you aim to achieve with your online presence
- Expected outcomes from following best practices

● Identifying and Addressing Pain Points

- Common challenges in building an online presence
- Solutions and strategies to overcome these issues

● Step-by-Step Guide to Creating Your Online Presence

- Episode promotion strategies
- SEO best practices for podcast descriptions and titles
- Techniques for growing and engaging your audience

● Takeaway Resource

- Takeaway resource for ongoing reference

● Contact Information for Further Assistance

- Ways to reach out for more help

Goals and Outcomes

By the end of this guide, you will be able to:

- Understand the importance of establishing yourself as a thought leader in your niche.
- Implement effective strategies for promoting your podcast episodes.
- Utilise SEO best practices to improve your podcast's visibility.
- Apply techniques to grow and engage your audience.

Audience Growth

- The more consistent you are with creating content and posting, the more likely it will become a habit with your audience to look out for your next posts and videos (leading to more turning into subscribers!)
- Trust Building: Consistent, high-quality content builds trust with your audience, making them more likely to seek your services.

Engagement

- Call to Actions: Videos and posts can include direct calls to actions, driving viewers to your website, landing pages, or directly to your services.
- SEO Benefits: Educational content can improve your SEO rankings, making it easier for potential clients to find you through organic searches.

A/B Testing

- Content Experimentation: The more platforms you try to reach growth on, the most opportunity to experiment with different content formats and topics related to your brand see what resonates best with your audience.
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Broadening Reach and Visibility

- YouTube: As the second largest search engine, YouTube can significantly expand your reach. Videos are easily discoverable through search and recommended algorithms.
- LinkedIn, Instagram, TikTok: These are all the places where your potential future business relationships will be at, so it's important that they can get to know you easily through looking at your platforms and seeing what you're up to.

Why is it important to create a strong online presence as a host?

Promotion

- Through increasing your online presence and putting more content out there, you'll have the opportunity to boost your posts to your target audience to get more followers, views, and potentially more people interested in your series.

The Modern-Way of Connecting

- Most companies are spread across all different social channels for different target audience purposes. These days, marketing is majority digital!
- By incorporating multiple social platforms in your strategy to build your online presence, means that you can show different sides of yourself, business, and series depending on the platform (e.g. LinkedIn can be more educational-focused, whilst Instagram can be more people-oriented!)

Feedback

- There's no better way to know how to make your content better and resonate more to your audience than asking your audience yourself!
- By asking for feedback and Q&As,

Building a Personal Brand

- Human Connection: Videos and posts give a face and personality to your brand, making it easier for people to connect with you on a personal level.
- Consistency: Consistent messaging and branding across these platforms help solidify your brand identity.



Common issues we hear from new hosts

PROBLEM 1

'I feel like I post but get no engagement from my target audience'

PROBLEM 3

"My podcast won't appear when I search for it.'

PROBLEM 2

"I find it difficult to keep up with posting enough to get my brand out there"

PROBLEM 4

"My subscribers are taking ages to increase"

Our Step-By-Step Guide

Episode Promotion Strategies

Create Compelling Titles and Descriptions:

- Use attention-grabbing titles that include relevant keywords.
- Write clear and informative descriptions that provide value to potential listeners.

Leverage Social Media Schedule:

- Share all episodes on platforms where your audience is active (e.g., Instagram, LinkedIn, TikTok). Across your social channels, make it clear to your followers when your episodes will be posted e.g. Every Monday at 6pm and Wednesday at 6pm - so you can start to build a habit with your audience on when they'll be posted!
- Use eye-catching graphics and quotes from your episodes for your episode graphics, keeping your text to something that will either educate, excite, or shock your viewer so that they want to click on it and find out more.

Collaborate with Guests:

- Invite guests with their own following and encourage them to promote the episode e.g. send them the episode assets so that they can publish to their own channels and mention for them to tag you
- Ask guests if they could leave a review for their experience on your series via on Google or directly on Spotify/Apple Podcasts.
- If you sell any of your services/products, you could offer your guest that if they refer someone to go onto your podcast then they could receive in return a discount to your service or a free resource.

SEO Best Practices

Keyword Research:

- Identify keywords that your target audience is searching for.
- Use tools like Google Keyword Planner or Semrush.

Optimise Descriptions:

- Use secondary keywords throughout in the first 157 characters of your description
- Write detailed descriptions that include key points discussed in the episode.
- Use formatting such as bullet points, headings, and bold text to make your description more visually appealing and easier to read. This will also help important information stand out.

Metadata Optimisation:

- Fill out all available metadata fields (e.g., episode number, season, tags).
- Ensure to add end screens with chosen following-on videos

Optimise Titles:

- Incorporate primary keywords naturally into your titles
- Keep titles concise and descriptive.

Techniques for Growing and Engaging Your Audience



Consistent Posting Schedule:

- Stick to a regular posting schedule to build anticipation and reliability. If you're unsure how to make a schedule, we suggest 12 posts a month (3x a week.) This can be broken down into educational carousels, personal posts/brand offers, teaser trailer snippet for your podcast episode coming out, and a static promo for your episodes. We suggest trying to schedule out one month in advance.



Engage with Your Audience:

- Respond to comments and messages on social media including
- Ask for listener feedback and incorporate it into your episodes.
- Audience not engaging? We suggest using your keywords across your social platforms and industry to find trends that are getting your audience talking! Ensure to incorporate these trends into your videos and content to boost the chances of your content being shown.



Use Email Marketing:

- Build an email list to notify subscribers if new episodes are live, and exclusive discounts, offers or insights that they can get for being a subscriber to keep incentive to stay subscribed and following.
- Provide exclusive content or insights to your email subscribers.



Analyse and Adapt:

- Use analytics to track your audience's behaviour and preferences via tools like YouTube Analytics, Google Analytics and Moz (for extra analysis of your website) and adjust your content strategy based on what works best.

RESOURCE:

Takeaway Checklist

✓ Episode Promotion

- Compelling titles and descriptions
- Active social media sharing
- Collaboration with influencers and guests

✓ SEO Optimisation

- Conduct keyword research
- Optimise titles and descriptions
- Fill out metadata fields
- Choose best hashtags (max 6)

✓ Audience Engagement

- Create consistent posting schedule
- Chosen method of engagement with your audience
- Scheduled email marketing templates for subscribers
- Analyse and adapt based on feedback at end of the month

Questions? Clarifications?

We'd love to help!

If you need further assistance, feel free to reach out:

Email:

Website: www.theconversationstore.com

Social Media: [@theconversationstore](https://www.instagram.com/theconversationstore)