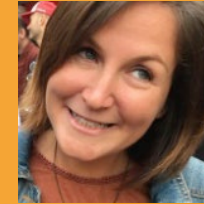
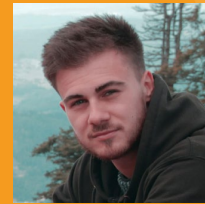
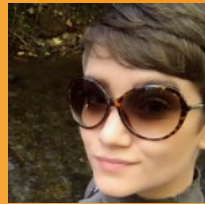




## How to make and start your B2B podcast

Tom Idle  
*Journalist and Producer*

Thirty Seven is a journalist-led content creation agency.



We've reached peak podcast





861,295 podcasts in existence today



250,000 new shows debuted in 2019 —  
almost double the number launched in 2018

Half of all the podcasts in existence were created in the last two years alone

First 6 days of 2020: 54 new series,  
53,922 new episodes



## Types of podcast

Stories

Instructional

Interviews

Discussions and conversations

Capture live events

Magazine/radio shows



Why I started a podcast

I'm a keen listener and podcast fan

I had a new business to promote

Nobody else was doing it

Storytelling is what I do





My podcast

THE  
*Better*  
BUSINESS  
SHOW with Tom Idle

 ThirtySeven

CommuniGator Official Partner

# My podcast

3,000+ plays per month,  
across 4 episodes

Sustainable sponsorship

Brand reach  
(60+ different countries)

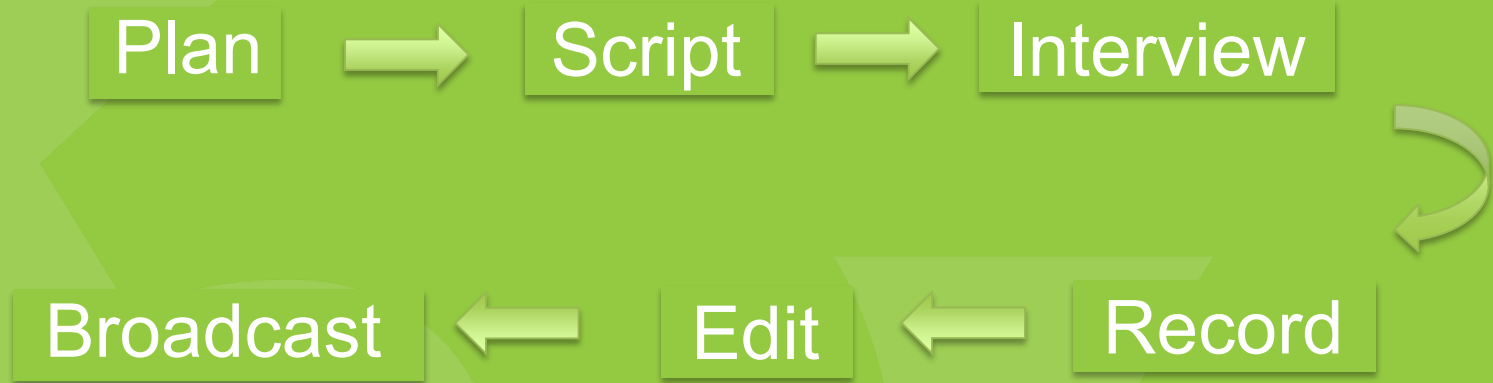
Brand loyalty  
(38% repeat listeners)

Triodos  Bank

The KPMG logo, consisting of the letters 'KPMG' in a bold, white, sans-serif font with a blue outline, set against a blue background with vertical stripes.

The Nestlé logo, featuring a blue line-art illustration of a bird's nest with three birds, followed by the word 'Nestlé' in a blue, serif font. Below the logo is the tagline 'Good Food, Good Life' in a smaller, blue, sans-serif font.

My process



# The practical stuff



A decent recording device is crucial



Make editing simple

Find a decent host and consider presenter training



Find somewhere quiet

# iTunes

Sign up to iTunes



Facebook



WhatsApp



Instagram



Twitter

Share everywhere



Chrome



Gmail



Spotify



Messenger





# Secrets to success

Plan ahead

Be consistent

Apple is king

Make it fun (but professional)

Make it evergreen

Be sure to promote the hell out of it

Look at your data

Make it pay

# The downsides (and why I'm not still running my podcast)



It takes a lot of time

...and ideas

...and energy

Competing for real attention is tough



But podcasts are great



The Better Business Show archive lives on  
(100+ plays per month)

Great investment

New connections

New revenue

New, more engaged audience





Find the experts, don't go it alone!





**Thank you**

[www.thirtyseven.agency](http://www.thirtyseven.agency)