

MARKET IT

GET YOUR EPISODE HEARD. SHARE IT WITH PURPOSE.

A great episode deserves an audience. Marketing helps people find your podcast, connect with your message, and be part of the conversation. Use creative strategies and authentic outreach to spread the word.



WAYS TO MARKET YOUR PODCAST



Use Multiple Platforms

Share on Instagram, TikTok, YouTube, your school website, email, and community networks.



Create Short Clips

Turn key moments into 30–60 second clips, audiograms, or quotes to grab attention.



Use Relevant Hashtags

Help people find your content with hashtags that match your topic and community.



Collaborate

Partner with classmates, local organizations, or other creators to reach new audiences.



Engage Your Community

Ask questions, respond to comments, and invite people to share their thoughts.



Be Consistent

Keep sharing, even after launch. Post updates, behind-the-scenes content, and let people know about new episodes.



Keep It Real

Share in a way that feels authentic to you. Focus on impact, not just numbers.



CREATE YOUR MARKETING PLAN

Use the prompts below to plan how you will share your episode.

1

My Audience

Who do you want to reach? (e.g., classmates, youth in your community, parents, teachers, people who care about this topic)

2

My Key Message

What do you want people to know or feel when they hear your episode?

3

Where I'll Share It

Which platforms will you use? (e.g., Instagram, TikTok, YouTube, school newsletter)

4

Creative Ideas

List 3–5 ideas to promote your episode. (e.g., clip, poster, story, event, collaboration).

1.

2.

3.

4.

5.

5

Visual Idea

Sketch a social media post, flyer, or other promotion idea.

6

Final Check

Before you start sharing, make sure:

- ☐ My title and message are clear.
- ☐ My visuals are appropriate and inclusive.
- ☐ I'm using the right platforms for my audience.
- ☐ I'm staying consistent and authentic.

GROW IT

**KEEP THE CONVERSATION GOING.
BUILD YOUR AUDIENCE OVER TIME.**

Great episodes deserve to be heard. Growing your podcast means reaching new listeners, staying connected, and creating a community. Be consistent, engage with your audience, and keep sharing stories that matter.



WAYS TO GROW YOUR PODCAST



Be Consistent

Release episodes on a regular schedule so listeners know when to expect new content.



Share Everywhere

Post on Instagram, TikTok, YouTube, your website, email, and community networks.



Engage with Listeners

Reply to comments, ask for feedback, and invite ideas for future episodes.



Collaborate

Work with other creators, classmates, or local organizations to reach new audiences.



Track What Works

Look at your stats to see which episodes and platforms get the most engagement.



Keep It Authentic

Be yourself. People connect with real stories and real voices.



CREATE YOUR GROWTH PLAN

Use the prompts below to think about how you will grow your podcast.

1

My Audience

Who do you want to reach next? (e.g., classmates, youth in your community, parents, educators, people interested in a specific topic)

2

Promotion Ideas

List 3–5 ways you will share and promote your episodes.

1.

2.

3.

4.

5.

3

Engagement Plan

How will you connect with your listeners? (e.g., respond to comments, Q&A, polls, invite topic suggestions)

4

Collaboration Ideas

Who could you partner with? (e.g., other student podcasters, local organizations, guests, teachers)

5

Check Your Progress

Use this checklist to stay on track.

- ☐ I have a plan to share my episodes.
- ☐ I am engaging with my audience.
- ☐ I am tracking what works.
- ☐ I will keep creating and learning.

My Next Step

What's one thing you will do this week to grow your podcast?

MEASURE / IMPROVE IT

Checking your podcast's performance helps you see what's working, make better choices, and reach more people. It's not about being perfect—it's about learning, making small changes, and keeping your audience in mind.



KEY WAYS TO MEASURE



Plays / Listens

How many people are tuning in?



Completion Rate

Are people listening all the way through?



Audience Growth

Are new listeners finding your show?



Shares & Saves

Are people sharing your episodes or saving them for later?



Comments / Feedback

What are people saying?
What do they want more of?



Trends

Which topics, titles, or formats perform best?

1

LOOK AT THE NUMBERS

Here are the stats for two recent episodes.
Compare Episodes A and B. Check everything the data shows.

EPISODE A: Real Conversations

	Plays	1,680
	Average Listen Time	24 min (80%)
	New Followers	+85
	Shares	46
	Saves	72
	Comments	31

- ☐ Episode A had more plays.
- ☐ Episode A had a higher average listen time.
- ☐ Episode A gained more new followers.
- ☐ Episode A was shared more often.
- ☐ Episode A was saved more often.
- ☐ Episode A received more comments.

EPISODE B: Unplug to Reconnect

	Plays	970
	Average Listen Time	11 min (46%)
	New Followers	+20
	Shares	18
	Saves	25
	Comments	14

- ☐ Episode B had more plays.
- ☐ Episode B had a higher average listen time.
- ☐ Episode B gained more new followers.
- ☐ Episode B was shared more often.
- ☐ Episode B was saved more often.
- ☐ Episode B received more comments.
- ☐ Both episodes performed about the same.

2

WHAT DID YOU NOTICE?

Looking at everything you checked above, what stands out to you about the two episodes?

3

MAKE ONE IMPROVEMENT

Based on what you learned, what's one change you will make for your next episode?

4

TEST AGAIN

After making your change, check your stats again. What do you hope to see?

KEEP GOING

SMALL STEPS KEEP BIG IDEAS MOVING.

Finishing one episode is just the beginning. Take time to reflect, celebrate what you've learned, practice new skills, and choose your next step. Every episode helps you grow as a creator and brings your ideas to life.



WAYS TO KEEP GROWING



Reflect on what worked

Think about what went well and what you're proud of.



Choose one skill to practice

Pick a skill to focus on and get a little better at it.



Plan your next topic

Think about what you want to explore next.



Ask for feedback

Get input from friends, classmates, teachers, or listeners.



Stay consistent

Keep showing up. Small steps add up over time.



Celebrate progress

Take time to recognize how far you've come!

1

WHAT DID I LEARN?

What is one thing you learned about yourself as a podcaster?

2

KEEP / CHANGE / TRY

Think about your last episode. Fill in the boxes below.

One thing I want to keep doing:

One thing I want to change:

One thing I want to try next time:

3

MY NEXT EPISODE IDEA

What topic, story, or question do you want to explore next?

4

WHO CAN SUPPORT ME?

Who could help you keep going? (friend, teacher, classmate, guest, mentor)

5

MY NEXT 3 MOVES

What are three things you'll do next to keep growing?

1.

2.

3.

6

THIS WEEK I WILL...

Check the steps you plan to take, then write your goal.

- ☐ Practice one podcast skill
- ☐ Brainstorm my next episode
- ☐ Ask someone for feedback
- ☐ Set a time to create again

My next step this week:
