

The 5 Biggest Mistakes Promoting Your Podcast Interview

Not making the promotion evergreen:

If you did the interview correctly the information should be beneficial for years. Make sure to continue to regularly promote it for years. Just because it's "old" to you, remember it is "new and exciting" to someone who just found out about it. You can do this more easily with resources like [HootSuite](#), [Edgar](#), or [Social Jukebox](#).

Not mentioning the host:

If you want the host to continue to promote it, make sure to mention them. Tag them in posts and mention them by name. Everyone listens to their name. This will help build a relationship.

Not using graphics:

Often it is a challenge to get an audio interview to grab attention in a non-audio platform. Using eye catching graphics or even gifs can help move people to listening to the interview.

Not using video:

Video is all the rage on social media. You can easily transform your audio clip into a video clip using services like [Calmmr](#) or [Wave Social Card Generator](#).

Not using the words "LISTEN NOW":

While over 40% of the US routinely listen to podcasts, the majority of those on social media won't know there is more information they can access. Tell them what to do and make it easy for them to go from Listeners, to Visitors, to Leads

