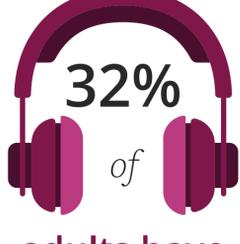


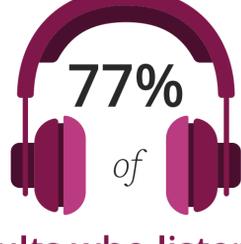
The Potential of Podcasting

in Higher Education Marketing

Podcasts are becoming an increasingly popular tool in higher education to reach prospective students, showcase expertise, and share knowledge. When created and implemented in a high-quality and thoughtful manner, they can have a *big impact*.



adults have listened to a podcast within the past month¹



adults who listen to podcasts do so for at least seven hours a week²

Why Podcast?

Podcasts can attract and retain learners by increasing your institution's visibility as well as by establishing and maintaining a connection with your target audience. To do successfully, topics and content should be interesting, compelling, informative, and even entertaining—but never salesy.

Podcasts also offer an opportunity to engage with current students. For example, episodes about career development, work-life balance, and study tips can benefit current learners as well as prospective ones.



Getting Started



1 Determine if you can do a podcast.

You should be realistic about whether your team has the qualifications, time, resources, budget, and skill to create, record, publish, and publicize podcasts—and do it consistently.



2 Find a clear premise.

A podcast needs to be based on a clearly defined concept rather than a vague idea. Some might focus on thought leadership and research. Others may be tied to a prominent academic program or an issue important to your school or the region.



3 Outline your goals and metrics.

Don't start a podcast just because it's trendy. You should have a clear strategy: What is the purpose of the podcast? Who is it for? How does it fit into your school's overall mission and brand? How will you measure its success?



4 Create a team.

While some individuals produce shows on their own, most podcasts require multiple people. While some staff members may end up handling several responsibilities, you'll need people dedicated to story development and production, hosting, recording, mixing and editing, promotion, listener relations, and data analysis.



5 Choose equipment and space.

- ✓ Invest in quality microphones and headphones.
- ✓ Determine which recording software and hosting platform(s) to use.
- ✓ Figure out which technology to use for audio from call-in guests (it must be crisp and clear).
- ✓ Find a quiet recording space free from interruptions or outside noise. This could be a conference room or empty office. If you have a campus radio station nearby, check if the studio is available.



6 Plan your show.

This is the fun part. First, establish general guidelines. How long will each show be, and when will it come out and how often? It's helpful to plan a season's worth of shows, while leaving flexibility for unforeseen developments or news. Once you have a general schedule, you can plan each episode: the topic, host, guest, etc. You can also decide on theme music and a recorded introduction.



7 Diversify your distribution channels.

There are several platforms for podcasts, so you'll want to make your show available on a variety of them. Popular options include Apple Podcast, Google Play, Stitcher, TuneIn, SoundCloud, Blubrry, and Player FM.



8 Market your podcast.

- ✓ Share individual episodes on social media with relevant hashtags.
- ✓ Link to your podcast from relevant pages on your website.
- ✓ Add a link in marketing emails, both in a signature as well as in emails highlighting it.
- ✓ Write a supplementary blog post on the podcast topic, with a link to the episode as well as a transcript (which helps with accessibility as well as search engine optimization).

Suggested Listening

Listening to other higher ed podcasts can help you familiarize yourself with the medium, find out what other podcasters are already covering, and figure out what formats you do and don't like. Some suggestions include:



- **Higher Ed Social.** Created and hosted by higher education marketing professionals, each episode is an interview with a higher ed social media expert.

<http://highered.social>



- **Hashtag Higher Ed.** This covers many aspects of higher education marketing. Shows have covered blogging and enrollment management in the digital age.

<http://resources.ecityinteractive.com/hashtag-higher-ed-podcast>



- **Marketing Scoop.** This podcast from the digital marketing firm SEMRush shares tips and success stories about everything from SEO audits to infographics.

www.semrush.com/podcast



- **Social Media Marketing.** Regularly named one of the top 10 marketing podcasts, this weekly podcast has explored Instagram stories, long-form videos, Facebook ads, and more.

www.socialmediaexaminer.com/podcasts

Podcasts are popular for their on-demand mobile format and are often perceived as more intimate than other forms of communication, leading to greater engagement with your audience. Adding this tool to your institution's marketing strategy can be worth the time and effort.



Wiley Education Services provides multi-channel marketing planning for our partner universities. We can help your institution implement and manage integrated digital campaigns to reach more prospective students.

Source: "Professional development: Marketing and higher ed podcasts you should be listening to" and "The potential of podcasting in higher education marketing" by Donna Talarico, in *Recruiting & Retaining Adult Learners*, Vol. 21, Issues 9 and 10.

¹ <https://www.edisonresearch.com/the-podcast-consumer-2019/>

² <https://discoverpods.com/podcast-trends-report-2018/>