MarketingSherpa

Web 2.0: Podcast Launch Checklist

PREPARATIONS

- ☐ Identify goals
- ☐ Pinpoint target listener
- ☐ Select participant(s)
- ☐ Select presentation style (lecture, talk show chat, interview, etc.)
- ☐ Choose vendor(s) and/or technical staff
- ☐ Test microphone/recording equipment
- ☐ Download audio editing/recording software

CREATING THE PODCAST

- ☐ Record audio
- ☐ Add music and/or sound effects
- ☐ Edit mixed audio
- ☐ Save master file in WAV format
- ☐ Save a version in MP3 format (make sure file has an .mp3 extension)
- ☐ Upload/publish MP3 file
- ☐ Test files on several MP3 players
- ☐ Make sure sound is easy to hear

AFTER PODCAST IS RECORDED

- ☐ Select RSS creator and/or feed generator, if needed
- ☐ Create RSS feeds
- ☐ Publicize podcast
- ☐ Track stats and feedback
- ☐ Plan next podcast

NOTES:

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