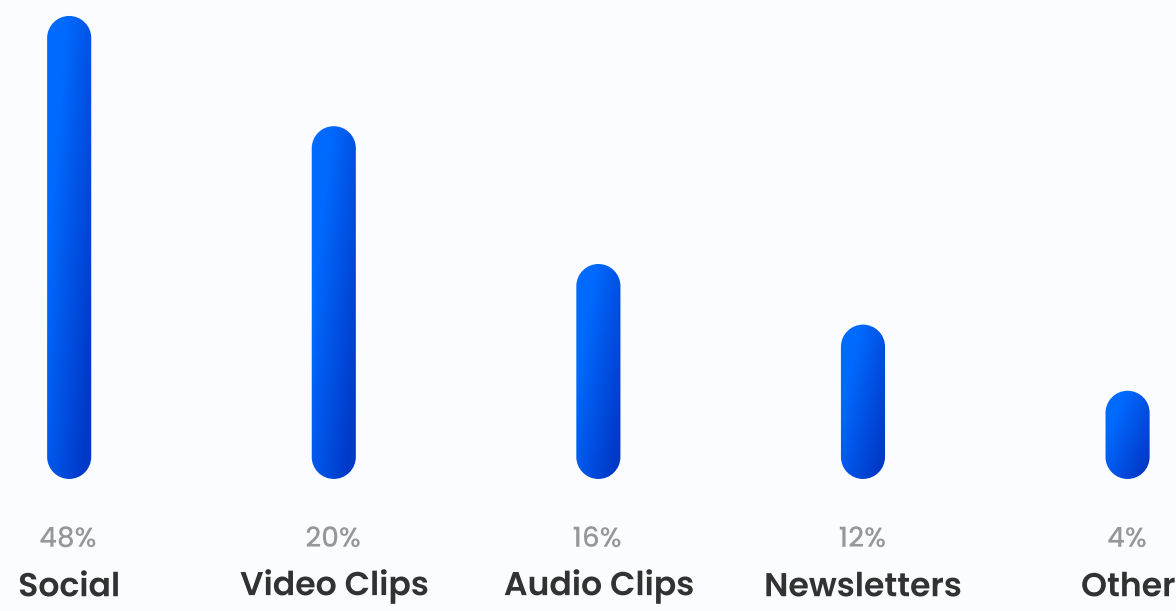




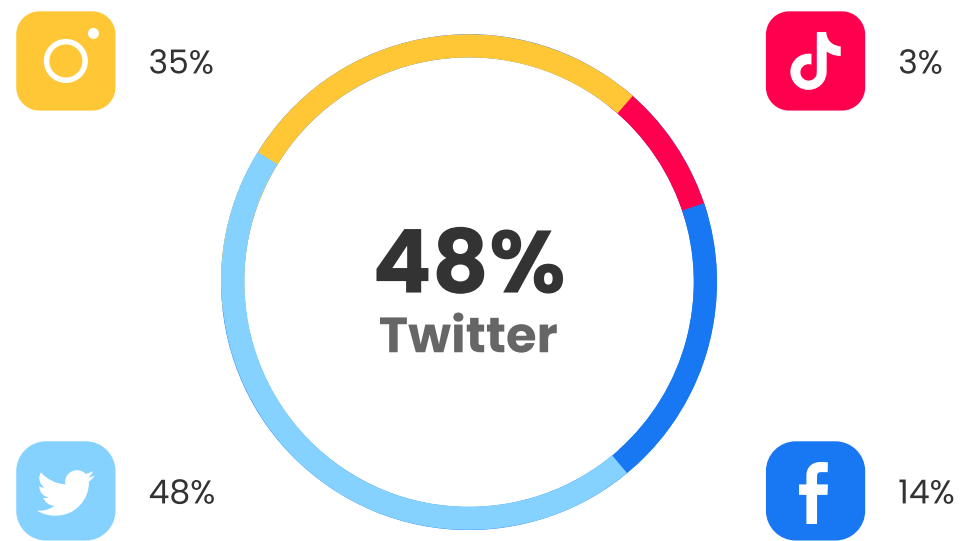
How to promote your podcast. Creator growth hacks



Social media

48% of those polled voted social media as the best medium to share, connect and engage with their audience.

ZEN TIPS Our Post Production video layouts make sharing your content easier on IG, Twitter and other social platforms.



GRUESOME
Gruesome Podcast
We just use [Instagram](#) and [TikTok](#)-[Instagram](#) gets the best engagement.

branchspeaks
It took me 1 year to start sharing each podcast episode in [FB groups](#) that I am an active member.

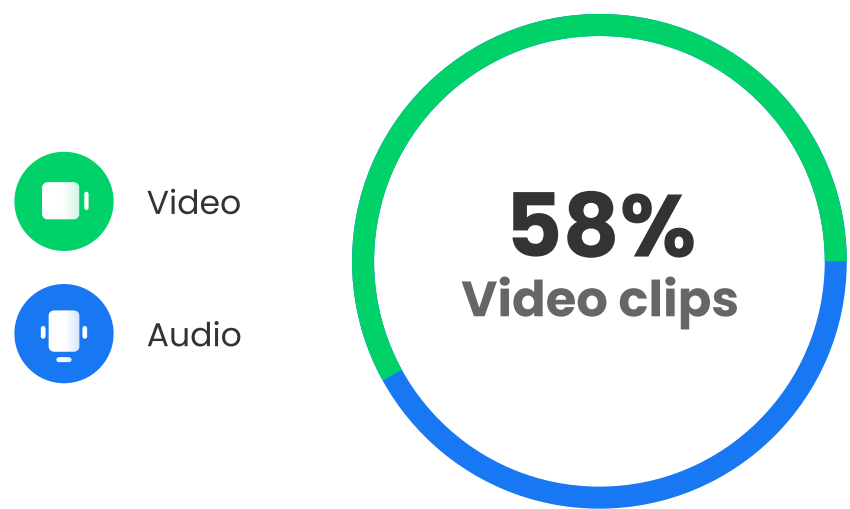
Zachnology
Zachnology Tech Review
We use email alerts and [social media](#) to promote our podcast.

Holy Heretics podcast
Surprisingly, sharing quote images/tweets on [social media](#) has performed better for us than audiograms.

Video & Audio Clips

Clips showcase unique content from podcast episodes and grab audience attention. 58% share video clips compared to 42% who share audio clips.

ZEN TIPS Sharing your podcast in short, digestible clips is the best for user engagement and impressions.



Nick Glimsdahl
Linkedin, Twitter or [Audiograms](#) (headliner video).

Emily Kennedy
I've been doing short [audio grams](#) for a while but lately have been doing longer (2-3 min) audiograms.

Bardees Smairat
I use my newsletter, [video clips](#) through wave that I share on instagram/social.

Newbie Star Trek podcast
Edited [video clips](#) on TikTok. I don't think audiograms grab attention very well.

★ Podcasts are better with video. Youtuber [Alex Berman](#) and Social Media mogul [Victor Correal](#) use video as a powerful medium to reach their audience.



Newsletters

12% say podcast newsletters are their favorite way to connect with their communities.

ZEN TIPS Email is the most established form of digital communication, so newsletters work!

David Levai
We started promoting it through our insider [newsletter](#) and creating atomic content with GetAudiogram.

Igor Bielobradek
[Newsletter](#). IMHO it's crucial to have direct access to your audience #ownedmedia. It is also a way to acquire #1stPartyData

Blogs, polls & more

4% use blogs, social in-app voting features, and direct messages

ZEN TIPS Podcast blogs with transcripts and notes can be a ton of work, but the SEO value is worth the keystrokes.

Whitney L. Barkley
Share screen share in stories and add [poll feature](#) to ask a question. Create a [blog post](#) to go with the episode, Create a quote graphic with canva, [DM](#) known listeners the link

Queens Podcast
After an episode is released we ask questions about the episode in our IG stories and use [in-app voting](#) features. Twitter polls can be used in the same fun way but get less engagement.

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