

LEVERAGING PODCAST BOOKINGTOURS FOR LEAD GENERATION AND AUTHORITY BUILDING

The Ultimate Strategy for Sales, Credibility, and Networking

MADE BY BROADCASTYOURAUTHORITY.COM



Why Podcast Booking **Tours Matter**

Generate targeted leads through niche audiences. **Build authority and credibility in** 2 your industry. **Enhance positioning as a thought** 3 leader. **Drive sales and increase brand** 4 awareness. **Strengthen relationships with podcast** 5 hosts for future collaborations.

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POSITION YOURSELF ASAN EXPERT

2

Showcase your expertise on specific topics.

Use podcast appearances as portfolio highlights, and media appearances. **Gain social** proof from host endorsements and audience feedback.

3

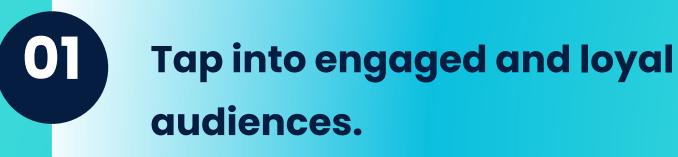




4

Build trust & recognition in your industry.





How Podcast Appearance s Drive Leads



trust.



offers.

more.



Include compelling CTAs, lead magnets, freebie's to drive traffic to your landing page or

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Share your expertise, knowledge to build

Provide actionable insights, results and case studies that encourage listeners to seek

PODCAST INDUSTRY STATISTICS

464.7 LISTENERS GLOBALLY

globally (2023).

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ARE LIKELY

advertised on

podcasts.

87

Solcasts see a 37% higher
brand recall
than other
mediums.



BRAND RECALL

B1 ATTENTION TO ADS

b of podcast
l isteners pay
attention to ads
compared to
63% for TV ads.



CASE Success with **Podcast Tours**

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Founder Carrie C. booked on 6 podcasts in 60

Booked a 6 podcast appearances

Increased lead conversion by 25%.

Closed 10 sales from a single podcast episode.

Gained 30 new Instagram followers

Converted 1 podcast host into a high-end consulting client generating multiple 5+ Figures.

Added an additional multiple 5-figures in new sales from podcast leads in 60 days.

COLLABORATING WITH **PODCAST HOSTS**

2



Prioritize meaningful **conversations** that resonate with hosts and audiences.

Share episodes across your channels to support the host.

- Accept Instagram Collaborations • Repurpose and share as a LinkedIn Article Send out a monthly newsletter showcasing your
- appearances

1

COLLABORATING WITH PODCAST HOSTS



3

Explore joint ventures, affiliate partnerships, & co-branded content.

Foster long-term partnerships for recurring revenue opportunities.

4

5

Be open to in-person collaborations, including travel, to strengthen relationships.



GETTING STARTED PODCAST BOOKING

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Define your goals and identify your ideal audience to align your podcast strategy.

(01

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Research and curate a list of shows that cater to your niche and audience.

02

Value Driven Pitches.

Prepare impactful stories and key talking points to engage listeners effectively.

05

Track performance metrics and refine your approach based on results.

06



Delegate the booking process to a professional agency for efficiency and scalability.

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# TOOLS TO MAXIMIZE RESULTS



Content management systems for repurposing podcast clips.

4



5



### CRM software to manage leads and follow-ups.

## TAKE THE 6-PODCAST CHALLENG

- Start leveraging podcasts to drive leads,
  - sales, and authority:
- 2 Commit to booking and appearing on at least six targeted podcasts in Q1 to
  - kickstart your growth.
- <sup>3</sup> Measure the ROI and refine your

approach.

4 Partner with experts to streamline the

process and secure high-quality

appearances.

5 Your audience is ready and waiting—step up, share your expertise, and start

up, snaro your oxporuso, and start

generating meaningful leads today.







## **Download Your FREE**

## PODCAST ETIQUETTE GUIDE



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@tamarathompsonofficia

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