

HOW TO DRIVE TRAFFIC TO YOUR PODCAST



[Podcasts are taking the internet by storm.](#) Already, more than [50% of American](#) homes consider themselves podcast fans, and more people than ever before are tuning in to their favourite shows. This is an amazing time for podcasters, but it can also be challenging to cut through all that noise and get your podcast noticed. Here are some essential things you should know about driving traffic to your podcast.

Leverage Your Guest's Audience

One of the best ways to acquire new listeners for your show is by leveraging your relationship with [relevant guests.](#) Use their audience to propel your podcast's reach and increase the number of downloads you get each episode.

If your guest has a larger audience, you can ask them to promote your episode to their audience. Ask them to post about it on social media, mention it during their podcast, or even recommend your show to their own network of guests.

Promote on Social Media

There are many ways to [leverage social media to promote your podcast.](#)

You can share rich media, video, images, sound bites, teasers, and other promotional materials that will help generate buzz for your podcast.

You can also use social media to connect with your guests and build a better rapport before going on the show. This makes it more likely your interview will go well, and it can ultimately lead to a stronger relationship between you and the guest, which could boost traffic to your podcast.

You can also use social media to let your subscribers know when you release new content, build anticipation for future episodes, and answer any questions they have about the podcast.

Submit Your Podcast to Aggregators and Podcatchers

There are many outlets that aggregate and recommend podcasts to users.

If you can get your podcast listed on one or more of these platforms, you're likely to see an uptick in the number of listeners downloading your episodes.

Popular aggregators include Apple Podcasts, Google Podcasts, Stitcher, TuneIn Radio, and iHeartRadio.

Use Your Email List

Your email list is an important asset that can be used to promote your podcast.

Your email list can be a great way to let your audience know when new content is available and inspire them to listen on multiple devices.

When you have a new episode that is ready to be released, email your subscribers and encourage them to check out the latest show. It should go without saying that any promotional emails should follow proper opt-in procedures for email lists.

.You can also use your email list to drive traffic back to your podcast's website and social media pages. If you're doing giveaways, cross-promotions with other podcasts, or publishing author bites on your site, you can include links to these pages in your emails.

Engage With Your Listeners

Building a relationship with your listeners is essential for driving traffic to your podcast.

If you want to build a strong, loyal audience for your show, it's important that you engage with them on social media and answer any questions they may have about the podcast.

You should also occasionally follow up with them by email to see how they're doing or what interests them.

This can give you more insight into their problems and needs, which will allow you to produce better content for your podcast in the future.

Drive Traffic With Your Website

Your [podcast website](#) plays an integral part in your overall content marketing strategy, and you should be doing everything you can to increase the number of listeners who visit it.

Once they're on your website, you need to ensure that there's additional content that can give them more reasons to stay.

Other types of content might include blog articles, photos, videos, podcasts, and other rich media that can help you build a stronger connection with your listeners.

Use Giveaway Contests to Generate Buzz

One of the best ways to create hype surrounding your podcast is by running a contest or giveaway on social media. You can give away valuable prizes that will get people talking about your show.

Some podcasters choose to run a contest before going live with a new episode, offer a prize relevant to the episode's subject matter, and encourage new listeners to tune in.

It can also be helpful to run a giveaway around engagement milestones, like your 10th, 100th, or 1,000th podcast download. You can use this opportunity to thank your loyal fans for tuning in and encourage others who haven't listened yet to check out your podcast as well.

Get Invited to Other Podcasts

If you want to gain more listeners and drive traffic to your podcast, it's wise to get on other podcasts and [be interviewed](#) by hosts in your niche. You can collaborate with other podcasters to cross-promote each other's shows or invite them onto your show to help you generate traffic.



You may already know some podcasters within your niche, but if you're looking for new guests, it's best to search relevant hashtags on social media and connect with hosts who are talking about subjects that are relevant to your show.

These hosts will likely be happy to share a link to your podcast with their listeners, and if they have a strong fan following – you can expect a significant influx of new listeners as a result.

Final Thoughts

Driving traffic to your podcast can be challenging at first, but it will become easier as you build a strong audience and connect with them on social media.

The more engaged your listeners are with your podcast, the better they'll respond to promotional efforts from you.

Try experimenting with different social networks and content types to find out what works well for you and your podcast, and remember that if something isn't working, you can always switch it up and try something else.