Daniel Hall Presents

REAL FAST RESULTS PODCAST

Episode 96

How to Get Your Message Out by Sponsoring a Podcast on the Cheap

with Dan Walton

Welcome to this episode of the Real Fast Results podcast! This episode actually revolves around the whole podcast movement and what is going on for content creators. Today's special guest is Dan Walton. He is the creator and founder of Cast.Market, which enables podcasters and potential sponsors to explore the podcast landscape. With it, you can track any show's popularity across time and by geographic region. These are important metrics for people who run podcasts.

While creating this service, Dan discovered new insights on what drives listeners to shows. So, in addition to providing the democratic data that it does, Cast.Market is launching a brand new advertising network, which breaks down the barriers of podcast advertising. Dan believes that by connecting sponsors and advertisers in an efficient and automatic way, he can make podcasting more productive for everyone. Welcome to the show Dan…

Promise:

We're going to talk about how to improve podcasting and how to improve your show, if you're a podcaster. Also, we'll discuss how to get your message out about what you are doing, through podcasting.

If you are an author or speaker, one of the best ways to improve your speaking, and your work, and all of that is to start a podcast, if you haven't already. It's an opportunity to speak

and learn how to put these sorts of things together. And, I think it's an awesome thing to do. It's easy, and it's a great way to connect with an audience.

Cast.Market tracks every single podcast and its popularity in every country. So, you can go on there and search for different shows to see which shows are popular and which aren't. **For instance, if you are planning on starting a podcast about speaking, and you are trying to decide what your topic should be, you can go and search around to see what other shows are talking about.** You can also see how they are doing in terms of their popularity. So it's a good research tool for people who are thinking about creating a podcast.

Finding Podcast Interviews Using Cast.Market

It's a good way to find podcasts that you might want to be on as a guest. You can search for those and then reach out to the creators of those shows through Cast.Market. As previously stated, you can also use it to find out how popular a show is. It is tricky to measure a podcasts' audience, just because of the way things are designed from a technical point of view, but Apple does rank the popularity of shows. It's not clear how all of that correlates to listeners, but you can go on and see the iTunes popularity of any show, and you can see, "I did my interview on such and such date, how popular was the show? Was it on the charts at that time?" It is a tool, and it's not the only way to find out the amount of listeners and the popularity of a show, but it's a good start.

How to Use Cast.Market

You just go to Cast.Market, and you create and account. From there, you can surf for shows. **You can type in keywords, and you can search through categories, and you can browse around.** It's not necessarily designed for listeners. **It's designed for people who are creators.** So, you can go in, and it's a way of looking at the popularity of shows and trying to place whatever it is that you are making. If you already have a show, you can go in and look at your own show's iTunes popularity. You can also click on different countries and see which ones your show is most popular within.

It's free, and it's available to anyone. You just sign up, and you can search around as much as you like.

Sponsoring Podcasts

Let's say that you have a small business, and you want to get the word out about that business. **Whether you are selling something or you have a service, you can sponsor podcasts as well.** You'll start by creating a sponsorship and typing in the message that you would like podcasters to read on the air, and you select a few shows, or you type a description of

the kind of show that you would like to sponsor. Then you just put in the price that you would like to pay per impression, and that offer goes out to hundreds of podcasters, and they can choose to participate in the campaign or not. You'll get reports, and you'll also get notifications when people read your message on the air, on the podcast.

If you had a book about being a more productive writer, you might look for podcasts about writing. Then you could create a campaign and send it out to them. As they participate, and as they get impressions of that sponsorship, you'll receive data showing who has participated in your campaign. So, it's a way to get the word out about your book, your service, your product, or anything.

Cost of Campaigns

The cool thing about [Cast.Market](#) is that you get to pick your price per impression. So, we charge per 1,000 impressions, and you can set your price at $20, or maybe $30. I think the average right now is around $17 per 1,000 impressions. You know, if it's lower, it may be that no one takes you up on your sponsorship, but then again maybe someone will. If it's higher it will be read more often, and also more quickly.

You can set any price you think is fair. Sometimes the sponsorship is such a good fit with the podcaster that they don't care that it's a smaller rate. They are just like, "I want to tell my audience about this." So they'll take the offer anyway. But, it's really up to you.

You put in a credit card, and we don't charge it, but what happens is, as podcasters read the message on the air, we pay them immediately. So, there's no real delay. **The payment goes directly from your credit card to the podcaster.** There's nothing in place where someone's holding on to some funds, or whatever. It's very direct, and you will receive an email, and you can always go to your Cast.Market account and see who has participated in your campaign. You can skip ahead and hear where they have read your message, and you can decide whether or not you want to include the person the next time. You can also review the podcasters. Also, there is data on how many impressions an episode should receive due to their reporting.

The campaign has a budget limit that you can put in, and you can put in as little as $50. Normally, when you want to run a podcast sponsorship campaign, you'd contact a large network and talk to sales people. They'll want you to put down a $5,000 minimum, and they'll want you to go through a process of selecting shows, and it's a little bit of an ordeal. Plus, they are going to take a pretty large fee. Since Cast.Market is automatic, you'll pay a small fee, that's like 5% right now, and you're paying the podcasters directly. That's the goal.

Measuring the ROI of Your Investment

Ask the podcasters who are participating for a survey. So, whatever host they have can go in and get the latest report and upload it. We ask them to enter in the number of unique listeners per month. We ask them, "Hey, you just published an episode on Tuesday. How many listeners

are you going to get over the next 30 days?" Then, we also ask them to upload a report from their host in order to confirm that. That's the industry standard way that podcasting sponsorship works right now. So, that's what we have decided to do as well.

You could, of course, send your leads to an opt-in page, and you can track the analytics that way. And, at Cast.Market we can also look at the iTunes popularity of a show, and you can kind of tell if they are fudging their numbers. So, you can kind of confirm the results that way. Not only that, but if someone didn't do a good job on a campaign, they can be, sort of, demoted from the site. So we have a certain quality control there.

We don't have any type of system in place where you can pay per visitor at you site, yet. I mean, this is all brand new, so we've got a tremendous amount of work to do. This is the only real marketplace like this in existence right now, though, so there's a lot of value in just utilizing what's being offered on the site at the moment.

I think it's important because I see what's happening with YouTube and other content advertising systems. Podcasting isn't as sophisticated, but it could be. Some people would say that you have to fundamentally change podcasting to advance its technology, but I think that you can create layers that connect with podcasting to improve it. That's what we're trying to do. We are trying to make it easier for people to sponsor podcasts as well as for podcasters to monetize their show.

It's also very important to me that when you're monetizing your show, as a podcaster, you have to connect with your audience. You can't just put any old ad up there. You have to read ads that you think will increase the value of your show. That's a really important thing to me. I think podcast sponsorship is unique because if done right, it can increase appreciation of the show. If you're actually recommending products and services that you really believe in, that's the best advertising that there could be.

The idea is that if you host an interview on your podcast, and then later on, something happens which makes that person newsworthy, people will go back and listen to that content, and they can hear that same sponsorship. I think that's something else to consider. Now, Cast.Market doesn't require that you keep the sponsorship in past the 30 days, but most podcasters do. So, there's the upside to that. Usually, people just move on to work on their next show.

Business Model

Our business model is about improving podcasting. So, it's kind of more long-term. **You know, we intend to make money off of the services, but the goal at the moment is to focus on improving the way sponsorship works.** We want to make it easier and reduce the barriers to entry. That's the first goal. On and on, we see a lot of different improvements we can make over time, and it's going to take a long time.

The cool thing about Cast.Market is that you can view the analytics for any show, not just your own. That's a unique thing that I don't think you can find anywhere else. Another thing that's

cool about Cast.Market, in terms of its analytics, is that it shows the iTunes popularity rating. It's not just the downloads.

The downloads are important, but the iTunes popularity rating is a way that a podcast can be discovered. If you're ranked as a popular show on iTunes, other people can find it more easily through the iTunes interface. So, it's an important form of discovery. There are other things too. I think Google probably also has different popularity measurements for the way they show their podcasts, so there's more work on our end to aggregate more of these things.

Getting Started

If you go to Cast.Market, you'll see how to become a sponsor. If you want to just surf around, all of the options are there. It's all really straightforward.

What's the Future of Podcasting, in Your Opinion?

I think that on one hand, podcasting is the same as it has always been. On the other hand, listeners are receiving podcasts on their mobile phones, and that's probably the primary way they are listening. That's a big difference, at least in the United States, because it means that they have the show with them in their car. That's a big deal, right? And, they can also listen while they are exercising. **This is increasing the overall popularity of podcasting.**

Since there are more and more people participating and listening to podcasts, the question is, "How can we make it a sustainable activity or business for people?" You know, as a podcaster you have to pay every time someone downloads your show. At a certain point, we need to support podcasters. That's what I'm trying to do with Cast.Market, and I hope that is part of the future of podcasting.

Connecting with Dan

If you just go to Cast.Market, you can create an account, and my email is on there. You can also just send me an email at Dan@Cast.Market.

Real Fast Results Community

If you are diggin' on this stuff and really love what we're doing here at Real Fast Results, would you please do me a favor? Head on over to iTunes, and make sure that you subscribe to this show, download it, and rate & review it. That would be an awesome thing.

Of course, we also want to know your results. Please share those results with us at http://www.realfastresults.com/results.

As always, go make results happen!