

HOW TO USE PODCASTS TO DRIVE SALES LEADS

UNLOCK A POWERFUL CHANNEL FOR GROWTH

Success Story: Podcast to Premium Client

Real Results

E



B2B Consultant

Single industry podcast appearance

1 podcast episode

From one 45-minute conversation

\$ six figure contract

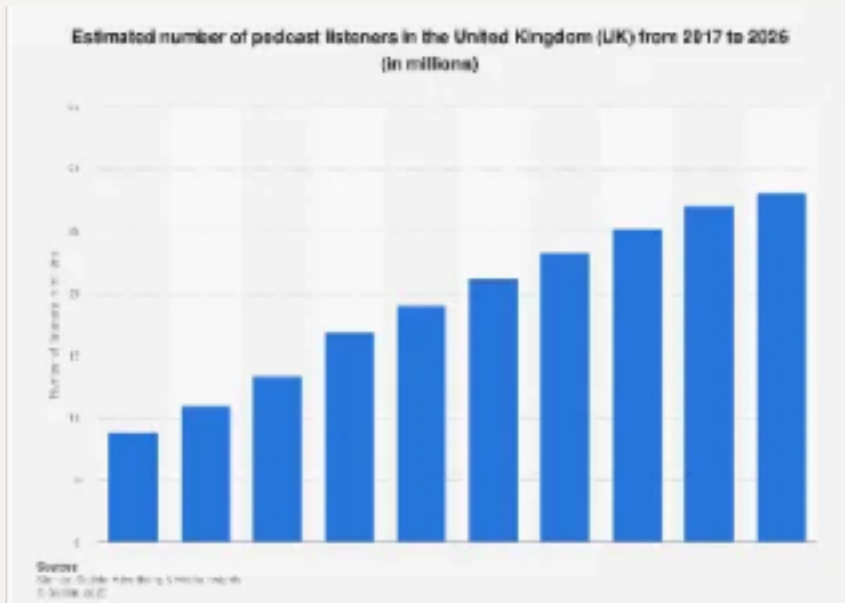
Closed within 3 weeks of episode

Key Insight

A single, strategic podcast appearance can lead to significant, high-value business opportunities and attract your ideal customer profile.

The Rise of a Trusted Medium

UK Podcast Market Growth



Source: Edison Research, The UK Podcast Consumer 2024

69%

UK adults have listened to podcasts

42%

Monthly listeners (record high)

5+ hrs

Weekly listening time

Key Insight

Podcasts are a deeply engaging and trusted medium with a dedicated, growing UK audience.

Why Podcasts Are a Goldmine for Leads

The Trust Factor

65%

Listeners feeling a personal connection to their favourite hosts



63%

UK listeners have purchased products recommended by podcast hosts

80%

Listen to entire episodes, ensuring your message is heard

£75K+

Average household income of podcast listeners

Key Insight

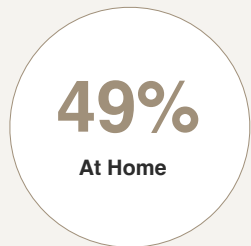
The combination of high trust, complete attention, and affluent demographics makes podcasts uniquely effective for generating high-quality leads.

When & Where They Listen

The Customer Journey

The Intimate Medium

Podcasts reach your audience in moments where other marketing simply can't. This creates unique opportunities to connect with potential clients during their daily routines.



During household chores



Captive audience



Focused attention

Key Insight

Podcasts are a uniquely intimate medium, reaching customers in moments where other marketing simply can't.

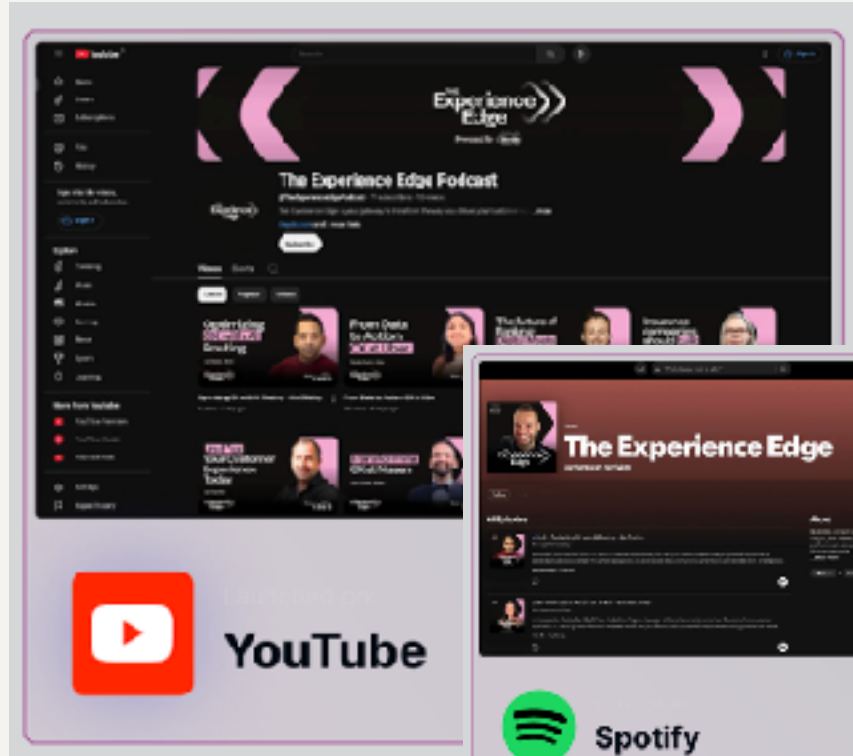
Marketing Implications

- Captive audience with high attention span
- Multitasking environment creates unique engagement
- 83% of senior executives listened in the past week



Strategy 1: Host Your Own Podcast

Become the Authority



TheyDo PRODUCTION

Become the Authority

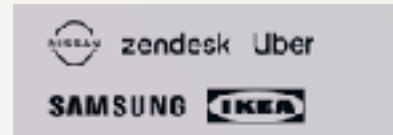
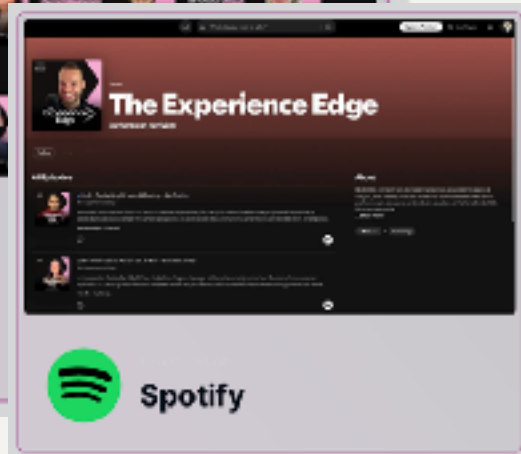
Position yourself as the trusted expert in your industry

Invite Prospects as Guests

Non-salesy relationship building with potential clients

Content That Works 24/7

Create a long-term lead generation asset



Strategy 2: Guest on Other Podcasts

Expand Your Reach

The Guesting Advantage

Appearing as a guest on established podcasts allows you to tap into pre-qualified audiences already interested in your area of expertise.

"Being a podcast guest is like getting a warm introduction to thousands of potential clients at once."



Tap Into Existing Audiences

Reach new, pre-qualified listeners instantly

Borrow Host Credibility

Instant trust transfer to your brand

Offer a Lead Magnet

Valuable resource to capture contacts

See handout for detailed implementation steps

Where to Find Podcast Opportunities

Directories & Platforms



Podcast Directories



PodcastGuests.com

Connect with hosts



MatchMaker.fm

UK-based networking

Social Platforms



LinkedIn

#lookingforguests



Twitter

#PodcastGuest

UK-Specific Resources



British Podcast Awards

Award-winning shows



Podcast Radio UK

Featured podcasters

Pro Tip: Research shows before pitching. Listen to 1-2 episodes to personalize your outreach for 3x higher response rates.

Effective Delivery & Essential Equipment

The Technical Foundation

Message Delivery

- 01 Be Conversational**
Speak naturally as if talking to one person
- 02 Tell Stories**
Use client examples and personal experiences
- 03 Clear Call-to-Action**
One specific, memorable next step for listeners
- 04 Prepare, Don't Script**
Use bullet points, not word-for-word text



Essential Equipment

-  **Samson Q2U**
Best value USB/XLR hybrid mic (£70)
-  **Audio-Technica ATH-M20x**
Closed-back headphones (£50)
-  **Riverside.fm**
Professional recording platform (£15/mo)
-  **Stable Internet**
Minimum 10Mbps upload speed



Promotion & Tracking

Maximizing Your Impact

Promotion Strategies



Share Every Appearance

Website, email newsletter, and social media



Create Short Clips

30-60 second highlights for social media



Repurpose Content

Blog posts, quotes, and email newsletters



Tag Host and Show

Expand reach through their audience

Tracking Methods



UTM Codes

Track traffic source and medium

```
yourwebsite.com/offer?utm_source=podcast_name
```



Dedicated Landing Pages

Custom page for each podcast appearance



Tracking Pixels

Retarget visitors with Meta Pixel, LinkedIn Insight Tag



Monitor Performance

Identify which podcasts drive the most valuable leads

Key Takeaways

The Podcast Advantage



"The podcast medium offers a unique opportunity to connect with your ideal clients in an intimate, trusted environment that no other marketing channel can match."

Trust Drives Action

63% of UK listeners have purchased products recommended by podcast hosts, making it one of the most effective trust-building channels.

Two Powerful Approaches

Whether hosting your own show or appearing as a guest, podcasts create meaningful connections with potential clients.

Measurable Results

With proper tracking and promotion, podcast appearances deliver quantifiable lead generation results.

Resources

Questions?

Contact

Jim A James

Email

jim@theunnoticed.cc

Website

www.jimajames.com

- Handout with detailed implementation steps

