

PODCASTING VS SOCIAL MEDIA

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How does social media make you feel? For many people, the answer isn't good. Despite this, companies invest millions into marketing on these platforms, either by purchasing ads that viewers might never see or by sponsoring 'influencer' accounts that could be fake. Worse, we collectively spend millions of hours on these websites, even when it's clear that they aren't improving our lives.

Is it really worth it? Or is there a better way?

Whereas posts on Facebook or Twitter are fleeting, assuming your audience sees them at all, a podcast is something that lives on.

And while Instagram or TikTok might just be a distraction you scroll through to kill time when you have a quick break at work or are bored while waiting in line, podcasts are something people actively seek out because they want to engage. Put another way, social media is about grabbing attention that tends to be short-lived. Podcasts, like great TV, are about holding attention in a way that lasts.

More than that, because your audience gets to hear your actual voice, you can form the kind of deeper and intimate one-on-one connections that would never come from filtered images or plain text.

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This is one of the reasons why podcasts have gone from strength to strength, even as the social media platforms continue to fall apart. Indeed, it's also why I've continued to see the kind of engagement and growth through my podcast that I never saw from social media or from my blog.

There are several other benefits to podcasting. First, it's easier to stand out because the field is less crowded, with 'only' 1.4 million podcasts in the world compared to more than 30 million YouTube channels and well over 1 billion active monthly users on Instagram. And because you're more likely to be heard, it's easier to connect with a loyal audience through regular publishing, become known as a reliable expert in your field, and achieve success, whether your goal is building your brand to make money or building relationships to make friends.

There are so many benefits for listeners too. Unlike radio, where you can't control the content or fast-forward through annoying and irrelevant ads, a podcast gives you the chance to choose exactly what you want to hear. More importantly, you can choose exactly when you hear the content, which makes it a great way to do something productive on your commute, at the gym, or while doing chores at home. It's so easy to feed your mind, which is why I listen for an average of two hours a day! Indeed, the fact that it's getting easier to consume podcasts on-demand, whether on your phone or in your car, means the medium is set to keep growing.

If this has you excited at the thought of starting a podcast, that's great! But before you rush into the process, take a moment to pause and consider. Podcasting isn't 100% right for all people all the time. Instead, it works better for specific companies or individuals under specific conditions. That's what I'll cover in the rest of this guide.

Also, certain times are better for launching a podcast than others. For example, it's not a good idea to launch a career podcast in the summer holiday. But, for the most part, it doesn't make sense to postpone. Otherwise, you risk falling into the trap of putting off until tomorrow what you can make a start on today. Indeed, as podcasting becomes more mainstream (and before the competition in your niche becomes too high), now's the perfect time to proceed.

(This is an extract from Eugene Yiga's book How to Plan, Start, and Grow a Successful Podcast. Download a free copy at www.eugeneyiga.com/podcast.)

