

TABLE OF CONTENTS

FOREWARD BY ROBERT SCOBLE	8
INTRODUCTION	12
Preparing to promote your podcast. Resources for creating a podcast. Using this book to promote audio and video podcasts.	
CHAPTER 1 : PODCAST DIRECTORIES	21
Maximizing the number of listeners that find you in the podcast directories. Choosing a name for your podcast that will stand out in the directories and attract listeners. Getting ranked at the top of search results in the podcast directories.	
CHAPTER 2 : BLOG AND MEDIA DIRECTORIES	47
Taking advantage of blog and media directories. Automatically notifying podcast & blog listing sites of your new episodes.	
CHAPTER 3 : PLUGGING INTO THE SOCIAL MEDIA REVOLUTION	61
Using blog comments & forum posts to attract new listeners. Finding niche-targeted blogs and forums to post to. Creating a magnetic forum signature.	
CHAPTER 4 : SEARCH ENGINE TRAFFIC	77
Attracting free, targeted traffic from the search engines. Planning your search marketing campaign. Optimizing your site to increase your search result rankings. Search engine marketing don'ts.	
CHAPTER 5 : A GAME OF TAG	99
Tagging your media for inclusion in social networks. Attracting listeners from social media web sites such as Technorati and Del.icio.us. Generating buzz in the blogosphere. Conducting marketing espionage.	
CHAPTER 6 : CROSS PROMOTION	123
Strategies for getting exposure in other podcasts. Creating promos and audio comments that other podcasters will play. Finding cross promotion partners.	

CHAPTER 7 : GETTING INK	133
Getting the attention of the media with newsworthy stories about your podcast. Writing an eye-popping press release. Leveraging your position as part of the media to get attention..	
CHAPTER 8 : KEEPING YOUR AUDIENCE	149
Converting listeners into raving fans. Getting feedback from your audience through email, voicemail, blog comments and discussion forums. Making your podcast interactive. Building your email list.	
CHAPTER 9 : TRACKING AND CONVERSION	167
Getting the most from your promotional efforts. Evaluating the success of your marketing by watching your statistics. Measuring the size of your audience. Converting site visitors to listeners.	
CHAPTER 10 : ID3 TAGS	185
Promoting your podcast with information stored in the audio file. Using established conventions to tag your files. Preserving goodwill with your listeners.	
CHAPTER 11 : CONCLUSION	193
Final comments on making noise and commanding attention. Getting more tips on promoting your podcast.	
GLOSSARY	197
INDEX	200
APPENDIX	204

