Promote Your Podcast with Email Marketing

presented by **Captivate** & **AWeber**

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Master these easy email marketing strategies to turn listeners into subscribers, build your brand and grow your podcast.

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Foreword from Mark Asquith

Everyday, I talk to podcasters just like you. The single biggest question that I'm asked is about the best ways to acquire more listeners through different marketing strategies, such as social media, repurposing, and the topic of this guide: email marketing.

Should you be using email as part of your podcast marketing strategy? Of course! It's not just reserved for big brands and businesses — as a medium for building your audience and your podcast brand, it's one of the most effective options you have.

We've partnered with leading email marketing provider AWeber to put this ultimate guide together, just for you. We've used AWeber at Rebel Base Media for years to manage our mailing lists, devise customer journeys and build our own campaigns — now it's time for you to start doing the same with your podcast!

So, together, we hope to demystify the world of email marketing, break down its key components and give you some easy, actionable strategies that are simple enough to start implementing in your own podcast marketing today, without eating into your precious podcasting time.

Over the course of this guide, you'll learn why email marketing is so valuable to your podcast's growth, how to build and maintain your first mailing list, and how to construct highly targeted, successful email campaigns to promote your podcast and content.

I hope you find it insightful, practical, and most of all, I hope it inspires you to add email marketing to your podcast growth strategy.

The power of podcasting + email marketing

As a podcaster, you can change peoples' lives. With the power of your voice, you can educate, entertain, and transform your audience.

However, clear audio and useful content alone won't make you a massively successful podcaster. To see phenomenal success, you need a loyal audience.

Your most loyal listeners will download each episode, share episodes with friends, and write rave reviews on Apple Podcasts and Podchaser. Backed by the collective reach of your audience, your podcast can easily transform into a profitable business.

Podcasting is still a new and exciting medium for audiences. As of 2020, there are well over 1 million podcasts out there, and as global distribution channels expand their reach, more and more people are actively listening to them: in fact, Edison Research estimates that well over 1 million people in the US listen to podcasts on a monthly basis.[1]

Attracting loyal listeners who crave your content has never been more important. Yet, as podcasting becomes more competitive, how can you differentiate yourself, build a loyal audience, and grow revenue?

Answer: email marketing.

Why is email marketing so important for podcasting?

Email marketing is the perfect way to consistently communicate with your audience. With email, you can send subscribers show updates, tease upcoming episodes, share your latest products, ask listeners for feedback, and much more.

But there are so many more reasons email marketing is a fantastic tool to build your podcast.

1   **Connect with your loyal listeners.**

People like getting emails. Yes, I'm telling the truth.

More than 7 in 10 U.S. consumers would prefer to receive email messages from businesses over other forms of communication.[2]

Plus, podcast listeners are loyal. Once they find a podcast they love, they stick with it. In fact, 88% of podcast listeners listen to most or all episodes of a particular podcast.[3]

So your audience *wants* ways to connect with you in other ways and hear what you have to say.

2   **Grow your revenue.**

Email gives you a powerful channel to communicate through when you have a product to sell, bonus content to offer, or to promote a sponsorship opportunity.

This is because most people are accustomed to learning about products and making decisions in email (read: retail store emails).

If you're selling a product or service, email marketing lets you build hype for it before it launches, tease content, and then host a product launch. Plus, with tools like segmentation and automation (we'll get to that in a bit), you can target emails to specific groups of subscribers that would be more interested or likely to buy.

Even if you're not selling a product with your podcast straightaway , email is still an incredibly valuable tool for connecting with subscribers, sharing new episodes and building your podcast brand.

3   **Control your message**

Email is the only marketing channel that gives you full control of your message. It lets you deliver the right message to the right people at the right time.

Thanks to tricky algorithms, social media doesn't give you the same power. Though

the algorithms are always changing, and it differs by audience and engagement levels, many businesses' social posts will only be down to about 10% (or less) of your followers.[4]

With solid email deliverability, you can be sure your message is getting delivered to your subscribers' inboxes.

Convinced? Let's get to the good stuff!

Step 1: Turn loyal listeners into eager email subscribers

Before you can begin sending emails, you need an audience of email subscribers eager to receive your content.

But where do you begin?

With the audience you already have. Simply asking for someone to subscribe is a great way to begin building your list.

Convincing your podcast listeners to subscribe to your email list means you'll need to show them what value they'll get as a subscriber. If you're providing top-notch content, they'll want to be in the loop.

Here are some tips to boost your email sign ups:

When referencing your email list on your podcast show, use a friendly URL, or create a redirect, to help listeners easily navigate to your landing page (or wherever you plan to send them to sign up to your email list).

An example of this would be www.yourdomainname.com/subscribe, or /join.

Invite users to sign up to your email list at the end of the show. If you mention it at the beginning or middle, the invitation might get lost. Let your listeners know at the end that if they want to continue to receive awesome content from you, they should visit your site and sign up. Say something like:

"…want to make sure you don't miss an episode? Sign up to get our email updates at yourdomain.com/join. You'll get every episode, exclusive bonus content, and free guides straight to your inbox every week."

Of course, what you say will depend on your offer and what it is you want to promote. But getting subscribers is as simple as asking.

Another way to grow your list is by tapping into your existing social audience. If you have a Facebook business page, for example, be sure to promote your email sign up form on the page and in posts (you can do this with AWeber's Facebook forms integration!) You could also pin a tweet with a link to your newsletter sign up form on Twitter or include a link in your Instagram bio.

Collecting email addresses

Don't have a website? Set up a landing page

A Landing Page is a single webpage that drives visitors to take one, specific action. It intentionally limits where visitors can navigate, because it is built with a very specific purpose in mind: to get people to take an action, like subscribing to your email list or buying your product or service.

Landing pages are a powerful part of the marketing funnel. This is the moment when curious or casual listeners become reliable podcast subscribers and fans. They're actively seeking out your expertise and agree that your offer is worth handing over their email address to get.

Landing pages typically include a sign up form (otherwise known as an opt-in form) to collect subscriber information, such as email addresses, names, interests, location, and more. It all depends on your offer and what information you need to send personalized content.
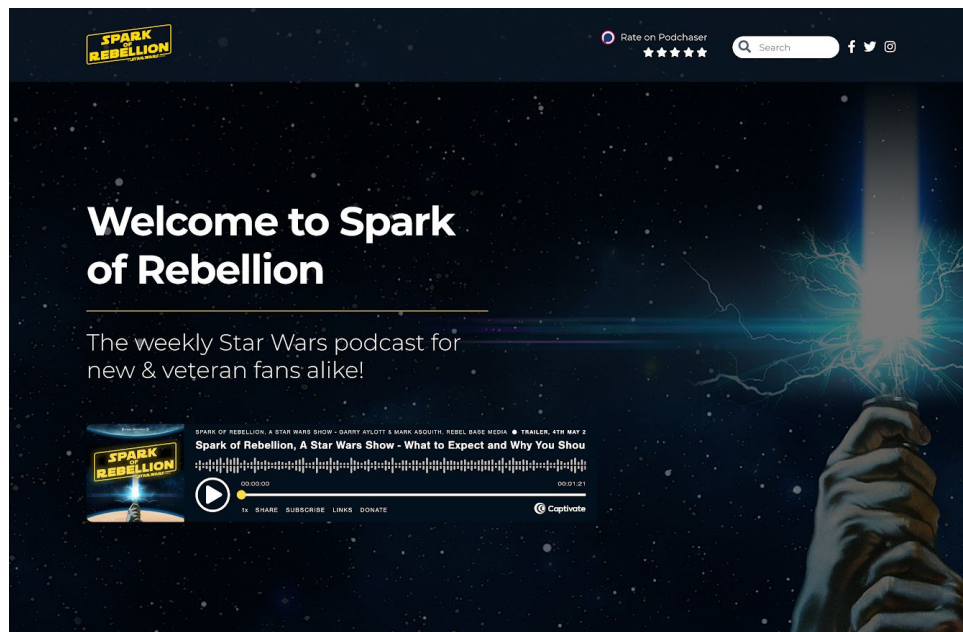
Put a sign up form on your website and social media

A sign up form gives your listeners a way to easily join your email list. You can simply ask for a name and email address on your form. Then, share a link to your form or website during a podcast episode.
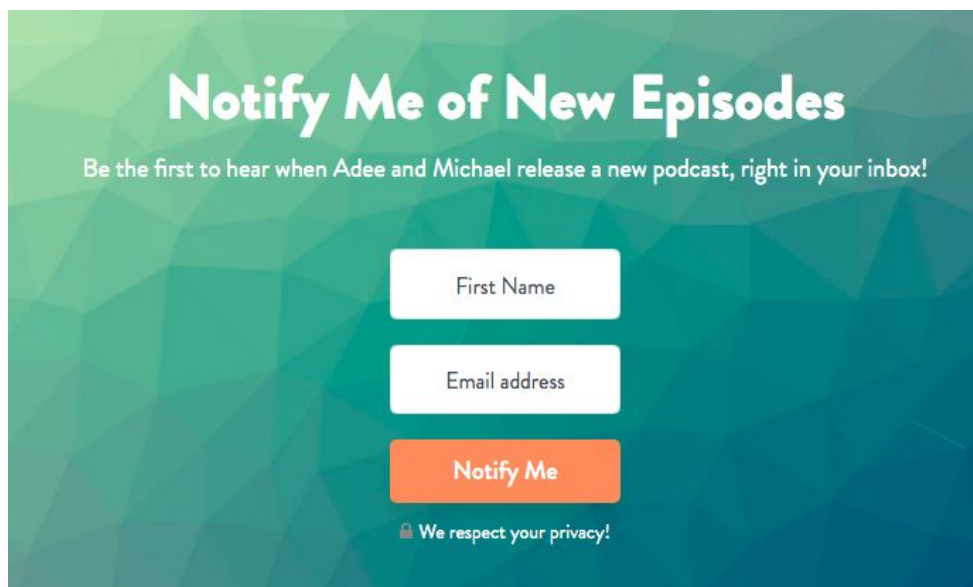
So what should you write on your sign up form?

Inform your visitors what they'll get by signing up to receive your emails. This might be new episode updates, links to exclusive content or products, and special offers.

There are many types of sign up forms and locations you can place them on your podcast website. It's always worth experimenting with a few different styles to see which type your listeners are most receptive to. Here are a few that podcasters are using with great success.

Embedded sign up form

An embedded sign up form is in a static place on your website, alongside other content. You can place one on your homepage, in your sidebar, within a blog post, or on a landing page dedicated to your email list.
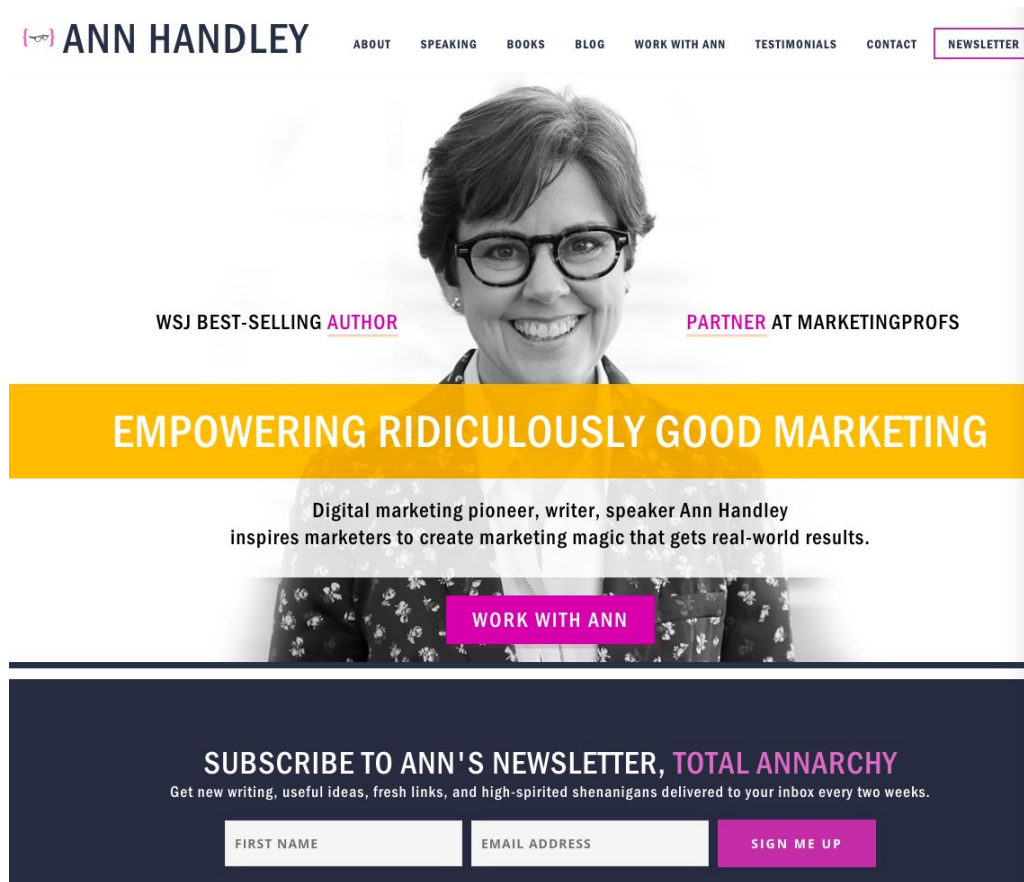
Pop up sign up form

Since they appear in front of the content on your website or blog, pop up forms often get high conversion rates. After all, your user must interact with the form –– either by closing the form or completing it.
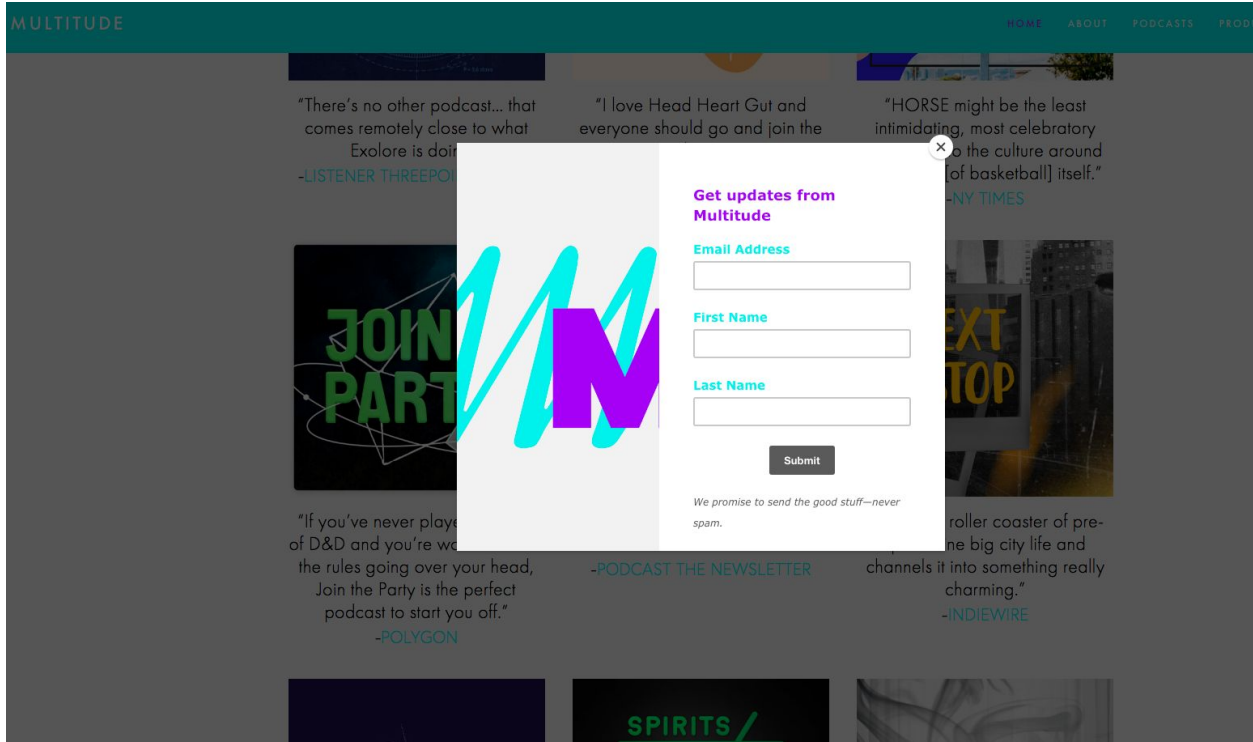
Notification bar form

A notification bar style form will sit at the top or bottom of your site or blog. Pop up forms can be disruptive for some audiences, and embedded sign up forms can get lost in the content. The notification bar form is a great way to ensure that new visitors can always see.

Slide-in form

As a user scrolls down a page, a slide-in form will appear on the bottom right or left of a visitor's screen. A slide-in form can be less intrusive than a pop up form but attain higher conversion rates than an embedded form.

You can often set slide-in forms to appear when a user has scrolled down a certain percentage of a page. For example, many businesses have their slide-in form appear once a person has scrolled 40 percent of the way down a page.

Incentivize your listeners and visitors to sign up with lead magnets

Once you have your form or landing page set up, you need to give your listeners a reason to visit your site.

Many podcasters offer a "lead magnet" to attract listeners to sign up. A lead magnet provides additional value to your audience and incentivizes them to join your list.

Strong lead magnets look different for every audience. When creating a lead magnet, understanding your audience and their pain points is a crucial first step. Without

knowledge of why your listeners are turning to you for content, you won't be able to create something valuable that they'd be willing to hand their email over for.

Some common lead magnets include guides and ebooks (like this guide!) But don't let this piece intimidate you; creating a lead magnet doesn't have to take hours of time.

Here are some examples of lead magnets you can use as a podcaster.

❏ **Checklists:** If you have an audience that's turning to you for 'how to' advice, checklists are a great way to give visitors value, without taking up too much of your time. You might even have these checklists already created for yourself.

   Example: Mike's podcast is about racing triathlon. He knows part of his audience is new to triathlon, and they listen to his podcast for beginner level advice. So Mike created a checklist of gear beginners need before their first race. Promoting this checklist at the end of his podcast episode about triathlon for beginners, Mike informed his audience of this resource and earned many new email subscribers.

❏ **Templates & calendars:** Templates and calendars are a great way to break down processes for your audience. It helps them get started and teaches them how to do something for themself.

   Example: Ryan teaches new entrepreneurs how to market their businesses online. He knows this audience is new to social media marketing and creating content for social platforms. To help them better plan their social media content, Ryan put together a calendar template that guides entrepreneurs about creating, scheduling, and engaging with social content.

❏ **Fill-in-the-blank materials**: These resources are about as close to "done for you" as you can get. Fill-in-the-blank materials are incredibly valuable because they save your audience time and money — which will make them eager to sign up.

   Example: Kelly teaches people how to grow their email list. To make it as easy as possible for her podcast audience to get started with email marketing, she put together a guide of 20+ subject line formulas for people to download. Now, all they have to do is plug in their own content.

❏ **Bonus episodes:** Dedicated audiences crave new episodes. Bonus episodes attract loyal listeners to exchange their email address.

Example: Allie has a podcast about weird science facts. Her audience tends to be people who enjoy science but aren't scientists. Allie releases bonus episodes to her email list on topics she knows her audience will love to attract people to her email list.

❏ **Exclusive content:** Give your audience content that they will love, can't find anywhere else, and is super relevant to their interests in exchange for their email address.

Example: Jim has a Dungeons & Dragons storytelling podcast. His audience tunes in to hear riveting fantasy plot lines, that only Jim has a knack for writing. But Jim knows that his audience likes to play the game, too. So he wrote a few story starters to help D&D players kick off their own unique games. He gives these stories to his email list for free.

❏ **Access to member community:** People want to be a part of something bigger than themselves; they want community. Giving people a place to gather with like-minded people is a great way to grow your email list while being authentic to your brand.

Example: Cathy has a podcast about going after your goals and starting a creative business. She also manages an exclusive member community for people who join her email list. Her audience loves sharing their passions with each other. Plus, they get exclusive content they can't get anywhere else, like monthly guest chats, live Q&As with Cathy, and more.

If creating something new is too big of an undertaking, simply post your show notes with some additional bonus content and a sign up form. Remind visitors that you have useful material to view, and they will have a reason to visit.

No matter what your lead magnet is, make sure it's relevant to your podcast listeners' interests, wants, needs, and pain points. Understanding your audience will help you create a lead magnet that helps grow your list fast.

Patreon + email marketing

Patreon is a popular platform for podcasters to grow a revenue stream. Patreon allows creators to get paid for the content they create — by letting fans support creators by paying a few dollars per month or per episode.

However, you shouldn't rely on Patreon for your email marketing.

The reason? Patreon's email messaging isn't as robust as other email service providers' capabilities. You can't segment your Patreon supporters by contribution tier, which means you can't drive those on a lower tier into a higher tier with other incentives, like bonus interviews or AMAs..

But that doesn't mean it's email marketing *or* Patreon. The two platforms can work together to help you create a strong marketing and customer engagement strategy.

Read about how these creators married their [Patreon strategy and email marketing](#) strategy by integrating with AWeber.

How to write emails your subscribers will crave

Once you've started growing an email list, you've only solved half of the email marketing equation. So let's talk about the other half: writing and sending your emails.

But what if you're not a writer, or simply don't like to write? What if the idea of sending a regular email newsletter sounds daunting?

Beyond new episode announcements, there are plenty of content ideas you can use in your emails to engage subscribers. Plus, you don't have to deliver a daily — or even weekly — newsletter if that's not your vibe.

Let's dig into some email writing ideas.

The Email Newsletter

Whether you send daily, weekly, or monthly, an email newsletter is perfect for keeping your subscribers up-to-date on your latest episodes, upcoming guests or other updates..

A newsletter can be a great opportunity to give subscribers a view of what goes on "behind the scenes." Show them a little bit of your personality and continue to develop the personal connection that began with your podcast.

Newsletters are a great place to share content that's new or noteworthy, like:

- ❏ Show notes or new podcast episode links
- ❏ Your latest, or most popular, blog post or video content
- ❏ Industry updates from your niche
- ❏ Your upcoming events and projects

Whatever you decide to write about, keep in mind that your email newsletters should not be overly self-promotional. Rather, the goal is to create and share content that is valuable to your audience. This will keep subscribers opening, reading, and engaging with you and your content.

The 8 Essential Email Types for Podcasters

No matter how often you plan to send emails, review these 8 different types of emails for ideas on what you might want to send your subscribers.

1 **The Confirmation Email**

It's always a good idea to send a confirmation email (or confirmed opt-in email) to your subscribers to double check that they want to receive emails from you. Not only does this prevent mistyped and fake emails from cluttering your list, this type of email can help you lower spam complaints and improve your email deliverability.

Check out how podcast production company Fable & Folly asks subscribers to confirm their subscription:

The Fable and Folly Newsletter includes:
- updates on our shows
- new release announcements
- education and motivation for fellow creators
- contests and special offers

Stay up to date on all of our shows to include: Alba Salix,
Royal Physician, The Axe and Crown, The End of Time and
Other Bothers and Civilized.

Confirm my subscription

Thank you!

Sean and Eli
Fable and Folly

2 The Welcome Email

The welcome email is the first email a subscriber will receive from you (after they confirm their subscription), and it's arguable the most important email you will ever send them.

"**subscribers will never be more engaged with you than in the moments after they join your list.**

Welcome emails see open rates 4 times higher and click through rates 5 times higher than other emails.[5] Why? Because subscribers will never be more engaged with you than in the moments after they join your list.

Welcome emails should contain the lead magnet that you promised your subscribers at the point of sign up. Strong welcome emails also reinforce what subscribers can expect up front. This way, they'll be less likely to mark your emails as spam because they'll be expecting it.

Finally, make sure you introduce yourself. It's too early in your relationship with your subscriber to sell anything at this point, so make sure you use this time to begin to form a relationship with your subscriber.

Check out Amy Porterfield's welcome email, which subscribers receive after they confirm their request to get podcast episode updates:

[Confirmed] Ooooh... this is gonna be good :-)

Amy Porterfield <info@amyporterfield.com> Unsubscribe
to me ▾

I'm gonna make you a little promise ;-)

Because you signed up to get weekly updates from the *Online Marketing Made Easy* podcast...

I'm going to make sure that EVERY second you spend tuning in, will be filled with the grittiest, most applicable, and most profitable marketing insights to ever find their way into your headphones.

Cause here's the thing...

The *Online Marketing Made Easy* podcast has nothing to do with giving you something to do while idling in traffic...

... and everything to do with making sure you're fully up-to-date with the latest growth strategies, behind-the-scenes launch wisdom, and expert interviews that can have an immediate impact on your business.

The next episode will be hitting your inbox in just a few days.

But in the meantime, get your fix with one of our finely-tuned collections:

=> Start Strong: How to Build a Lucrative Email List That Fuels Your Business

=> Scale Fast: Lessons for Creating Blockbuster Courses That Leverage Your Time & Boost Your Profits

=> Sell More: How to Master Webinars, Funnels & Facebook Ads to Grow & Automate Your Business

Happy listening :-)

Amy

3   **The Story Email**

You introduced yourself in your welcome email, but the story email goes deeper than that. This email tells your audience your story and your "why" for your podcast.

This lets your audience better understand you and more deeply engage with your podcast. It's also a great chance to begin to build a relationship by asking your subscribers if they've had similar experiences or want to share anything about themselves with you. Simply ask them to reply to your email and you'll surely learn a ton about your new subscribers.

I know we just met, kelly, but can I be *reeeeeaaally* honest with you?

By the time I was 27, I had created a million dollar online business.

And yet...I was utterly miserable.

Lemme explain...

See that lady over there? Yep, that's me.

Let's rewind to 2013: I had just started a blog from a 300-square foot studio apartment in Tokyo, Japan.

I was teaching English full-time, making a tiny income, and spending all of my free moments writing away on my blog. Back then, it was just a hobby -- something fun that was just for me. **But pretty soon, it became my whole world.**

4 The Curated Content Email

If your audience turns to you for industry advice, or they see you as a tastemaker or trendsetter in your niche, a newsletter that curates industry news might be something that appeals to your audience.

Industry newsletter Podnews is a fantastic example of a curated content newsletter. The daily emails include the most relevant updates from companies across the podcasting industry, as well as advertisements:

5 The Educational Email

Use your educational podcast episodes as the framework for your email. Knowing your audience's pain points and what episode you've discussed solutions or 'how tos' will be key to sending educational content to your audience.

Do you want to write the world's most amazing email copy?

What if I told you this could be done *without* following "best practice" copywriting rules?

That's the subject of this week's new podcast episode.

My guest, Joanna Wiebe — Founder of Copyhackers — knows a thing or two about writing killer copy that converts. But sometimes, amazing copy lingers right outside our writing comfort zones.

In episode 5 of The FWD: Thinking Show, I chat with Joanna about writing "breakthrough or bust" email copy, and why standing out in the inbox sometimes means waving goodbye to safe copy.

Listen to the Episode Now

Don't have time to listen now? Subscribe to The FWD: Thinking Show on Apple Podcasts, Stitcher, Google Podcasts, or wherever you listen to your podcasts.

Kelly F.
Host of The FWD: Thinking Show

6 The P.A.S. Email

P.A.S. stands for "problem, agitate, solution." It is a popular copywriting formula used by some of the top marketers to position their products and services as a solution for their audiences' problems.

Check out how this nutritionist positioned her masterclass. It clearly communicates a problem she knows many people struggle with and positions her masterclass as a solution with social proof:

> *"I've been wanting to lose those post-wedding 10-pounds. The thing is…I just celebrated my 15th wedding anniversary."*
>
> *-Shelley*

Can you relate?

The truth is Shelley had been hesitant to join my Nutrition Essentials Masterclass. She was worried about taking on something else, and…

She's purchased other programs before but didn't finish them.

But my Nutrition Essential Masterclass was different in ways that mattered most to Shelley.

1. **She didn't have to give up foods she loved,** which made her feel like she could do it and stick with it. She learned that it was just all about daily choices. And that's a SUSTAINABLE diet.
2. **The coaching was live.** Shelley was active during the live coaching sessions and asking questions in the private Facebook Group. She loved seeing the questions being asked (and answered) by her fellow students. She found the replays super-helpful too.
3. **She lost those 10 pounds** by investing her time and energy in the right plan.
4. And it's not just weight loss. Shelley reports, "But I also feel better. **I feel healthier. Have more energy.** And my body composition changed. I can look in the mirror and see more muscle."

Here's the thing…

Even with all the doubt, Shelley knew she was "gonna have to invest in the next step."

That's all it took. Shelley invested in the next step and got results.

Shelley's next step AFTER the masterclass is maintenance, since…

"This is like my high school weight, my pre-wedding weight, so I'm pretty happy."

If you're goal-oriented like Shelley…

… but still not getting the diet results you want or can't seem to stick with a diet I invite you to join me in my Nutrition Essentials Masterclass to forever end diet confusion and get the optimal diet for your goals and lifestyle.

7 The Expert Interview Email

Want to let your audience know about an interview you had recently with a well-known expert, celebrity, or influencer? Send your subscribers an email that gets them excited to hear about what your guest had to say.

Check out how Cathy Heller, Host of *Don't Keep Your Day Job*, teed up her episode where she interviewed Rob Lowe to her email subscribers:

Kelly!

Omgosh!! I Can. Not. Take. It!!

Rob Lowe is on the podcast today!! 🔥⬜💗😫

He is truly one of the warmest, most sincere, smart, generous, stunning and delightful humans I've ever met. It was such an enormous gift to spend this time with him. You will love this episode. Listen here.

We talked about so many great things from his auditioning for The Outsiders to all the amazing roles he's had, including being an amazing dad. We talked about what makes people successful and his new incredible podcast "Literally! With Rob Lowe", which you must go subscribe to on Apple Podcasts or wherever you get your podcasts!

This is such an unbelievably special episode so I want to do a giveaway of Rob Lowe goodies!! Who's in?! 🙋‍♀️ ⬜ ♀ Go to my IG post here for all the details :)

I'll choose 3 winners and send you an awesome package of Rob Lowe goodies!

Click here or on the video below to watch a fun clip from our chat

LEARNING TO LAUGH AT YOURSELF
with Rob Lowe

NEW EPISODE AVAILABLE NOW!

you're like that guy who everyone's kind of

8 The Survey Email

Finally, the only way to truly know what your audience wants from you is to ask. A survey email gives you the opportunity to not only get to know your subscribers better, but to go fishing for fantastic content ideas. Who knows, your subscribers could give you the best big idea for a podcast episode, blog post, social post, and more.

AWeber sent a survey email following it's 2019 Beyond the Podcast Virtual Summit. Take a look to see how we collected feedback from attendees:

Thanks so much for attending the Beyond the Podcast Summit today. We hope you were able to learn new ways to drive the success of your podcast!

One of our core values at AWeber is to "create remarkable experiences." It's why we offer free virtual events like Beyond the Podcast. It's also why, for the past 21 years, we've always gathered feedback from our audience to find out how we can improve our platform, events, and educational content to help you accelerate your success.

Please take the short, 5-minute survey about the Beyond the Podcast Summit. We value your thoughts and opinions, and our team will read every response.

Take the survey

Thanks for helping us continue to create remarkable experiences,

Liz W.
Host of Beyond the Podcast

8 Ready-To-Go Email Writing Templates for Podcasters

We want to make writing emails a breeze. That's why we put together these 8 email templates for you. Just plug in your details, copy the content into your email service provider, and you're good to go!

The Confirmation Email Template

Subject line: You're almost there! Please confirm your email

Woo-hoo! Thanks for signing up to receive emails from [insert the name of your podcast].

You're almost done!

Before you get [insert list of content they can expect to receive], you need to confirm your subscription. Click below to confirm.

[Button: Confirm my subscription]

Click the link above to give us permission to send you information. If you cannot click the full URL above, please copy and paste it into your web browser.

If you do not want to confirm, simply ignore this message.

Talk to you soon!

The [podcast name] team

The Welcome Email Template

Subject line: Thanks for subscribing to [insert your email list or podcast name]!
Hi {!firstname_fix},

Welcome!

Thanks for subscribing to receives emails from [insert the name of your podcast or business].

As promised, here is [insert the name of and link to your incentive if you offered one on your sign up form].

Now that you're in, here's what you can expect in your inbox. You'll get [insert email send cadence, such as daily, weekly, bi-weekly, monthly] updates with my latest [insert content type, such as podcasts, blog posts or news] from [insert the name of your podcast or business]. You'll also get the exclusive [insert bonus they might receive]!

To ensure you never miss an email from me, be sure to whitelist my email address [insert hyperlink with instructions on how to do this] by adding us to your address book!

[insert the name of your podcast or business] am/is [insert who you are and what you do].

If you have any questions or feedback, don't hesitate to get in touch You can contact me here: [insert your contact information].

Thanks again!

[insert your signature]

The Story Email Template

Subject line: Get to know [me/us/podcast name]

Hi {!firstname_fix}!

We can't wait to learn more about you, but you're probably also wondering a few things about us and what we do.

[Podcast name] was started because [reason you started your podcast].

[Use this space to tell more about your story here].

Since [year podcast originated], we have been [insert what your podcast has been doing], including [example of work]. We're so excited that you're here for the ride.

Want to know more about [me/us/podcast name]? Reply to this email and we'd love to start a conversation.

Talk soon!

[Insert signature]

The Curated Content Template

Subject line: Here are a few articles I thought you'd enjoy!

Hi {!firstname_fix},

I wanted to give you a heads up on some of the latest news going on in [insert your industry]. I hope you find these useful!

[insert title of article 1]

This article is about [insert topic of article]. It's important because [insert a reason].

[insert title of article 2]

Here's a post about [insert topic of article]. I think you'll like it because [insert a reason].

[insert title of article 3]

Check out this article about [insert topic of article]. You should read it because [insert a reason].

Happy reading!

[insert signature]

Educational Content Template

Subject line: [insert the title of your podcast episode or the main concept listeners will learn]

Hi {!firstname_fix},

[introduce the problem this podcast episode will resolve for your subscriber.]
[Explain why this is such a huge problem for your subscriber.]

In my new podcast episode [insert title of podcast episode], I'll teach you how to [insert main learning] so that you never struggle with [insert problem] again.
Plus, I'll also show you how to:

[insert the 2nd concept the subscriber will learn]

[insert the 3rd concept the subscriber will learn]

[insert the 4th concept the subscriber will learn]

Listen to [insert title of podcast episode] now to learn all this and more!
Thanks,

[insert your signature]

The P.A.S. Email Template

Subject line: Have you ever experienced [insert problem]?

Hi {!firstname_fix},

If you've ever experienced [insert problem], then you know how [negative emotion associated with the problem].

On top of that, [agitate the problem by inserting similar challenge subscribers face].

To help ease the [negative emotion associated with the problem], I discuss [solution to the problem] on the [name of podcast]. I think you'll find the conversation helpful because you'll learn how to easily [main takeaway from the podcast].

Button: listen to the episode now

I hope you enjoy the show!

[insert signature]

The Expert Interview Template

Subject line: An exclusive interview with expert [insert the interviewee's area of expertise]

Hi {!firstname_fix},

in this episode of [insert the name of your podcast], I interview [insert name of interviewee].

[Explain what the interviewee does].

[Explain why the interviewee is an expert in their field].

During this interview, [insert name of interviewee] shares:

- [insert the 1st concept/idea the interviewee talks about]

- [insert the 2nd concept/idea the interviewee talks about]

- [insert the 3rd concept/idea the interviewee talks about]

- [insert the 4th concept/idea the interviewee talks about]

Listen to [insert title of podcast episode] now to learn from [insert name of interviewee] and master [topic of podcast episode].

Thanks,

[insert your signature]

The Survey Template

Subject line: What do you think of [insert the name of your podcast]?

Hi {!firstname_fix},

Do you have a minute to spare?

I hope you've been enjoying the [insert name of your podcast] podcast so far. In in fact, I'd love to hear what you think! What else should I cover on the podcast? How can I make it better?

I created a short [insert number]-question survey so you can easily share your feedback. Would you mind taking [insert number of minutes it takes to complete the survey] minutes to complete it? Your feedback will help me create even better podcast episodes.

You can take the survey here [insert hyperlink with the link to your survey]. Thanks for your help!

[insert your signature]

How to avoid the spam folder

Getting marked as spam hurts your email reputation, which can make it harder for your emails to get delivered to your subscribers' inboxes. As a result, you'll want to do everything in your power to prevent getting marked as spam.

When it comes to getting messages into the inbox, follow these guidelines for top notch email deliverability.

DO: Set clear expectations

Your sign up form should clearly explain what you'll be emailing your subscribers – and your emails should deliver on that promise.

By setting clear expectations, your subscribers will know exactly what they're signing up for, so they shouldn't be surprised when your emails arrive in their inbox. And that means they'll be less likely to mark your messages as spam.

Also, make it easy for your subscribers to unsubscribe if they no longer want to receive emails from you. It's better for them to unsubscribe than mark your emails as spam.

DO: Deliver valuable information

The key to keeping your subscribers engaged is to send them information that is valuable to them. Once you begin sending irrelevant, or useful information, you may see an increase in spam complaints, or unsubscribes. By implementing some of the content ideas mentioned earlier in this guide, you'll be off to a great start.

DO: Clean your list frequently

Regularly review your subscriber list and scan for those who have been inactive (meaning who haven't opened one of your emails) in at least the last six months.

Once you've identified your inactive subscribers, it's time to delete them. Yes, you read that correctly. Delete them. If those individuals haven't opened an email from you in at least six months, chances are they're not going to open another one anytime soon.

When you clean your list regularly, you'll be more likely to send emails to people who really want to hear from you, and who are likely to do business with you in the future. Not to mention, maintaining a healthy list can also do wonders for your analytics (like open and click-through rates), since inactive subscribers will no longer skew your data.

DO: Test your content

Effective marketing relies on testing, tweaking, and measuring results.

If you're not sure your subscribers will enjoy a change to the content in your emails, consider running a split test. This will allow you to send two emails to your subscribers: one with the original content and one with the new content so you can see how they compare against one another.

DON'T: Use a free email address

Yahoo!, Gmail and other free internet service providers offer free email addresses, but sending marketing emails from a free email address is problematic for a number of reasons.

DMARC — which stands for Domain-based Message Authentication, Reporting & Conformance —requires sender domains to be authenticated. With a free account from one of the free internet service providers, you don't own the domain, and therefore don't have control over the domain's deliverability.

Using a custom domain is the best way to send marketing emails. Not only does it improve deliverability, it looks professional and helps build authority.

DON'T: Buy email lists

Never buy email lists. Full stop.

Email addresses on purchased email lists never gave you permission to send them emails. It's illegal to send emails to people who haven't opted-in to your list. It's also a great way to go to the spam folder since they're more likely to mark your emails as spam.

DON'T: Use link shorteners

There's no reason to use link shorteners in your emails — especially if you send HTML emails that allow you to hyperlink text or include buttons.

But shortened links are more likely to get flagged as spam by email service providers, as it's a common tactic used by spammers.

Email service providers track click through rates by rewriting links behind the scenes in your email. If the link is shortened, it's a sign that the message is fraudulent and is more likely to be sent to spam.

DON'T: Send anything you didn't promise

Stick to the promise you made when your subscriber gave you their email address. If you promised weekly emails, send weekly emails — no more, no less.

If you send emails your subscribers didn't expect based on the expectations you set up front, they're more likely to mark your emails as spam.

Tools that make promoting your podcast easy

So, are you inspired and ready to start promoting your podcast with email marketing?

Here are the tools you'll need to get started.

AWeber

For over 20 years, AWeber has been a market leader helping over 1,000,000 entrepreneurs, content creators, and small businesses accelerate their growth through powerfully-simple email marketing tools.

AWeber has all the tools you need to get started marketing your podcast for free.

Here are the highlights:

- ❏ **Create and send beautiful emails:** With AWeber, you can create and send beautiful emails to your audience. Create emails from scratch using our easy-to-use drag-and-drop email builder, or customize your own from hundreds of already designed templates.

- ❏ **Email automation and segmentation:** With tagging and segmentation capabilities, you can create groups of subscribers to send the right messages to the right people at the right time. Schedule emails in advance and create automated campaigns to trigger when they sign up or click certain links in their emails.

- ❏ **Landing pages:** Don't have a website or an online presence just yet? Create one with AWeber's totally free landing pages. Building unlimited landing pages with embedded sign up forms that link directly to your AWeber email lists. Plus, embed rich content — like video, social posts, audio and more — directly in your landing page.

- ❏ **List building tools:** In addition to landing pages, AWeber's sign up forms link directly to your AWeber email lists. Create sign up forms to post on your website, podcast page, social media accounts, and more.

- ❏ **Reporting:** Analyze your email performance, like open rates, click through rates, deliverability, unsubscribes and more to continually work to improve your email results.

- ❏ **Advanced tools:** Split test your emails and sign up forms, automate your emails based on subscriber behavior, create and send to custom segments, and gain access to advanced message analytics with AWeber Pro.

- ❏ **Hundreds of integrations:** AWeber connects with the tools you use everyday to streamline your workflow and get more done in less time.

- ❏ **24/7 Live Customer Support:** You'll never feel stuck with a partner like AWeber. Our award-winning customer support team is available 24 hours a day, 7 days a week via phone, email or chat to answer all your email marketing questions.

Plus, if you're already using a different email service provider but want to give AWeber a shot, we'll move your email marketing assets — email templates, sign up forms, and more — over to AWeber for you for free.

Ready to get started?

Sign up for AWeber Free today

Captivate

Captivate.fm is the World's Only Growth-Oriented Podcast Host™ that allows you to host multiple podcasts for one single monthly cost with zero contracts.

Captivate has been designed and built from day one by podcasters to give independent podcast creators the freedom and flexibility to do what they do best: experiment, explore and expand their audio influence.

Captivate delivers a raft of unique growth and marketing features, including advanced, IAB certified analytics, built-in calls to action and an industry-first podcast marketing suite to help our users to grow a loyal, engaged audience.

Get a 7-day free trial of Captivate

Sign up today for Captivate

Thank you for reading

Sources

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