

Strategies to Grow the Teacher Leader Lagniappe Podcast

1. Reach out to local/organizational publications & platforms each guest (both previous and future) is connected with.
2. Tagging accounts relevant to the episode.
3. Target the right audience by talking to your listeners.
 - a. Ask for reviews to see who exactly is listening all the way through.
 - b. Use a Facebook group, set up a Google Form, or email them directly to solicit feedback and learn what you can do to serve your audience at a higher level.
4. Find niche online communities discussing the same topics as your podcast and promote yourself there via organic posts or ads, depending on which makes the most sense for your show.
5. Consider aligning episodes with current events, or topics on top-of-mind for a huge number of people.
6. Change the name (maybe).
7. Research topic's keywords.
 - a. "Researching keywords that people are searching for related to my niche on platforms like Keysearch and Semrush."
8. Use data.
 - a. "Build a Google Analytics-backed landing page for your library of episodes. This helps you understand where your listeners are coming from, which can help you optimize based on the channel."
9. Use paid ads.
 - a. "The single best tactic I've used to grow my podcast has been Facebook Ads. It may sound counterintuitive to pay for advertising, but it really can make a difference."
10. Implement email marketing.
 - a. "Every time I publish a new podcast, I send an email to everyone in my email database to announce the podcast."
11. Collaborate with other brands.
 - a. "Connect with other podcasters to create those guest opportunities."
12. Leverage star power.
13. Add calls to action (CTAs)
 - a. "Include one specific call to action on each podcast episode to create interaction with your listeners."
14. Share teasers.
 - a. "We have started releasing a teaser each week with our episode. We take a 30-60 second cut out of our favorite moment of the episode."
15. Use hashtags.
16. Find influencers.
17. Comment on other podcasts' pages.
18. Use quotes from an episode and make 3-5 social graphics.
 - a. "Use quotes from the episode into 3-5 social-friendly graphic/image galleries. You can make these on the fly with a graphic design tool like Canva."