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How To Use a Podcast For Internet Marketing

By Michael Murray

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Although podcasting is trendy, it's vital to remember that when you use a podcast for Internet marketing, your podcast is really just another delivery mechanism - a way to get your marketing message across.

Because it is a new delivery mechanism, there's a chance you'll get so wrapped in the technology that you'll forget the basics, the AIDA formula. You need to give people something that they want to listen to, and you can't go wrong with the AIDA formula. AIDA is used in copywriting, and is an acronym: AIDA means Attract/ Attention, Interest, Desire, Action.

You need to get people's attention, arouse their interest in your product, get them to want it, and finally take action to buy it.

Using AIDA In Your Podcasts

You can use the AIDA formula to market your products via podcasts in several ways.

Firstly, you can use the podcast to attract people to a Web site where you're selling products related to the podcast theme. The podcast is the attention-getter. You can have ads on your site selling your products, and include mention of them in the podcast too.

Next, include valuable information or entertainment in your podcasts to make sure that people subscribe. When they subscribe, you can market to them over and over again. This is the Interest factor.

You arouse Desire by mentioning your products and their benefits in your podcasts.

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Finally, you need a call to Action, to ensure that people take action. "Buy before midnight on Thursday, and receive _____"

Making Your First Podcast

Making a podcast (it's really just making an MP3 file) couldn't be simpler. Here are the steps:

1. Plug a microphone into your computer;
2. Record your podcast using a program like Audacity at

<http://audacity.sourceforge.net/>

(it's free);

3. Create an RSS feed - more information on that here

<http://www.ipodder.org/whatIsPodcasting>

(don't

let the technical jargon make you nervous, the RSS Feed is just a reference enclosure that lets listeners know when you've put a new podcast online);

4. Upload the podcast to your Web site, and then upload the podcast's RSS Feed to a destination like Podcast Alley at

<http://www.podcastalley.com/>

so that you can start getting a mass of happy

subscribers.

Get Interviewed On a Podcast

If you don't want to make your own podcasts, offer yourself as an interviewee on other people's podcasts. This saves you the trouble of recording your own material and putting it online, and you can promote your products on someone else's show as easily as you can on your own.

When you create your own podcasts, you'll want to ask people to join you for an interview too. You can even ask people to send you MP3 files of questions or tips, that you can include in your podcast.

So there you have it: podcasting, another tool to add to your Internet marketing toolbox. If the idea appeals, give podcasting a try.

Michael Murray is a 22-year old full-time Internet marketer and college student with Cerebral Palsy who lives in sunny Orlando Florida. Need MORE TRAFFIC to your website or affiliate links? "Turn Words Into Traffic" reveals the secrets for driving thousands of NEW visitors to your website or affiliate links... without spending a dime on advertising!:

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Business Idea: Podcasts

By Nell Taliercio

Podcasts have been popping up all over the Internet in the past year or so. I have come across podcasts on anything from the latest tech gadgets to gardening tips. With millions of listeners out there and plenty of new people listening to podcasts every single day, now is a great time to start your own podcast and make some money along the way.

So far podcasts sound pretty similar to an Internet Talk Radio Show, doesn't it? Even though the two have many similarities, there are also quite a few differences. Podcasts are unusually not as structured as an Internet Talk Radio show. The tone of a podcast is very informal. Podcasts are usually on blogs and are also available for automatic download to your mp3 player through RSS. Podcasts also don't have guests on every show. The host of the podcasts does a lot of the talking him or herself. Podcasts be shorter or just as long as a talk radio show, plus they can vary in length from one show to the next.

There is a little bit of both hardware and software you will need for a good sounding podcast. Podcasts are usually broadcast as mp3's, so you need some sort of software to record your show as well as a decent microphone. Plantronics has some great mike's available. You can either use software like Allrecorder or a complete service like Audio Acrobat that will also host your audio files for you. Having your files hosted through a service like audio acrobat has the added benefit that people listening to and downloading your podcast will not eat up your bandwidth. This may save you quite a bit of money in hosting fees. You also don't have to worry about troubleshooting when there is an issue with the audio files.

Let's talk about how you can start making money with your podcast. Your two main sources of income will be paid advertising and affiliate programs. You can sell 30 - 60 second ad spots on your podcast, as well as advertising spots on the site that links to the audio file of your podcast. As far as affiliate marketing goes, you can promote related products on your website and mention them in your show. If a listener follows your recommendation and buys the product through your link you will make a commission.

Another, newer source of income for podcasts that's starting to pop up is sponsorship. Companies will pay good money to be mentioned as the main sponsor of the podcast both on your podcast website and in the show itself. Once your podcast attracts some listeners and you start getting some publicity, it should be easy to attract a corporate sponsor. In the meantime you could contact a few small businesses in your target market that may be interested in sponsoring your podcast for a few months.

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Now sit down, grab a pen and paper and come up with a great topic you can talk about for hours. Jot down a few ideas and start recording. Before you know it, your first own podcast will be up online.

Nell Taliercio is the owner of a leading work at home mom resource website packed full of unique information for the telecommuter, business owner and virtual assistant. Visit

<http://www.mommysplace.net>

today



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