



**RESOURCE**

**PROMOTION  
TOOLS**

**Great online tools to  
help promote and  
market your Podcast**

## Checklist - Promotion Tools

*Here is an overview of free online tools I love.*

### **CONTENT CREATION**

- ❑ **Canva:** Designing beautiful artwork (e.g. Episode art, Quotes, Posters, Logos etc)  
<https://www.canva.com>
- ❑ **Headliner:** Turning your audio Podcast and graphics into short video clips (Audiograms) <https://www.headliner.app>
- ❑ **Wavve:** Another tool for turning your audio Podcast and graphics into short video clips (Audiograms) <https://wavve.co>  
For more inspiration to create a video trailer for your Podcast with Wavve check [here](#)
- ❑ App: **VUE:** Video Editor and Cam recorder  
Very easy to use, quick to create videos right from your phone with lots of music overlay option.  
Get it on [Apple Store](#) for Iphone  
Get it on [Google Play](#) for Android

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## **NEWSLETTERS**

- ❑ **Mailchimp:** Great for starting to build an email list. Beautiful designs and easy to use. Free Plans available

<https://mailchimp.com>

[Example of #impact Newsletters](#) created with the free version of Mailchimp.

- ❑ **Convertkit:** For more sophisticated email list building. Easy to use and great for lead generation if you also aim for your Podcast to drive sales for a product or service

Only paid plans available starting from USD29/month

<https://convertkit.com>

## **SOCIAL MEDIA**

- ❑ **Hootsuite:** Great for scheduling Social Media Content across your platforms

Free Plan available

<https://hootsuite.com>

- ❑ **Linktree:** e.g. very useful for your Instagram Account, to use this link to offer several links for your visitors to click on.

Free plan available

<https://linktr.ee>

## **SOCIAL MEDIA CONTENT CALENDAR**

- ❑ **TEMPLATE:** Feel free to [make a copy of this google sheet](#) to start editing and adjusting for your Podcast. Access and copy from [here](#).

Done for you Templates & Cheat Sheets & Checklists: Start your Podcast. Make an impact.