



AI in Podcast Marketing: A Complete Guide for Brands and Creators

copy.ai

CoHost 

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Podcast Marketing Challenges

As a podcast marketer, you're familiar with the many tried-and-true manual podcast promotion tactics – managing social media channels, writing blog posts, sending newsletters, reaching out to guests, and analyzing competitors.

While this “DIY” approach gives podcasters full creative control, it also has major limitations.

Promoting a podcast on social media requires continuous posting, blogs, and newsletters take up a lot of time—and don't even get us started on guest research and outreach.

Needless to say, marketers and creators are also busy building their companies and own personal brands. And now they have to add additional content and channels to their marketing mix to grow a podcast, which is, well... *exhausting*.

Because of this, we often see the bulk of effort go towards the creative production of a podcast, but once you hit the marketing stage, it falls flat.



AI in Podcast Marketing

Over the past couple of years, AI has undoubtedly made a considerable mark on the podcast industry. Whether it's through AI-generated transcripts, voice recognition, or personalized content recommendations, AI-driven podcasting reaches 45 million Americans each month.

While these advancements represent a huge paradigm shift in the audio sphere, the impact of AI on podcast marketing isn't talked about nearly as much as it should be.

That's why we teamed up with our friends at Copy.ai, the first GTM AI platform, to bring you our top ways podcast marketers and creators can leverage AI this year to enhance their podcast marketing initiatives and save time.



"Over time, the role of content has transformed from simply being an SEO-focused sales tool to becoming a means of building meaningful relationships with your audience. Now, it's about delivering relevant, valuable, and engaging material. Share content that is actionable and informative, providing real value to your listeners without expecting anything in return."

–Fatima Zaidi, Founder and CEO of Quill and CoHost

AI 🤝 Audio: By the Numbers

40% OF PODCASTERS ARE USING AI TOOLS TO ENHANCE THEIR PODCASTS

Nearly half of podcasters use AI, particularly for episode transcriptions and personalized content generation.

AI IN PODCASTING EXPERIENCED A 500% GROWTH OVER THE PAST YEAR

AI Chatbots exploded in 2023 – and podcasting quickly followed suit. From automatic transcriptions to content creation, it's hard to come across a series where AI didn't play a part.

AI CAN REDUCE PODCASTING COSTS BY UP TO 50% WHILE ENHANCING OVERALL ENGAGEMENT AND LISTENER SATISFACTION

For creators and listeners alike, incorporating AI into your podcast workflow has many benefits. Podcasters can focus on more time-intensive tasks while listeners receive more personalized content.

86% OF PODCAST AGENCIES HAVE USED AI AT SOME POINT DURING THE CLIENT JOURNEY

AI presents a massive time-saving opportunity for agencies, so they can focus on more high-value tasks like scripting and production.



How to Use AI in Podcast Marketing

Now that you understand a bit more about how AI impacts podcasting, let's turn our attention to AI's role in podcast marketing.

1. SOCIAL MEDIA POSTS AND AUDIOGRAMS

Social media is an essential, cost-effective tool for podcasters aiming to broaden their show's reach.

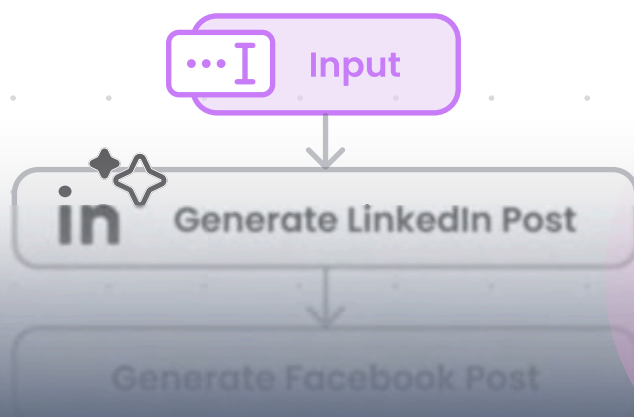
Beyond affordability, it offers a unique opportunity for two-way communication with listeners, allowing for feedback collection and community engagement – crucial elements often missing from traditional podcasting formats.

The State of Podcast Agencies 2024 highlights social media as the premier channel for audience engagement. Simultaneously, platforms like TikTok are changing the game, with listeners increasingly consuming podcasts in short, digestible clips.

Using AI for social media

With Copy.ai's advanced AI technology, podcasters can effortlessly streamline the process of transforming podcast episodes into engaging social media posts.

Copy.ai analyzes podcast transcripts to extract key insights, memorable quotes, and compelling snippets that can be repurposed as social media content. Then, the platform converts these elements into graphics or videos guaranteed to engage your audience.



If you're interested in making your social presence more efficient, the Copy.ai team has put together a [free social media workflow](#).

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2. BLOG POSTS

For podcasters, weaving blogs into your marketing strategy adds additional touchpoints for audiences to engage with your content outside the airwaves. Not to mention a successful blog comes with an SEO boost, greater discoverability, and increased credibility.

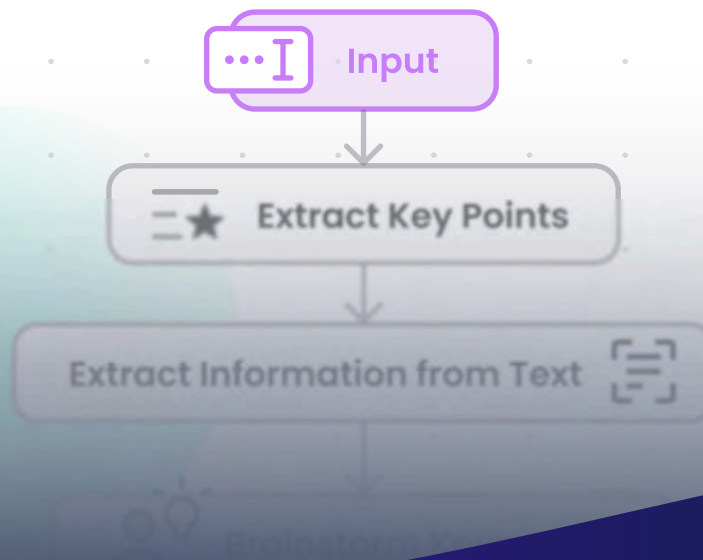
A successful podcast blog typically includes:

- Episode recaps
- Guest Q&A sessions
- Deep dives into episode topics
- Additional insights into areas you might have missed

Using AI for podcast blogs

Podcasters can now use Copy.ai to streamline the process of converting podcast content into well-crafted blog articles effortlessly.

The platform transforms podcast transcripts into structured blog post outlines with key points and sections. Then, Copy.ai expands on these outlines to create full-fledged blog posts, providing valuable insights, analysis, and narratives from the original podcast discussions.



Ready to boost your podcast's online presence? The Copy.ai team created a free workflow for you to convert transcripts into engaging blog posts in a portion of the time.

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3. REPORTS AND WHITEPAPERS

Downloadable whitepapers and reports are not new in the world of B2B marketing; however, it is a relatively new concept to use in podcast marketing.

These resources serve as comprehensive extensions or summaries of podcast content, offering deep dives into topics discussed on-air.

Take CAAT Pension Plan, for example, who crafted "Lessons from the Leaders," an eBook that encapsulates key insights from their podcast, "Contributors." This strategic move not only enriches the content offering for existing listeners but also introduces a new entry point for potential listeners.

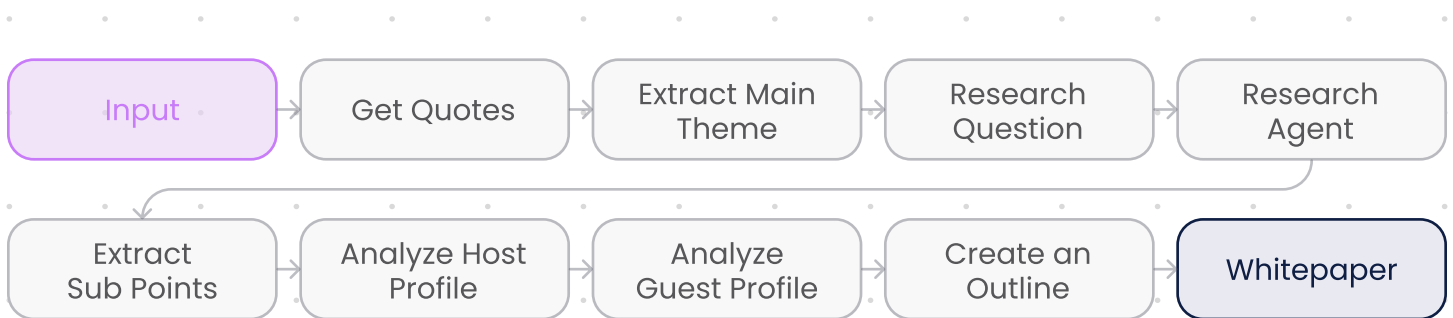
Creating downloadable content positions your podcast as a thought leader in its niche, adding a layer of sophistication to your content strategy.



Using AI for downloadable resources

With Copy.ai, podcast transcripts are analyzed and synthesized into structured whitepaper outlines, highlighting key insights, data points, and strategic recommendations derived from the original podcast discussions.

The AI platform empowers podcasters to expand these outlines into detailed whitepapers that delve deep into the subject matter and deliver valuable information in a formal and professional style.



Looking to create reports that engage audiences well into your show's off-season? Check out this free workflow.

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4. PODCAST NEWSLETTERS

Email marketing has been around for a while, but it's still one of the most popular and effective strategies for modern marketers. A [HubSpot report](#) found that 77% of marketers have seen an increase in email engagement over the last 12 months and newsletter readers are continuing to increase.

For podcasts, newsletters offer a dynamic way to connect with listeners beyond the airwaves. For example, Ramli John's "[Marketing Powerups](#)" newsletter complements his podcast episodes by summarizing key takeaways and pairing them with a downloadable resource.

Whether it's sparking interest in the latest episode or providing deeper insights post-listening, newsletters like these serve a dual purpose: They keep your content top of mind for existing listeners and act as a teaser that can draw in new audiences.

Using AI for podcast newsletters

Using copy.ai Workflows to create newsletters from podcast transcripts offers many benefits for content creators.

Here are a few of the key advantages:

- **Efficiency and time-saving:** Copy.ai automates the process of converting podcast transcripts into newsletters, saving significant time and effort for content creators.
- **Consistent content quality:** By leveraging workflows to create newsletters from podcast transcripts, content creators can ensure consistent quality and messaging.
- **Increased content reach and engagement:** Repurposing podcast transcripts into newsletters extends the reach of the original podcast content and sparks meaningful conversations.
- **Data-driven insights:** Workflows extract key insights from podcast transcripts, which can inform future content strategies, preferences, and topic selection for both podcasts and newsletters.



Looking to optimize your email marketing strategy?
Check out this [free workflow](#) to engage your audience with newsletters.

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5. PODCAST GUEST OUTREACH

With Interview/Discussion being the most popular format among branded podcasts, guest sourcing and outreach are top of mind for many podcasters. On top of that, Rephonic found that podcasts that feature guests receive more listeners on average.

And for interview podcasts, featuring the right guests is critical, but securing the best guest is a lot easier said than done.

If you're working with a full-service podcast agency, they'll likely handle the guest sourcing process for you. However, if you're producing your own show in-house, AI can help you create an effective guest pitch.

CoHost Tip: Sourcing the right podcast guests is only half of the equation. Learn how to prep your podcast guests before an interview so your discussion is memorable (for the right reasons)

Using AI for podcast guest outreach

Here's how you can leverage copy.ai's cold email personalization to effectively reach and connect with potential guests:

Step 1 – Research: Gather information about potential guests you'd like to invite on your podcast, like their background, current projects, previous interviews, and any other relevant details.

Step 2 – Generate a personalized email: Input the gathered information into copy.ai's workflow and let the AI create an email that addresses the guest's background and achievements.

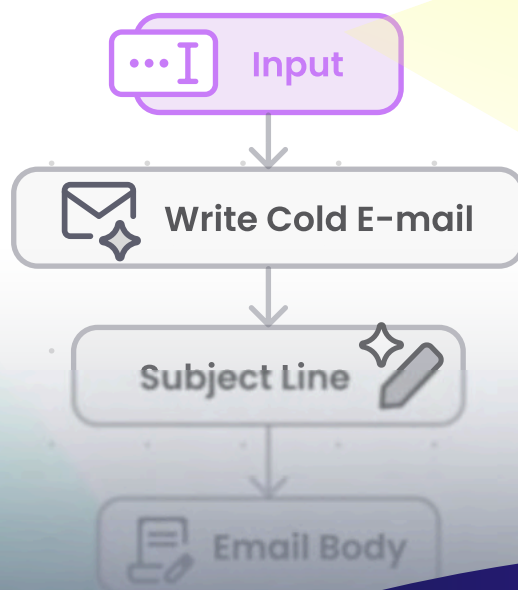
Step 3 – Customize and add a personal touch: Share why you're interested in having them as a guest on your podcast and highlight any mutual interests or connections.

Step 4 – Review and edit: Take a moment to review and edit the generated email to ensure it accurately represents your podcast and aligns with your desired tone and messaging.

Step 5 – Follow-up plan: Create a plan using the workflow to send automated follow-up emails if you don't receive a response within a certain period.

Step 6 – Track and analyze: Use a CRM system to monitor the success of your cold email outreach efforts. Track open rates, click-through rates, and responses to refine your outreach strategy.

Step 7 – Build relationships: Once you secure guests, make an effort to build a genuine relationship with them. Promote their participation and maintain communication after the episode is published.



This level of personalized outreach increases the likelihood of securing high-quality guests for your podcast. To get started, [try this included workflow](#).

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6. CREATING PODCAST PLAYLISTS

Understanding why your audience tunes into your podcast is the key to growth.

To enhance your listeners' experience, curate podcast playlists on your website. Much like crafting a mixtape for a friend, these playlists can be organized by theme, guest type, episode format, length, or any category that aligns with your podcast.

By segmenting your episodes into curated collections, you're not just making content discoverable, you're also showing your listeners that you understand and cater to their preferences.

Using AI for podcast playlist curation

You can easily classify multiple transcripts at once and let Copy.ai determine the most suitable category for each transcript. Here's how:

Step 1 - Define categories: Identify the categories or topics you want to classify your podcast transcripts. These categories could be based on subject matter, industry, or guest expertise.

Step 2 - Import transcripts: Import the podcast transcripts into Copy.ai's workflow. You can either copy and paste the text or upload multiple transcript files simultaneously.

Step 3 - Categorization setup: Define the categories you established in step one and specify how you want the AI to analyze transcripts and determine the most appropriate category.

Step 4 - AI analysis: The AI examines the text, identifies relevant keywords, phrases, and themes, and then matches them with the defined categories.

Step 5 - Category assignment: Using the identified keywords, phrases, and themes, Copy.ai will assign each transcript to the appropriate category.

Step 6 - Review and refine: Review the categorized transcripts to ensure accuracy and make any necessary adjustments.

Save time and effort while ensuring accurate classification of your transcripts. [Try the workflow for yourself.](#)

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7. COMPETITIVE RESEARCH

Just as competitor intelligence is a cornerstone for brand strategy, it's equally crucial for your podcast. Understanding the landscape within your niche is about more than just sizing up the competition; it's about carving out your unique space.

Start by crafting a list of podcasts in the same genre as yours. Then, ask key questions:

1. What do you like about the podcast?
2. What don't you like about the podcast?
3. What unique value does the show bring to the table?
4. What's the type of feedback the podcast is receiving?
5. What format do they use? Do you think it works for the show?
6. Who's the host? Are they influencers? Do they bring in an audience?
7. What marketing channels do they use? What's their engagement like?

Using AI for competitive research

Here's how you can leverage Copy.ai workflows for podcast competitive research:

- 1 Data extraction:** Use Copy.ai to analyze and extract key data points from competitor websites, podcast directories, and social media platforms.
- 2 Trend analysis:** By collecting and analyzing data from various podcasting sources, workflows can help identify industry trends.
- 3 Audience information:** Analyze podcast reviews and audience feedback to gain insights into competitor podcasts' audience demographics and preferences.
- 4 Content types:** Workflows analyze competitors' episode scripts, show notes, and promotional materials to extract key data like keywords and guests.
- 5 Content ideas and differentiation:** Analyze podcast reviews and audience feedback to gain insights into competitor podcasts' audience demographics and preferences.

Ready to level up your competitive research? [Try the copy.ai workflow.](#)

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8. PODCAST WEBSITE COPY

Whether it's a dedicated website or a landing page on an existing brand site, a podcast website isn't just nice to have—it's essential.

But here's the catch: crafting web copy that captures the essence of your podcast while catering to our declining attention span is an art.

Currently, the average human has an 8.25 second attention span (that's less than a goldfish), so finding that sweet spot between clarity and brevity while still ensuring your message resonates at a glance is critical.

You want your audience to grasp who you are, what your podcast offers, and why it's unmissable, all without a word wasted.



"A podcast's success extends well beyond just the quality of its content – it's also about how effectively you market and present it. A well-crafted landing page is your podcast's digital storefront, a place to convert potential listeners into subscribers. You want your audience to grasp who you are, what your podcast offers, and why it's unmissable."

–**Alison Osborne, VP of Marketing at Quill and CoHost**

CoHost Tip: Looking for podcast website inspiration? Check out our [producer's guide to podcast landing pages](#) where you'll learn exactly what to put on your podcast website and some examples to emulate.

Using AI for podcast website copy

With Copy.ai, you can quickly generate drafts that highlight your podcast's unique value proposition and then refine them to perfection.

Use AI to get the ball rolling, but ensure you add your unique voice to the final copy. After all, it's your individualism and authenticity that will set you apart.

This personalized approach helps create a more engaging and relatable experience for landing page visitors, increasing the likelihood of conversion and retention.

Optimize your online presence and create a podcast website that makes an impact with this [Copy.ai workflow](#).

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9. PRESS RELEASES

There comes a time in every podcast's journey when the spotlight turns brighter: a high-profile guest, the kickoff of a new season, a groundbreaking brand partnership, or a noteworthy sponsorship deal. These are the moments that deserve more than just a mention; they warrant a press release.

Crafting a press release for your podcast's significant moments amplifies it. It's your chance to showcase the growth, evolution, and unique aspects of your podcast in a way that engages and excites.

Using AI for press releases

Here's how and why we suggest using Copy.ai to generate press releases from your podcast transcripts:

- 1 Time-saving content creation:** Copy.ai analyzes podcast transcripts and quickly generates press release drafts, saving podcasters time and effort.
- 2 Capturing key highlights:** Workflows review transcripts and highlight the most relevant parts, ensuring that the press release captures the essence of the podcast episode.
- 3 Consistency of messaging:** By using podcast transcripts as the base for press releases, Copy.ai ensures consistency in messaging across different promotional materials.

Use this [free workflow](#) to leverage the valuable insights and conversations from your episodes to create attention-grabbing press releases.

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10. PODCAST SUMMARIES

Listeners will spend about 45 minutes (or more) with your podcast, so it's important for them to see if it's worth investing their time from the get-go.

While creativity is great (and encouraged), it's still important to let listeners know what they can expect from your series in a clear and concise way.

Here are a couple of need-to-knows for crafting podcast summaries that resonate:

- **Keep it simple:** What do the guests discuss? Who are the guests? What questions do they answer? These are the questions that should guide your episode descriptions.
- **Incorporate keywords:** Ranking for target keywords improves your podcast's visibility by allowing you to get in front of your target audience when they're searching for shows in your niche.
- **Tell your audience what's in it for them:** We suggest speaking directly to your intended audience in your podcast summary. For example, if you're going to help solve a problem, tell them exactly how you're going to do it and why it will work.



"Especially for longer episodes, a well-crafted summary offers a glimpse into your podcast's episode and helps a busy listener decide whether or not they'll hit play. It outlines what your show covers, who's speaking, and what value listeners will gain from tuning in. It's about making it as easy as possible for potential listeners to see why it's worth investing their time with you."

—Stacey Orth, COO of Quill and CoHost

CoHost Tip: If you're looking to level up your show page, check out Quill's article that reveals agency-backed [tips for crafting a branded podcast description](#) that makes an impact.








This AI-powered approach streamlines the process of summarizing podcast episodes, making it easier for podcasters to attract and engage target audiences. [Try the free workflow.](#)

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One workflow to rule them all

Want to get all of the content we discussed in this report generated in a single run?

Try this workflow to get:

-  LinkedIn, Facebook, and Twitter post
-  An Instagram caption
-  A full-length blog post
-  Landing page copy
-  A press release
-  A podcast summary
-  A newsletter

Remember, you can modify each individual step of your workflow by clicking it and modifying the background/prompt. That way, you can start with the out-of-the-box workflow and customize it to your exact needs.

CoHost & Copy.ai's Tips for Using AI in Podcast Marketing

Where before a podcaster may have spent hours researching guest options, writing marketing copy, designing images, and posting to social media, AI can now automate many of those workflows after the initial setup.

This means you now have more time for the parts of the job you enjoy most and excel at – conducting interviews, ideating content, and engaging with audiences.

Here are CoHost and Copy.ai's tips to make the most of your podcast marketing with AI:

1 Personalize and specify your inputs to AI chatbots

The quality of a chatbot output is only as good as the quality of your input. If you're looking for a specific format, tone, voice, or length – include it in your prompt. To get the best results, use some of our prompt templates throughout this report.

2 Don't lose the human touch

Remember that AI cannot trump human creativity and authenticity. While the potential for AI in podcast marketing is vast, we still suggest that marketers be mindful of ethical considerations and the current limitations of AI.

3 Fact-check AI outputs

You're a podcasting pro – AI isn't. While chatbots are great for getting the ball rolling, don't take their word for gospel. If its suggestions don't sit right with you, do a quick Google search and check out a reliable source.

4 Keep privacy and security top of mind

You don't want your use of AI to garner attention for the wrong reasons. If you're using AI to clone voices, generate images, or provide quotes from people, ensure you get their permission and remain transparent throughout the entire process.

CoHost

CoHost is a podcast analytics and audience insights platform designed for pro podcasters and brands.

To learn more about CoHost, [try it free for 7 days](#) or [book a demo](#).



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Copy.ai is an innovative AI-powered tool designed to help businesses and individuals streamline their content creation process. Whether you're drafting social media posts, emails, blog articles, or ad copy, Copy.ai leverages advanced natural language processing to generate high-quality, engaging text in seconds.