What It Takes to Start a Company Podcast

Do you listen to podcasts? If so, you're absolutely not alone—about 68 million people listen to podcasts on a weekly basis.

But even if you're not an avid podcast fan, as 16 million people in the US call themselves, the popularity and power of podcasts are undeniable.

Podcasts can turn relatively unknown content creators into household names. And podcasts can provide a captive audience that is more engaged than many other content mediums. Research from (insert) showed that 80% of podcast listeners listen to all or most of each episode, compared to 60% of people who will stop watching a video by the two-minute mark, as reported by Ad Age.

For businesses, this type of attention in advertising is unparalleled. If you've thought about lending your voice to the public in order to build awareness and authority for your brand, starting a company podcast can help grow your audience, establish credibility, and expand your business's reach.

But where do podcasts come from? Here's what you need to know to build one from the ground up for your business.

The First Question

When you start a podcast, you have to choose a category in order to set it up. But before getting to that point, the first thing you need to start a company podcast is to answer this question: What's your niche?

When you started your business, you chose what kind of business it would be, and the products and services that the business offers are shaped by this. In the same way that a business plan answers "What will you sell?" choosing a podcast niche similarly answers "What will you talk about?"

Connect the concept of your business with an interesting topic that your target audience would want to hear about. Slack, a business communication platform, tapped into the podcast craze early on in 2015. The niche for their podcast, Work in Progress, was *work*—what they help millions of people do every day through their software. They released episodes about "the meaning and identity we find in work," which was a sensible niche considering their audience, expertise, and target customers.

The Details

Once you've chosen a niche and started settling into where your podcast fits, it's time to fill in other details and determine what you'll need on the technical side.

This list isn't comprehensive and your suite of equipment and software might evolve as you move from amateur to podcast professional. But this is what you need to get started.

1. A Name

Choosing a name for your company podcast can be one of the most intimidating (but important) first steps. You want your podcast name to sound catchy, but not so creative that your audience can't find you. You want your podcast name to represent your industry, but not be so generic that no one knows what it's about.

Four good options:

- The company or leader's name (if it's well-known enough to be recognizable; Example: The Dave Ramsey Show)
- Incorporate the podcast's main content topic (Example: Planet Money and Invest Like the Best)
- Highlight your uniqueness (if you choose a different angle than the industry usually does; Example: Parenting Beyond Discipline)
- Capture the tone or personality of your brand (Example: That Sounds Fun with Annie F. Downs

2. A Schedule

Consistency is key in any type of content creation. Creating a schedule for your new podcast can help you remain consistent in releasing new episodes. Listeners will learn that they can trust your company's podcast to follow a certain rhythm and can look forward to releases.

Three good options:

- Release daily episodes (even if they're short; Example: The New York Times' The Daily, which is released daily on weekdays)

- Release on a weekday rhythm (Example: [Social Distance](#) by The Atlantic, which releases new episodes on Mondays, Wednesdays, and Fridays)
- Release once per week (Example: [Office Ladies](#) with Jenna Fischer and Angela Kinsey, which is released every Friday with longer 60-80 minute episodes)

3. A Format

Most podcasts consistently follow a certain format that they rarely veer from. When starting a new podcast, you'll want to determine the format before recording any episodes. The best format for the podcast will depend on what suits your style and content.

Three good options:

- Monologue (only one voice on the podcast following a teaching format)
- Interview style (host brings on guests to interview)
- Radio show (banter between multiple hosts)

4. A Look

Cover art creation is one of the most exciting parts of starting a podcast. Whether your company podcast's cover art follows the company branding or stands on its own, creating the podcast's visual identity is an especially meaningful step.

Three next steps:

- Make a list of symbols or other visual elements that would represent what your podcast is about
- Collect cover art images that you like from other podcasts and note what attracted you to their look
- Consult with a designer who can bring the cover art to life

5. A Hosting Service

Once your company has launched the podcast, a big pile of audio files will start to accumulate for each episode. Podcasters need a hosting site to store audio files and make them easy to download before the podcast is submitted to a directory like Apple Podcasts or Spotify. The best hosting site for you (and the cost of it) will vary based on how much bandwidth and storage you need.

Five good options:

- [Libsyn](#)
- [Soundcloud](#)
- [Buzzsprout](#)
- [Podbean](#)
- [Transistor](#)

6. The Software

Besides a [microphone](#), the right software for recording and editing is another important thing in your set of podcasting tools. There's plenty of software (often called Digital Audio Workstations) out there that can get the job done, but some are more beginner-friendly than others.

Five good options:

- [Audacity](#) (Recording and editing)
- [SquadCast](#) (Recording and editing)
- [Zencastr](#) (Recording)
- Record [Skype](#) or [Zoom](#) calls
- [Alitu](#) (Editing)

7. The Sounds

Are there certain tunes you associate with your favorite podcast? If you started to hear music in your head, that illustrates the importance of choosing the right intro, outro, and segment change music for your podcast. Fortunately, there are many resources online with libraries of sounds to choose from.

Six good options:

- [Pond5](#)
- [Audio Blocks](#)
- [Shutterstock](#)
- [Epidemic Sound](#)
- [Incompetech](#) (Free)
- Hire a musician to create a custom sound

The last thing you need to start a company podcast...is to get started! Submit your podcast to a few directories (Apple Podcasts, Spotify, Google Play, Stitcher, etc.) and you're well on your way to reaching your target customer by speaking directly into their ears. That may sound creepy, but what they hear on the podcast can help them learn, make them laugh, and keep your company on their radar.

You may switch tools or even methods for your podcast along the way, but with a little strategy, a few tools, and a lot of consistency, you have what you need to get your brand out there for the world to hear.