

Guest Podcast Appearance Promotion Checklist

Print off this checklist and tick off each step as you go through the [‘Promote Your Guest Podcast Appearance in Just 9 Steps’](#) guide on our Talk About Digital Podcast website.

Announce on Social Media

- Identify the best platforms for your audience
- Create attention-grabbing content
- Utilise hashtags, mentions, and tags

Email Your Network and Subscribers

- Draft a compelling email
- Highlight the value for the listener
- Make the call to action clear and easy

Feature the Podcast on Your Website

- Create a dedicated podcast section
- Write a blog post highlighting the episode
- Use prominent website real estate

Share on LinkedIn for Professional Reach

- Post a thoughtful update on LinkedIn
- Engage in industry-specific LinkedIn groups
- Add the podcast to your LinkedIn profile

Repurpose the Podcast Content

- Create short video snippets for social media
- Write an in-depth article or LinkedIn post
- Develop quotes and visuals

Collaborate with the Podcast Host

- Request social media mentions from the host
- Contribute a guest blog or newsletter piece
- Coordinate a cross-promotion strategy

Create a Tailored Marketing Campaign

- Design a campaign around your podcast appearance
- Offer a limited-time promotion
- Collaborate with influencers or partners

Engage with Listeners and Encourage Sharing

- Invite feedback and discussion on social media
- Offer exclusive content or bonuses
- Create a hashtag for your appearance

Re-Share and Re-Promote Over Time

- Repost content periodically
- Tie the episode to current events or trends
- Use the episode in future campaigns

By using this checklist and following the related guide on the TAD website you will simply understand how to amplify and promote your guest podcast appearance to ensure it helps you to build your trust and expertise, indirectly growing your customer base.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.