

HOW BONNIE MARCUS GREW HER PODCAST AUDIENCE WITH THE HELP OF WEAVING INFLUENCE

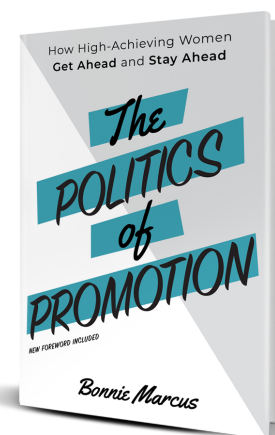


THE CLIENT

Bonnie Marcus is an executive coach, author, speaker, and podcast host who is passionate about helping women own their talent and ambition in order to advance their careers.

Her book, *The Politics of Promotion: How High-Achieving Women Get Ahead and Stay Ahead*, is a resource for ambitious women who want to get ahead in the workplace. Bonnie outlines the complex rules of office politics and provides clear instructions to help women align themselves with important stakeholders and build relationships with influential advocates so that they are not blindsided when it comes time for the next promotion.

Defying gendered ageism is another passion point for Bonnie. On her podcast, *Badass Women At Any Age*, she interviews badass women (mostly over 50) and shares their stories of doing extraordinary things to change perceptions and challenge the status quo.



THE CHALLENGE

Bonnie Marcus partnered with Weaving Influence to help overcome the following challenges:

1

Build an audience for the podcast. As a new podcast, *Badass Women At Any Age* started out with no audience, so our main focus was to build an audience of listeners who were interested in the topics Bonnie and her guests would cover: sexism and ageism in the workplace, lack of effective leadership, apathy and burnout, lack of work/life balance, and more.

2

Expand the podcast's reach. While Bonnie's primary target is career women, ages 35-55, we wanted to leverage Bonnie's message and make it more universal in order to reach younger audiences of women who could learn from the badass women sharing their stories of determination and inspiration.

3

Drive engagement to other key assets and channels. Podcast subscribers are often a driving force to other key assets and channels, so we wanted to take advantage of the podcasting platform to help promote Bonnie's core messages for women: aging boldly, defying gendered ageism, and owning your power to advance your career. Key assets and channels include Bonnie's book, customized coaching offers, the website, and social media platforms.

WEAVING INFLUENCE WORKED WITH BONNIE MARCUS TO IMPLEMENT THE FOLLOWING STRATEGIES:



Leveraging Bonnie's Existing Network. Our main approach to growing listenership for *Badass Women At Any Age* was to lean on Bonnie's existing network of like-minded women who had relatable stories to tell about their careers. These initial guests were able to promote the podcast and share messaging with their networks across multiple platforms, which expanded the reach of the podcast. Additionally, Bonnie has been a guest on several podcasts herself, so we tapped into these resources and invited the podcasters to be on Bonnie's show.



Targeted Research for Podcast Guests. There are a lot of badass women who have a story to tell and we relied heavily on targeted research to find guests who fit the overarching themes Bonnie covers on the podcast. This included searching for "Female Business Executives in Los Angeles" and "Podcast Hosts + Women and Career Podcasts." We aimed our search efforts to include women who are notable in their fields and/or who had a life-changing story to tell.



Continually Refining Topics. Shortly after the podcast took off, we began to see what was resonating with listeners, which allowed us to hone in on topics. Our goal is to consistently provide value to the audience, so this is an important step in the process. Trending topics saw an increase in listeners, as did those guests who had an authentic personal story to tell. We continue to monitor trends and use them as fuel in our research for future guests and their stories.

THE GRANULAR DETAILS

Posting Strategy. Our posting strategy includes iTunes for ease of searchability. We have explored expanding this to Soundcloud and other hosting platforms.

Newsletter Inclusion. Bonnie has an active, healthy email list. As part of our marketing efforts, we send out a weekly newsletter and include the recent and/or upcoming podcast episodes. Graphics are included, along with a short summary of the episode and a “listen now” link if the show has already aired or “stay tuned” link if the show is not yet live. This simple but effective marketing tool ensures the show reaches an additional 3,000+ people each week.

Guest Promotion. Our goal is to leverage the networks within the network, so each podcast guest gets an email with promotional materials to help them spread the word about their episode. The key is to make it as easy as possible for them to share. We provide each guest with:

- » a direct link to the podcast
- » an episode graphic with their name, headshot, and episode title
- » social sharing links for Twitter, Facebook, and LinkedIn
- » promotional social media copy that they can cut and paste directly onto their platforms
- » a link to Bonnie's social media and the appropriate hashtags to use
- » a note of thanks for being on the show; gratitude for sharing their stories is important

Branding. We consider this a key element for *Badass Women At Any Age*. We visually went in a completely different direction from Bonnie's other assets, to distinguish the podcast from her website and book. This fresh approach allowed the podcast to stand alone, garner new attention, and reach new audiences. Graphics are created for each guest, including their name, headshot, and episode title, to ensure consistency in branding and social sharing.



Social Promotion. We create original copy for each episode and for each platform we're posting to. This means you won't see the same messaging on Twitter as you do LinkedIn. This creates a unique view of the episode for those who may follow Bonnie on multiple platforms, thus encouraging more click throughs. Each episode is promoted the day it goes live, and on some channels, the episode will be promoted later in the week to ensure the episode gets traction. Messaging stays consistent by tagging the guest and using the #BadassWomenPodcast hashtag in every post. We want to promote the show as well as the guest, who will like or share our posts in addition to their own. Older episodes are recycled and included in promotion throughout the month to demonstrate the broad range of topics, encourage interest, and increase listenership.

Specific CTAs. We're always looking to create additional touchpoints. In addition to promoting specific episodes, we will post a specific call to action to subscribe, like, and share the podcast, along with a graphic to offer the visual aspect. This call to action is simple and doesn't require a full listen, so can be impactful on the right channels.

7K+

DOWNLOADS IN
LESS THAN 1 YEAR

AVERAGE OF

3.2M+

HASHTAG
IMPRESSIONS
PER MONTH

AVERAGE OF

2.2M+

HASHTAG REACH
PER MONTH

THE RESULTS

The results of the partnership helped Bonnie Marcus achieve audience growth for her *Badass Women At Any Age* podcast.

Build an audience for the podcast. The first on our challenges list, we have had great success in growing Bonnie's audience from zero to 7,065 unique downloads in just under a year of production. With 45 episodes currently in circulation, we have seen consistent trends in download rates, with some episodes pulling in as many as 300+ unique listeners. We consistently track the #BadassWomenPodcast hashtag on Twitter and, on average, we have 3,280,499 hashtag impressions and 2,216,886 hashtag reach each month.

Expand the podcast's reach. Our targeted guest research and promotion efforts have really paid off for this second challenge as we've extended our audience to include our primary target audience as well as those career women ages 25-35 and 55-65. While the podcast is still primarily focused on women over 50, we're encouraged by the interest we're seeing, both in guests and listeners, from women who are just starting their careers and life journeys. The episodes with Jesse Draper and Jacynth Bassett demonstrate this interest.

Drive engagement to other key assets and channels. Our third and final challenge, we've seen an uptick in interest for Bonnie's book and her personalized coaching programs. This is a result of promotional efforts of the podcast as well as those assets on their own.

HOW CAN WEAVING INFLUENCE HELP YOU ACHIEVE SUCCESSFUL PODCAST PROMOTION?

Audience growth takes time, so promotion is key. Our findings show that leveraging personal networks as well as the networks of podcast guests is imperative to growing the audience for *Badass Women At Any Age*. Additionally, consistently branded social promotion continues to be critical for continued engagement with each episode.

Are you looking to launch and grow your podcast? We'd love to help your message reach wider audiences. Our services include helping you start your podcast, grow your audience, and help with ongoing maintenance. In other words, we'll handle the details! Learn more about what we offer here: podcast.weavinginfluence.com

Looking for additional help? We'd love to share more resources, support, and guidance.

Check out the rest of our services at weavinginfluence.com or connect to discuss our custom service offerings by emailing becky@weavinginfluence.com.