



# Podcast Frank Kinslow

*Consultation by Yann Sura*

## **Successful Launch Strategy:**

### **Phase 1: Preparation**

- Record 3 Episodes
- Design general cover + 3 individual episode covers
- Record Trailer (2min Audio – What is to be expected of the podcast)
- Think of “Win Prizes” when leaving a review within 1<sup>st</sup> month
  - Small Price for everyone and/or
  - Bigger Price for 3 People
- Set-Up Podigee

### **Phase 2: Teasing**

- Tease new Project
  - Social Media
  - E-Mail
- Maybe co-create on first episodes / which platforms (survey)

### **Phase 3: Launch**

- Release 3 Episodes at once
  - Inform Social Media + E-Mail
    - Including “Win Prizes” for reviewing
  - Optional: Have colleagues promoting your podcast aswell
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