



Creating Podcast Ads

Use these four steps to create amazing podcast ads!

1

Relate

As you start your ad, find a way to connect or identify with your audience about this topic. If you're promoting tax software, perhaps you can share a quick story of how you overpaid an accountant to handle your taxes. If you're talking about music lessons, maybe you share about your amazing experience of getting a standing ovation at your piano recital. The goal here is to RELATE to your audience. Explain why you're sharing this information with them. Be authentic.

2

Info

Educate your audience about the product or service you're promoting. Refer to the document we sent you. It lists several talking points already approved by the brand. Select a few pieces of information you think will interest your audience. Feel free to elaborate on these points- bringing in your own personal experience wherever possible. Don't read each point verbatim- that's boring and it will probably sound like you're reading. You know your audience best. Take the information and translate it into a style they will understand and appreciate. If you've been provided soundbites from the brand to include in your ad, this is a great place to use them.

3

Opinion

You have just introduced your audience to this product or service. Now it's time to share your opinion. You obviously like it or you wouldn't be creating an ad... but what exactly do you like? How would this product or service make a difference in your life? Even if you haven't personally tested it, you can still share your thoughts based on the information provided by the brand. You need to be 100% honest with your audience about how you feel. Don't exaggerate. If this isn't the most amazing product in the world, don't say it is. Be real.

4

Info

Tell your audience how to purchase the product or service through your podcast. This is called a "call to action", or CTA. You're asking your audience to do something so the brand can determine if these podcast ads are working. Be very clear when saying the call to action and repeat it at least twice during the ad spot.

Podcast Ad Samples

Click the links below to listen to podcast ads that follow the four steps described above.

[Yipes Wipes](#), Mid-roll, MP3

[Ellement Vitamins](#), Mid-roll, MP3

[Everyplate Meal Kits](#), Mid-roll, MP3

