

**DIY GUIDE TO
MARKETING
YOURSELF LIKE
BAND**

ON A BUDGET

PLEASE STEAL THIS
AND MAKE COPIES



DEFINE YOUR BRAND IDENTITY

Create a Distinct Logo: Design a memorable logo that represents your podcasts. Don't forget you can always rebrand later.

Develop a Tagline: Craft a catchy but simple tagline that encapsulates the essence of your podcast. KEEP IT SIMPLE it should let people know what your show is about

Brand Colors and Fonts: Choose consistent colors and fonts for all your promotional materials.

Merch: Create sell and give away branded merchandise such as T-shirts, buttons, patches, mugs, and stickers

Kick ASS Photos: If you can afford some pro shots get them, if not find a photographer and trade services, give them free advertising on your show, or buy them some brews and good pizza. You can also use your cell phone too!

BE MEMORABLE



ROCKITGROWTHAGENCY.COM

BUILD AN ENGAGED COMMUNITY

Engage on Social Media: Regularly post updates and interact with your audience on social media platforms. ENGAGE, don't just post.

Create a Facebook Group or online community: Build a community where listeners can discuss episodes and share ideas.

Host Live Q&A Sessions: Engage with your audience through live Q&A sessions on platforms like Instagram, Facebook, LinkedIn, YouTube, or Twitch

Listener Spotlights: Feature dedicated listeners on your podcast or social media.
Recruit Street Teams: Recruit passionate listeners to spread the word about your podcast.

CREATE FOMO!



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)

BUILD AN ENGAGED COMMUNITY

Listener Meetups: Host informal meetups for listeners to connect and share their experiences.

Volunteer Events: Organize volunteer activities with your listeners to build community.

Benefit Shows: Organize benefit shows where proceeds go to a cause related to your podcast.

JOIN a networking group or start one!

CREATE FOMO!



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)

CREATE COMPELLING CONTENT

Behind-the-Scenes Content: Share behind-the-scenes photos and videos of your recording process. *Time Lapse content works well here

Bonus Episodes: Release bonus episodes with special content or interviews.

Teaser Clips: Post short teaser clips of upcoming episodes on social media.

Blog Posts: Write blog posts based on your transcripts that complement your podcast episodes.

Real Stories: Share personal and unfiltered stories related to your podcast's theme.

Raw Videos: Share raw, unedited videos of your recording process on social media.

POSITIVE

DISRUPTION



ROCKITGROWTHAGENCY.COM

CREATE COMPELLING CONTENT

Memes: Create and share memes related to your podcast.

Fan Art: Encourage listeners to create and share fan art related to your podcast.

Start a ZINE

Make shorts based on your episodes

Create a guide or book.

Music Playlists, Create and share playlists inspired by your podcast's themes.

Host's Day-in-the-Life: Post day-in-the-life content of your hosts to give listeners a personal connection.

POSITIVE

DISRUPTION



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)

COLLABORATE WITH INFLUENCERS/PARTNERS

Guest Interviews: Invite influencers and experts in your niche to be guests on your podcast.

Cross-Promotions: Partner with other podcasters to promote each other's shows.

Influencer/Partner Takeovers: Allow influencers to take over your social media accounts for a day.

Joint Giveaways: Collaborate with influencers for giveaways to boost engagement.

Sponsor Other Podcasts: Sponsor episodes of other podcasts to reach a new audience.

Co-host Episodes: Co-host episodes with other podcasters or influencers in your niche.

✕ **COLLAB** ✕



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)

COLLABORATE WITH INFLUENCERS/PARTNERS

Partner with LOCAL BRANDS to share audiences

Swap Promos with other shows

Sponsor Community and Professional events

Share Feeds Put a partner episode in your RSS feed to showcase their show and they do the same for you

✕ **COLLAB** ✕



ROCKITGROWTHAGENCY.COM

STAGE MEMORABLE EXPERIENCES

Live Shows: Host live podcast recordings in, retail stores, bars, breweries, sporting events, conventions, & trade shows.

Virtual Events: Organize virtual events such as webinars or live streams.

Fan Meetups: Plan meetups or networking events for your listeners.

Special Edition Episodes: Create limited-edition episodes or series.

Themed Parties: Throw parties or events that align with your podcast's theme.

Pop-Up Events: Organize pop-up events to draw attention to your podcast.

BE LIKE

BLACK FLAG



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)

STAGE MEMORABLE EXPERIENCES

House Shows: Host live podcast recordings in intimate, DIY venues like living rooms or basements (just like the punk rock kids do!)

Library Talks: Host talks or workshops at local libraries on podcasting.

Road Trips: Go on a road trip and promote your podcast at various stops.

Speak at Conferences/Trade Shows

GET CRAFTY!

GET IN

IN THE VAN



ROCKITGROWTHAGENCY.COM

LEVERAGE EXISTING NETWORKS

Email Newsletters: Send regular newsletters with updates, exclusive content, and calls to action.

Press Releases: Write press releases for major milestones or special episodes and share on social media and emails.

Network with Podcasters: Join podcasting communities and forums to network and share tips.

Guest Blogging: Write guest posts for popular blogs in your niche.

LinkedIn Articles: Publish articles based on your show/episodes to LinkedIn to reach a professional audience.

Podcast Directories: Submit your podcast to all major podcast directories and platforms.

READY TO

ROCK ?



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)

LET'S ROCK



BOOK A FREE STRATEGY
SESSION WITH ME



JOIN OUR COMMUNITY
⚡ CREATIVES MARKETING
CORNER



ROCK ⚡ IT COACHING
SUBSCRIPTION



[ROCKITGROWTHAGENCY.COM](https://rockitgrowthagency.com)