

Comet Media

The **Modern** podcast marketing blueprint

STRATEGIES THAT DROVE 2 BILLION+ VIEWS

We are Comet Media

Where creativity travels at light speed.

AGENDA

Attention is the new *OIL*

1. The old Approach
2. New Approach
3. How Our Approach Works
4. Aspects of Podcast Marketing
5. Comet Media at Your Service

1. The old approach

Pray
^

Record and ~~play~~ strategy

The really simple old approach formula

Record + Publish < Smaller audience reach



Old approach

THE OLD APPROACH

This approach results in potentially great **content loss** in the **vast sea** of online audio.

Just record, publish, hope method **won't work anymore**.



2. The New approach

views

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Record + hype + distribution + optimisation + loyalty creation

no pray but play the strategy

The really simple new approach formula

Strategy + Distribution < **Bigger** audience reach



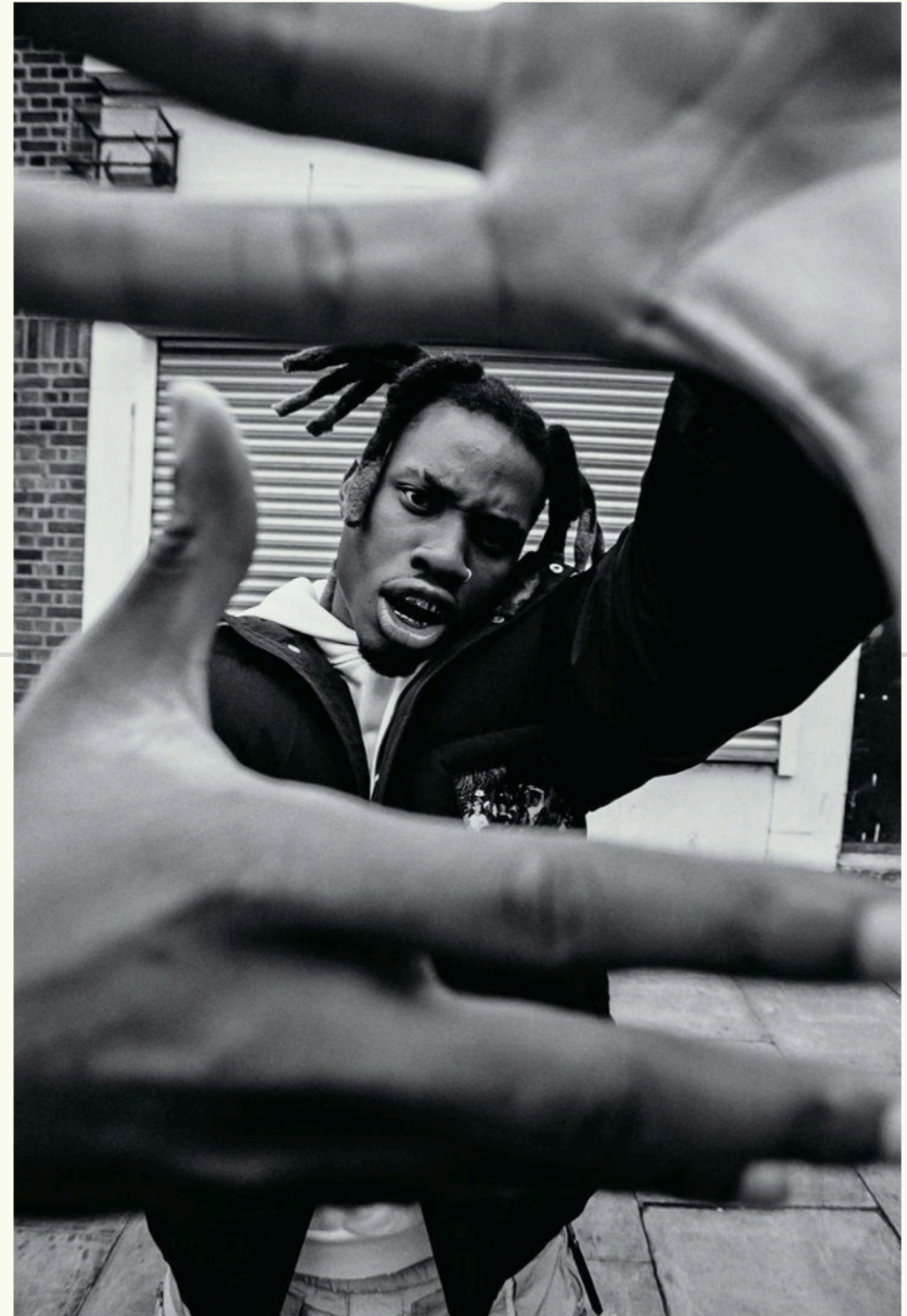
New approach

THE NEW APPROACH

Hype

Create a buzz around your podcast through strategic marketing and promotion.

1. Creating intriguing trailers with snapshots from episodes
2. Announcing guests and sharing intros of guests to peek interest
3. Offering behind-the-scenes glimpses.
4. Sharing release dates and conversation summaries.



The really simple new approach formula

Curiosity + Anticipation < **Hype**



intriguing teasers, exclusive previews, and guest announcements

THE NEW APPROACH

Distribution

Expand your distribution to include a wider range of platforms and directories. and other forms of content peices

- Expand to instagram , twitter , linkedin
- Platform specific content for bigger audience reach
- Leveraging short form and text posts
- compelling animated short forms for reaching the widest audience



The really simple new approach formula

Reach + Discovery < **Distribution**



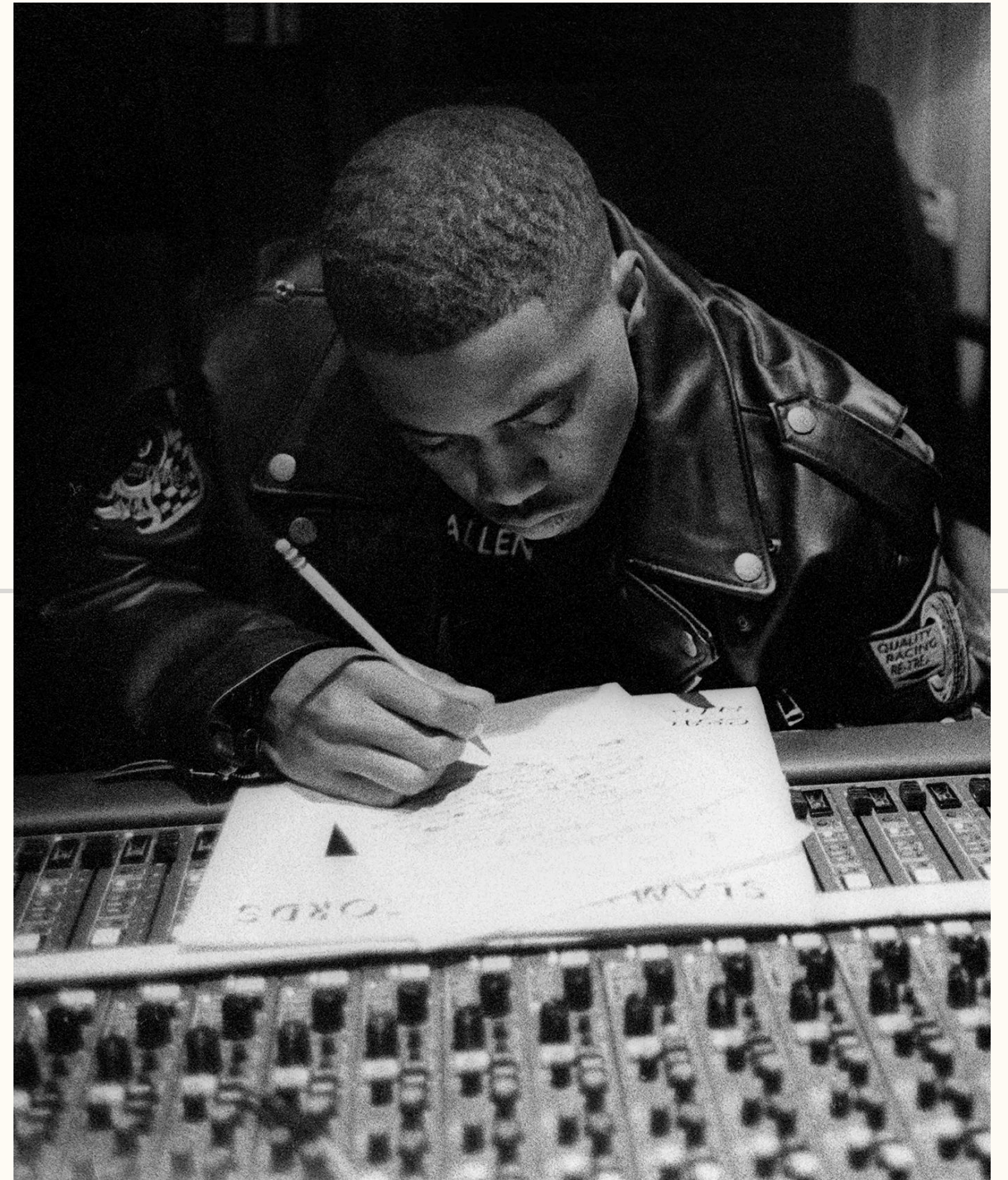
Short-Form Content, Long Podcast, cross promotion on all social media

THE NEW APPROACH

Optimisation

Optimize and A/B Test podcast title , description, and engaging thumbnails

- Optimize title and description for seo
- Creating multiple CTR optimised thumbnails
- A/B Testing thumbnails and other parts for lifetime engagement
- Continuously monitoring and refining the presentation



The really simple new approach formula

Data + Iteration < **Optimization**



A/B Test Thumbnails , titles , description | SEO

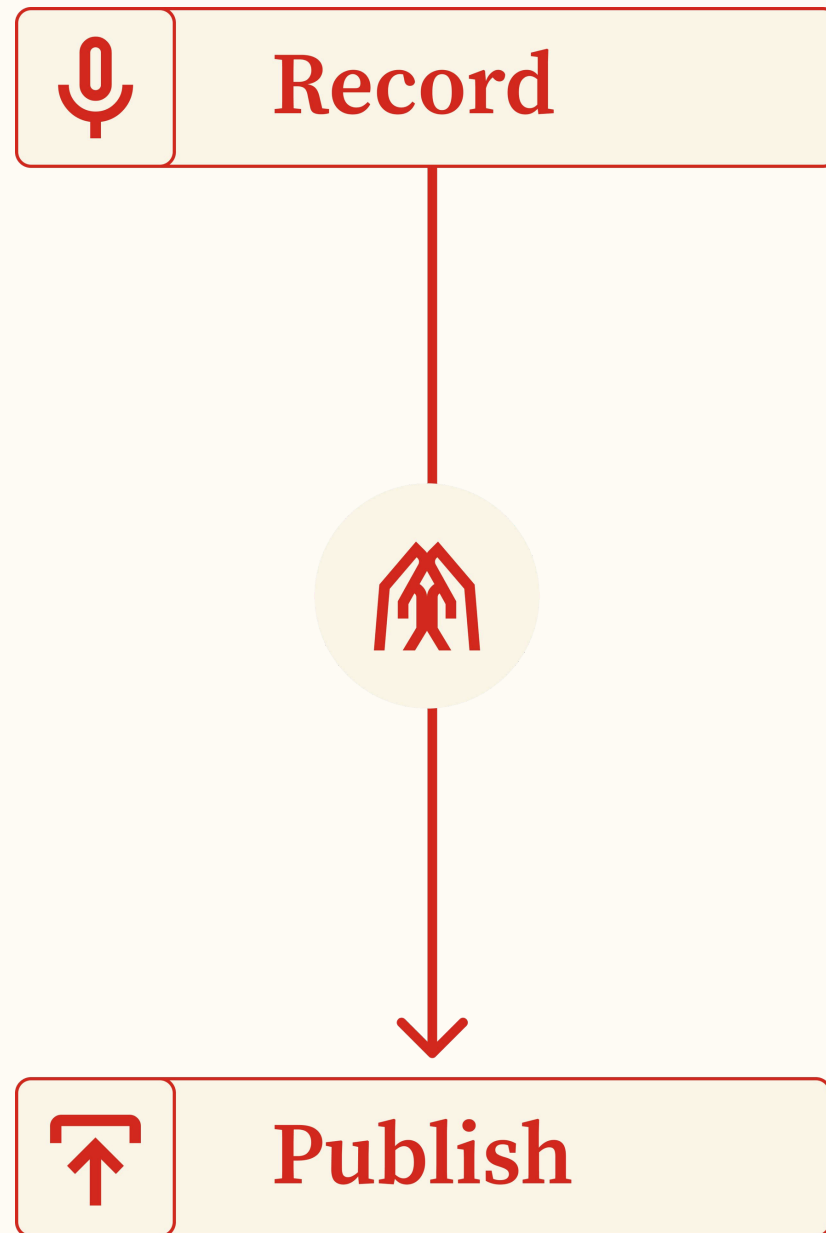
3. How our approach works

Your Podcast + Comet Media

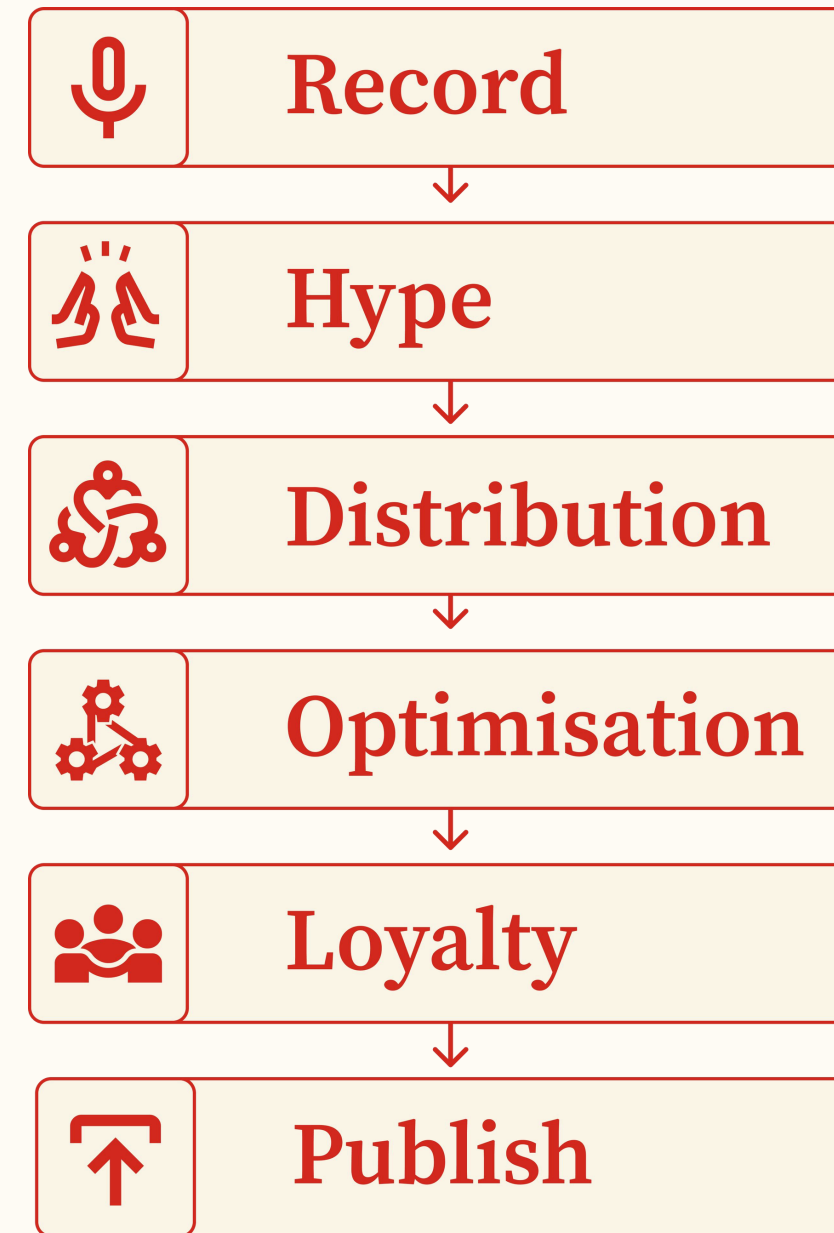
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Record + Hype + Optimisation + Distribution

BEFORE



AFTER COMET MEDIA



Attention is the new *oil*

-Michael Goldhaber

“

The best product in the world is worthless if no one knows about it.

“

Marketing is not the end of the production process, it's the beginning.

Comet Media Podcast Amplification Process

Hype Creation

1

1.1

We create **engaging trailers** from episode footage, generating hype and curiosity

- a. Showcases** key moments to attract viewers
- b. Builds** anticipation for upcoming episodes
- c. Increases** overall audience engagement

1.2

We craft **LinkedIn posts** based on trailer timelines, **sparking curiosity** and **introducing guests**

1.3

We **distribute trailers** across Instagram and other platforms with release dates

- a. Utilizes** visual platforms for maximum impact
- b. Ensures** consistent messaging across all channels

Distribution 2

2.1

We create **compelling short forms** with brand palette animations and visuals that reach a wider audience

- a. opens doors to **bigger audience** segments
- b. works as **top of funnel** to reach ideal listener profiles and improve **discoverability**
- c. as mass audience consumes short form, we **double down to drive viewers** to full episodes

2.2

We create **written content distribution** in form of **LinkedIn** post and **twitter** Post

2.3

Creating distribution outside main episodes is like giving a **sample of an expensive product**, enticing potential listeners with **bite-sized content**.

3

Optimisation

3.1

First impressions matter. We obsess over your **thumbnails**, constantly tweaking and testing to make sure they pop on every platform.

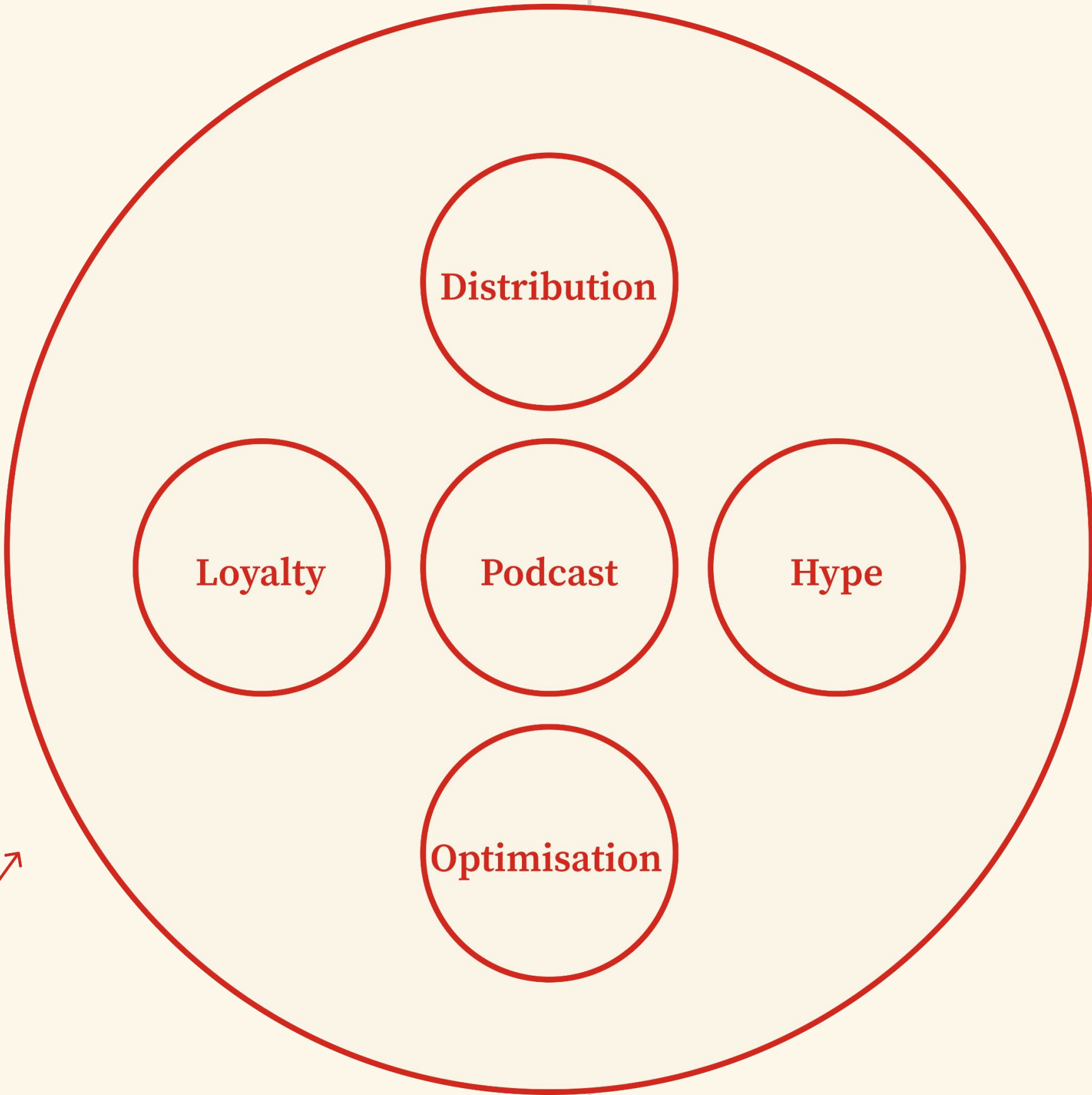
3.2

We implement **lifetime click-through rate optimization** strategies playing the long game. We keep a close eye on your click-through rates and adjust our strategy to keep you **ahead of the curve**.

3.3

Titles and descriptions might seem small, but they're **mighty** . We fine-tune them daily, making sure your podcast is easy to find and **impossible to resist**. We refine titles and descriptions daily using iteration methods and **SEO best practices**,

New Approach



Comet Media



Attention is the new *OIL*

And we are *OIL PUMPERS*

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Comet Media.

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bye.