

Updated January 2021

Guest Marketing Kit

TOOLS TO PROMOTE YOUR PRESENCE ON



Want to get the most benefit from
your episode? Read on!



Thank you for being our Guest!

Why promote your presence on our show?

We pride ourselves on choosing our Guests carefully. YOU reflect on US. We take this seriously, and so do our Sponsors. That means that you are in distinguished company. We want every one of our Guests to feel proud to be part of a group of people we admire.

Being a podcast Guest demonstrates that you are media-friendly, that you can handle yourself in an interview, that you have the technical know-how to participate in a remote recording, and so on. This makes you more attractive to other media outlets.

Your Episode is distributed permanently worldwide on a variety of platforms. This is only a partial list, and we are adding more all the time:

- iTunes
- Google Podcasts, including Google Home devices and all Android devices
- I Heart Radio
- TuneIn Radio
- Spotify
- Libsyn
- Blubrry
- Amazon Alexa, including Amazon Music
- Audible (Amazon audiobook platform, our podcast is available free to subscribers)
- Pandora
- Stitcher
- JioSaavn (India music and podcast service, distributed worldwide)
- Podchaser
- Gaana
- Podcast Index
- Deezer
- Always adding more!

Your episode is permanently on these platforms - it never goes away. It will also remain permanently on our website, and may be re-edited or released at any time. Think of it as an ad that you create once, and it works forever.

Your episode is a simple, free, and easy way to get your message out to people that may not discover you otherwise. You have them as a captive audience for the length of your episode. **When people talk about “low effort, high impact” opportunities, *that describes podcasting.***

We provide you with several tools to use in a variety of ways.

You should receive the following items by email shortly after your interview.

1. **An episode graphic.**

This is a square graphic identical to the one used for your episode on iTunes, Google Podcasts, and all the other syndicated channels listed earlier in this document. It's perfect for posting on Instagram, Facebook, Twitter, and other social networks.

2. **A direct link to your particular episode.**

This is a link to the page on our website devoted to your episode. This link will never change, but the page can be augmented or improved over time. If you see something there that needs correction or to be added, please tell us right away. The content on this page feeds virtually ALL of our other media, so it's important that it's accurate.

Also at this location is the link to download your MP3 (the core audio file, like the file of a song you might download from online) of your entire episode. This can be redistributed a variety of ways. Please note that copyright of this file rests with Fraser Valley Focus and Events Plus Management Ltd., and it therefore can't be edited or changed. You may decide that you don't need to download it, as it's always better to share the link rather than the file itself. More on this later in this document.

3. **An Audiogram.**

Think of this like the "move trailer" for your episode. This is an .MP4, a video file. Essentially, it takes a soundbyte of your episode exactly one minute long, and puts it in front of a photograph. By keeping it to only one minute, it can be posted on Instagram, Facebook, and other platforms that would normally not allow video. Video files attract much more attention from search engines than just a plain photo might. This means that posting an Audiogram to social media will promote the episode much more than just a plain picture.

4. **A social Story graphic.**

This might be a video, like an Audiogram, or a still image, depending on the episode. This means that you can share it to your Facebook or Instagram Story, in addition to a regular post.

5. **A set of keywords or hashtags.**

Some of these are standard ones that we use for all our episodes, and some are specific to your episode. Note that some keywords and hashtags are not just individual words, but phrases. Just copy and paste into any social post, blog post, or any other online location.

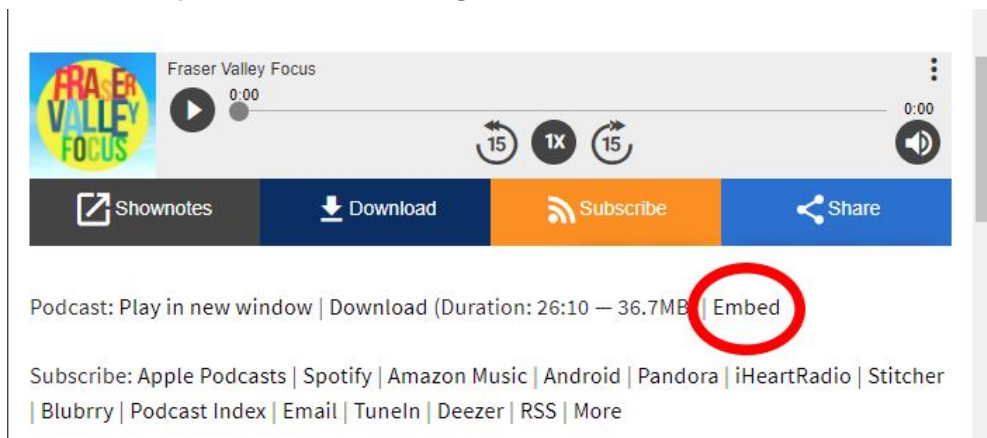
Please see the next page for examples of actions to take with these elements.

Specific recommended actions:

- A. **Post the episode link on all your social profiles, including Instagram, Facebook, Twitter, and more.**

To do this easily, please visit the link we sent you in item (2), from the previous page. There you'll find a social share button that looks like the logo of your favourite social networks. Simply click the button, and follow the instructions. Most networks will automatically grab the photo, the link, and more for you. If you can do it more than once, a few days apart, that's best.

- B. **Use the episode image from item (1) or the Audiogram from (3) and the story from (4) on the previous page to create a custom social post.** You can re-use the language from the page on our website, or create your own. Be sure to include the keywords and hashtags in item (5), and of course don't forget the link from (2) back to the page so that people can click and listen.
- C. **Use the episode image in an email out to your list.** Put that image on any emails you send out, along with the link back to the episode page, or directly link to the iTunes episode, the Google Podcast episode, and so on. Please be sure to include the keywords and hashtags in item (5), and of course don't forget the link from (2) back to the page so that people can click and listen.
- D. **Ask people to like and follow our [Facebook page \[link\]](#),** which will contain a post about your episode, and all future ones. The same goes for [Instagram \[link\]](#), and even [Twitter \[link\]](#).
- E. **Embed your episode onto your website,** so that people can listen to it from your location as well as directly on our site. This is easier than you might think! Just go to the link given to you in (2), and then click the "embed" link below the player. This will allow you to select a code snippet that can be inserted into any HTML website, including WordPress, or even an HTML email such as in (C).



- F. **Put a link to this episode in your email signature,** on your written communications, and even on your business card! We're happy to help, just ask for help at info@fraservalleyfocus.ca.

We appreciate your help to promote the podcast, and your episode. It assists you, and all our other Guests.