

# Limited Run Podcasts

How to Use Less Than 10  
Episodes to Generate a Buzz

# What We'll Explore

- What is it?
- Who's doing this?
- What should I remember?



**Hopefully, you'll want some of  
what I'm drinking!**

# The Long Tail



# Case Studies



# Butterball Turkey Talk



**Episode 5 – Thanksgiving  
Leftovers**

# Justice League



Episode 2 – Falling Star

# Starbucks Coffee



**Episode 3 – Origin to  
Appreciation**

# Activity

What do you need to remember in order to launch an effective limited run podcast?

# Limited Edition Podcast Rules

- Get listed in iTunes
- Create infotaining content that's evergreen
- Rely on in-house talent
- Tell a story
- Event specific



**Go forth and be limited!**

# Questions / Comments



# Last Thoughts

*“A person who belongs becomes a customer  
who buys.”*

Need to find me? Google me:

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OR

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