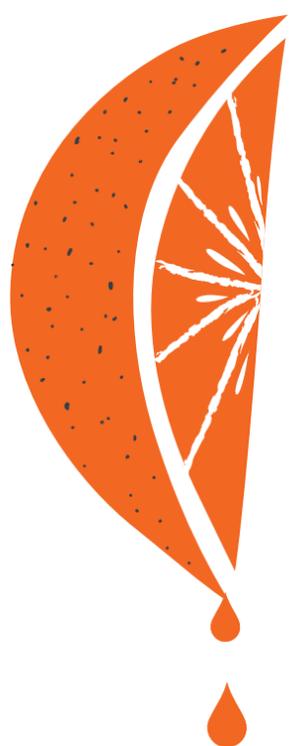


# 3 WAYS REPURPOSING YOUR PODCAST EPISODES CAN BOOST YOUR BRAND AND YOUR AUDIENCE

Credit for concepts to Jaclyn Schiff



## YOU CAN SQUEEZE MORE SEO JUICE OUT OF YOUR EPISODE

Before you sit down to interview your guest, think about high-volume keywords you could address in your conversation.

For example, if you're interviewing a social media influencer, you might ask about strategies for getting more likes or followers on Instagram — both topics frequently searched on Google. After the interview, you can create an article addressing these topics.



## YOU'LL GET MORE SHARES FOR YOUR EPISODE

Podcasts are prevalent these days, so it probably wouldn't shock you if you found out your guest was on several other shows this month. That's great, but it might also mean they're not as excited to share your episode with their followers. For them, it could be just another podcast.

But when you repurpose your episode into an article, they'll be more likely to be excited to share it across their social media platforms.



## YOU'LL COLLECT MORE PRESS HITS AND BOOST YOUR CREDIBILITY

Repurposing your podcast episodes and publishing them on your own website is one strategy, but you can also pitch them to other websites, blogs, newsletters or industry publications.

"If you've got the text in front of you, you make it really easy for people to write about you," Jaclyn says.

These press hits can drum up more brand awareness, boost your listenership and build your credibility.

WANT TO LEARN MORE?  
LISTEN TO EPISODE 90 OF THE PR MAVEN® PODCAST.

