

B2B Podcast Promotion Checklist

BEFORE YOU LAUNCH

☐ Define Your Ideal Listener

- Target persona
- Buying stage targeting

☐ Choose Promotion Channels

- Organic (LinkedIn, X, email, YouTube)
- Paid (LinkedIn Ads, podcast apps, display)

☐ Prep Reusable Episode Templates

- Audiogram/video templates
- Blog formatting structure
- Episode summary & show notes template

☐ Plan Guest Amplification Strategy

- Pre-written promo copy for guests to share
- Co-branded visuals
- Guest-specific hashtags or tracking links

☐ Align with CRM & Workflows

- Map episode promotion to HubSpot workflows
- Enable auto-tagging for episode-specific leads
- Track engagement and attribute activity

EPISODE LAUNCH DAY

☐ Publish to All Platforms

- Apple Podcasts, Spotify, YouTube, Amazon, RSS feed
- Website landing page with embedded player and transcript

☐ Announce via Email

- Send to segmented lists based on episode topic or guest
- Include CTA to replay, share, or download companion resource

☐ Post on Social (Multiple Times)

- Audiograms with caption and CTA
- Carousel or quote graphics
- Tag guest, company, and any event/brand tied to the topic

☐ Share Internally for Amplification

- Notify sales and exec teams with swipe copy
- Post in Slack or Teams with links and visuals

☐ Feature in Newsletter or Blog

- Embed player and key takeaways
- Link to additional related resources or CTA (guide, demo, etc.)

POST-LAUNCH FOLLOW-UP

☐ Reshare Evergreen Episodes

- 2–4 weeks later, rotate into content calendar
- Highlight relevant insights or repurpose angle

☐ Add to Nurture Campaigns

- Use in HubSpot email workflows
- Align with buying stages or campaign themes

☐ Repurpose into Microcontent

- Blog posts, LinkedIn text posts, short-form video
- Internal training or onboarding content

☐ Track & Report Performance

- Pull stats monthly for plays, clicks, leads
- Report on influenced pipeline or deal engagement

Pro Tip: Plan each episode with at least 5 content assets in mind before recording.
More content = more reach = more results.