

castos.com

# PODCAST READINESS GUIDE

REGISTER FOR MORE AT  
ACADEMY.CASTOS.COM

---

Is your company ready for a podcast?

# Podcast Prep



Define a strong premise for your show that encourages listenership.



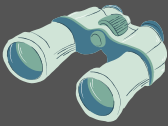
Develop artwork and messaging opportunities for your brand.



Create an audio step-away experience in a video saturated market.



Choose to broadcast a public podcast or a private company-only podcast.



Explore new opportunities for your marketing, sales, and C-Suite teams.



Allocate time for show development, production and promotion.

Start your 14-day free trial at [castos.com](https://castos.com)



Popular microphones for podcasting

# Equipment Prep



ATR-2100 \$94



SHURE SM7B \$399



FOCUSRITE  
SOLO \$119



BLUE MIC  
BOOM \$99

Start your 14-day free trial at [castos.com](https://castos.com)

Creating a podcast studio

# In-house Recording



RODE RODECASTER PRO \$599

Start your 14-day free trial at [castos.com](https://castos.com)

Remote recording apps for multiple speakers

# Apps for Recording

**zoom**

Video Communications



**SquadCast**

**zencastr**

Start your 14-day free trial at [castos.com](https://castos.com)



Editing audio for your podcast

# Apps for Editing



Start your 14-day free trial at [castos.com](https://castos.com)

Promoting your show

# Website Builders



SQUARESPACE

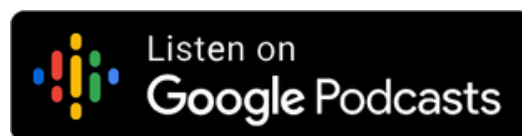
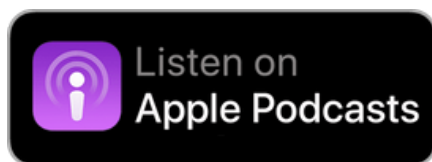
***webflow***

Start your 14-day free trial at [castos.com](https://castos.com)



Listening to podcasts

# Podcast Apps

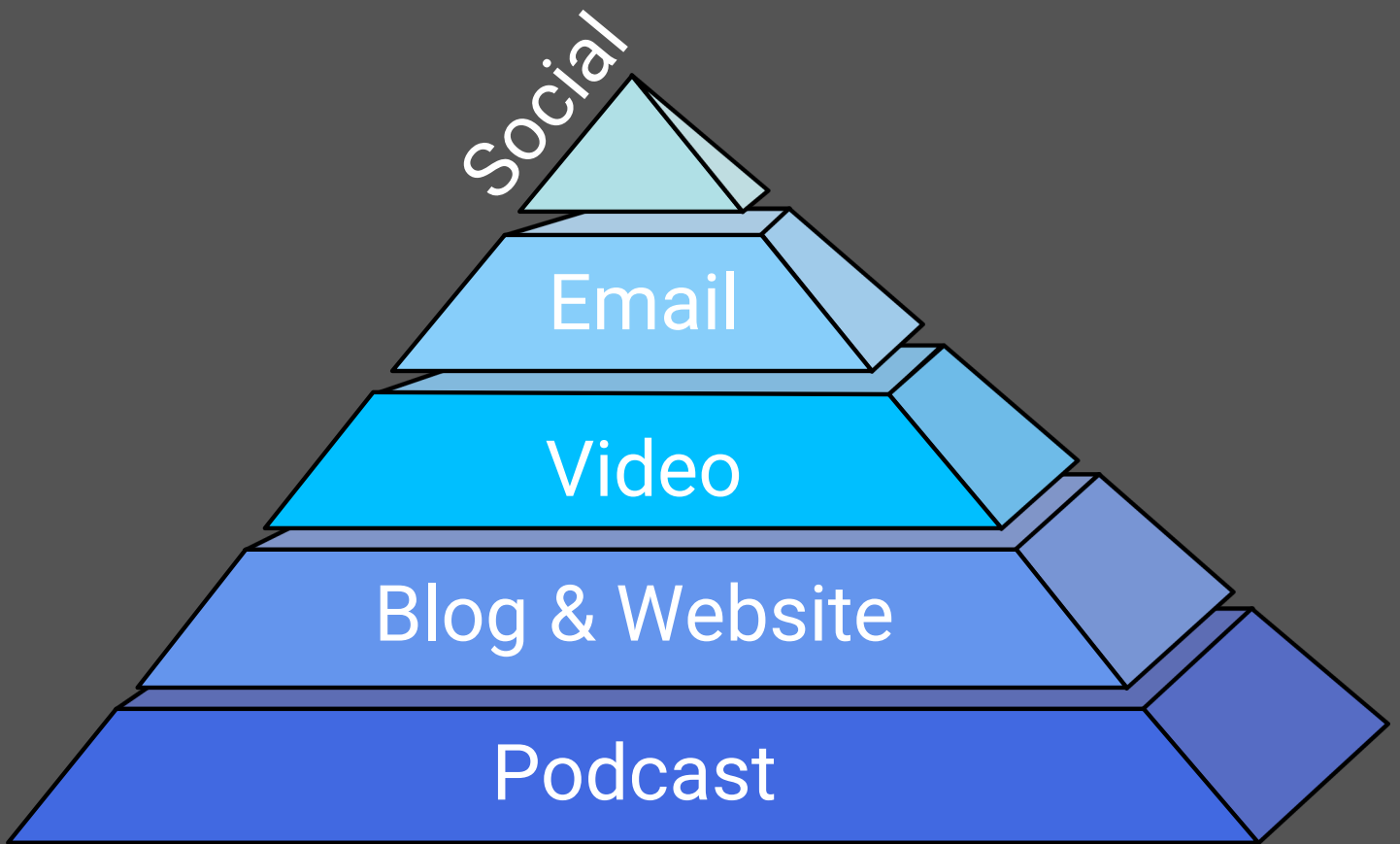


Start your 14-day free trial at [castos.com](https://castos.com)



Supporting a successful podcast

# Content Marketing



Start your 14-day free trial at [castos.com](https://castos.com)

Time & Resources

# Per Episode

TASK	TIME
Research	1.0
Logistics	0.5
Recording	1.5
Editing + Uploading + Show notes	3.0
Promotion + Social media	2.0
<b>Total</b>	<b>8.0 hours</b>

Start your 14-day free trial at [castos.com](https://castos.com)

# Minimum Requirements

- ☐ A premise for your podcast\*
- ☐ A goal for the podcast\*
- ☐ Apple podcast connect & Google podcast manager accounts
- ☐ Two episodes submitted to Apple
- ☐ Podcast cover art 1400x1400 to 3000x3000
- ☐ Podcast hosting & analytics (Like Castos.com!)
- ☐ Audio content!
- ☐ Marketing & promotional plan\*
- ☐ Consistency\*

\* Required for a successful podcast.

Start your 14-day free trial at [castos.com](https://castos.com)



# Frequently Asked Questions

- ☐ Does your show premise match your brand values?
- ☐ Do you have an actionable and measureable goal?
- ☐ Who will handle the creative work on the team?
- ☐ Who will be the host or showrunner for the podcast?
- ☐ Which team will handle editing & general production?
- ☐ Which team will help promote and amplify the content?
- ☐ Does your podcast host provide a fast & structured RSS feed?
- ☐ Does your podcast host claim any ownership of content?
- ☐ Does your podcast host sell ads against or mine data from your show?
- ☐ Are you able to host a public AND private podcast from your hosting provider?
- ☐ Where will the podcast website live?
- ☐ How many episodes per month?

Start your 14-day free trial at [castos.com](https://castos.com)



# Enterprise FAQ

- ☐ Do you require SSO or 2FA authentication?
- ☐ Does each department/stakeholder need a unique podcast?
- ☐ Do you need a dedicated single-tenant hosting solution?
- ☐ Do you need a dedicated support team?
- ☐ Do you require access to a robust API?
- ☐ Do you prefer a branded podcast player mobile app?
- ☐ Do you require other 3rd party integrations into your podcast hosting solution? i.e. Salesforce, etc

Start your 14-day free trial at [castos.com](https://castos.com)



# Production readiness checklist

## ☐ Scheduling recordings & interviews

Blocking the right amount of time for a podcast recording is often overlooked. On average, blocking an hour of your time is the minimum requirement to producing a solid episode.

- Use automated tools for scheduling
- Use built-in scheduling features of recording software
- Leverage pre-interviews to increase quality of the content

## ☐ Recording workflow & collaborating on podcasts

There's a lot that goes into a single episode of your podcast. Make sure your team has access to notes, assets, and recording files to ensure everything goes smoothly.

- Use a shared Google document for sharing notes
- Use a free collaboration platform like Notion to share notes and a content calendar
- Collaborative editing tools like Descript streamline your efforts

## ☐ Promoting & creating podcast awareness

Audio is extremely flexible and "portable" to repurpose into other bite sized chunks of consumable content. Here are some obvious wins for repurposing podcasts:

- A blog post containing the episode, show notes, and a transcript of the episode
- An audiogram -- short video clip -- of an episodes key takeaways
- Uploaded to YouTube to extend reach and SEO
- A unique newsletter that contains exclusive content

## ☐ Public podcasts or private podcasts

Decide if your brand wants to publish a public podcast or a private podcast. You can also take a hybrid approach.

- Public podcasts are great for brand awareness and growing an audience
- Private podcasts are great for members-only content or monetized content
- Company-only podcasts are great "step away" experiences for your organization



# Helpful Videos

- ☐ 7 Microphones compared <https://youtu.be/ps1mdAgeqDY>
- ☐ Register w/ Apple & Google [https://youtu.be/HZy-O3m-\\_Dc](https://youtu.be/HZy-O3m-_Dc)
- ☐ How to make a podcast intro <https://youtu.be/L5oG8LHQI2Y>
- ☐ Validate a podcast RSS feed <https://youtu.be/QWeJFtbMHvI>
- ☐ 7 Tips to promote your show <https://youtu.be/vtPzNP1UFco>
- ☐ Create your own cover art <https://youtu.be/cwM1k6gHCpY>
- ☐ Castos Productions intro <https://youtu.be/Rqmm5fSH70c>
- ☐ 4 Reasons to choose Castos <https://youtu.be/Y5ISh7IjcC4>
- ☐ Castos podcasting analytics <https://youtu.be/Qba3Y7st6uY>

Start your 14-day free trial at [castos.com](https://castos.com)



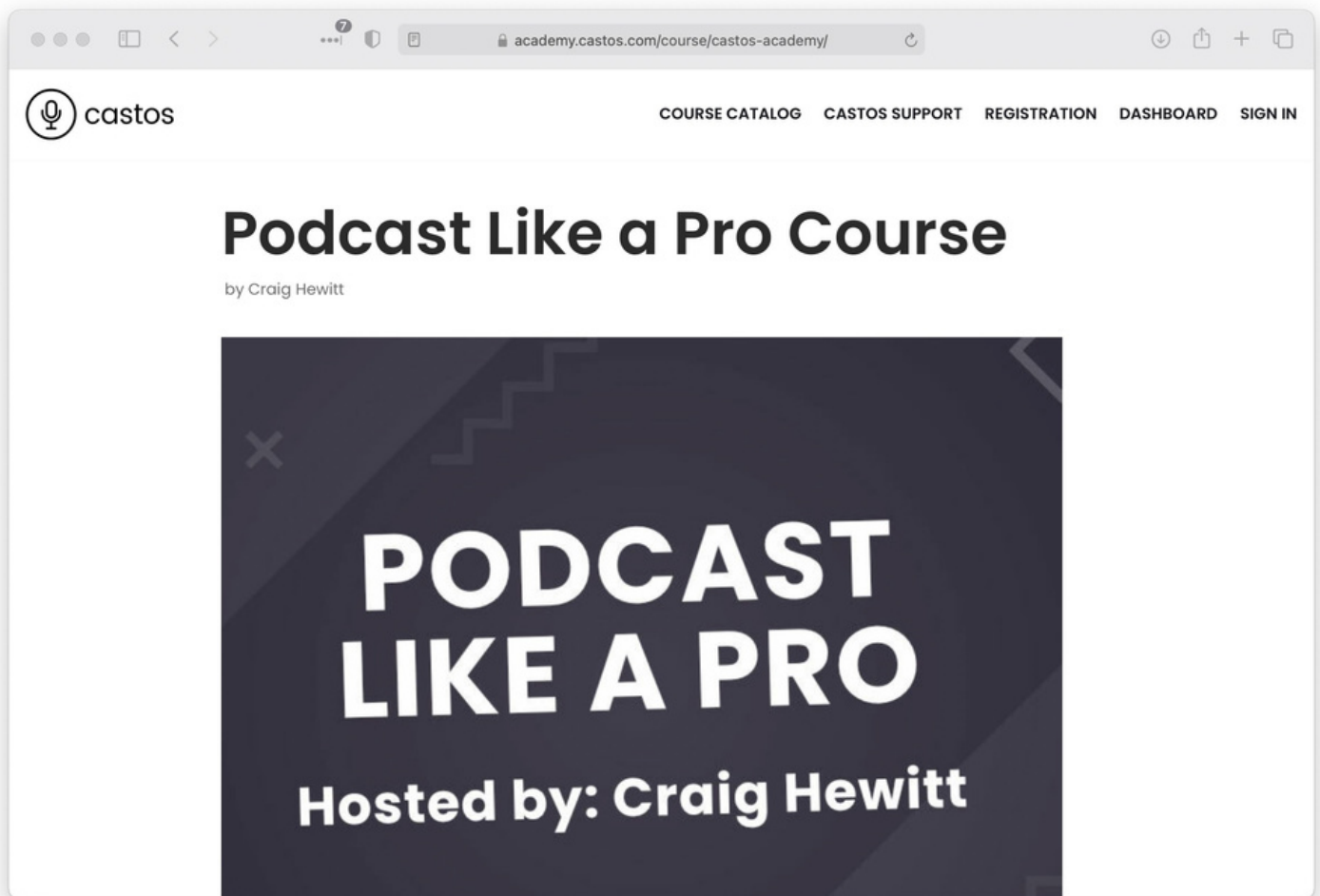
# Audience

Brought to you by  castos



<https://castos.com/audience>

Start your 14-day free trial at [castos.com](https://castos.com)



<https://academy.castos.com>

Start your 14-day free trial at [castos.com](https://castos.com)



Start your 14-day FREE trial at [castos.com](https://castos.com)

# THANK YOU!



[HELLO@CASTOS.COM](mailto:HELLO@CASTOS.COM)

[HTTPS://CASTOS.COM](https://castos.com)

[HTTPS://CASTOS.COM/PODCAST-EDITING-SERVICE/](https://castos.com/podcast-editing-service/)

[HTTPS://CASTOS.COM/ENTERPRISE](https://castos.com/enterprise)

---