

PodFest Global Summit AAP MICRO-CON



Using Instagram to Grow Your Podcast

Key Insights

- Find an audience who is underserved within a niche topic
- Create IG content that includes quick-hit tips and "me too!" moments
- Use IG to advertise how listeners can connect with you (and each other!) live
- Make posts that give thanks to specific supporters and collaborators. Make it special and personal!
- Focus on choosing podcast guests who routinely share other people's content more than choosing guests based on audience size
- Have your guests thank someone on air, and tag that person in your IG promo too
- Regularly post updates of your "most-played episodes" leaderboard

Contact Info and Free Gift!

- Instagram: @geobreezetravel
- Podcast: Geobreeze Travel Podcast
- Free Gift: www.geobreezetravel.com/podfest
 - Download my hotel upgrade email template
 - I've personally used this script to get free upgrades all over the world
 - Saved \$1000 on a room in Grand Wailea Maui, a Waldorf Astoria hotel