

Podcast Marketing Tactic Planner

PODCAST NAME

DATE

Podcast marketing is essential to the success of your podcast, without marketing – how will listeners know that you exist?

Below we've broken down a Podcast Marketing Tactic Planner as well as Podcast Marketing Tactic Results overview for you to review the ongoing success of your campaigns.

Please circle the marketing tactics that you will be implementing for your podcast marketing strategy:

SOCIAL MEDIA PROMOTION	PAID ADVERTISING	PR
COMMUNITY OUTREACH	NEWSLETTER ADS	INFLUENCER MARKETING
HOST-READ ADS	PODCAST CONTESTS	CONTENT WRITING/SEO
OTHER:		

*Reminder: Only circle what you and your team have the capacity to focus on and implement well. You don't want to try to complete too many tactics and have them potentially perform poorly.

TACTIC PLANNER

TACTIC				
BUDGET				
PREDICTED RESULTS				
DURATION				
METRICS TO BE MEASURED				
ACTION PLAN				

TACTIC RESULTS

TACTIC				
START/END DATE				
BUDGET				
RESULTS				
INSIGHTS				