

Podcast Guest Interviews Impact Measuring Checklist

Print off this checklist and tick off each step as you go through the [‘Assessing the Impact of Your Podcast Guest Interviews’](#) guide on our Talk About Digital Podcast website.

Measuring the Impact on Your Personal Brand

- Track Social Media Mentions and Follower Growth
 - Monitor mentions of your name on social media platforms after each podcast appearance
 - Record your follower count before and after the podcast airs
 - Analyse engagement levels on posts related to the podcast
- Analyse Changes in Professional Recognition
 - Track any new invitations to speak at events, webinars, or on other podcasts
 - Monitor requests for collaborations that occur after your podcast appearance
 - Note any mentions of your name in industry publications, blogs, or newsletters
- Gather Personal Brand Feedback
 - Collect testimonials from listeners or peers after the podcast appearance
 - Request feedback from your audience through social media or email

- Review online comments and discussions related to your podcast appearance

Evaluating the Growth of Your Business Brand

- Monitor Brand Mentions and Sentiment
 - Set up social listening tools to track mentions of your business across social media and online platforms
 - Track the frequency of mentions after each podcast appearance
 - Analyse the sentiment of these mentions (positive, neutral, negative)
- Assess Media Coverage and Industry Influence
 - Track any increases in press coverage following your podcast appearances
 - Monitor mentions of your business in blogs and online publications
 - Note any industry recognition (awards, citations) that occurs after your podcast appearances
- Measure Brand Awareness
 - Survey customers and leads to determine how many heard of your business through your podcast appearances
 - Analyse survey results to gauge the effectiveness of your podcast appearances in raising brand awareness
 - Use the data to inform your future podcast strategy

Tracking Social Media Growth

- Monitor Follower Growth Across Platforms
 - Record the number of followers on your business and personal social media profiles before each podcast appearance
 - Check follower growth a few days and a week after the podcast airs
 - Analyse the data to identify any spikes in follower growth linked to the podcast
- Track Engagement Metrics
 - Identify and track engagement on social media posts related to the podcast
 - Monitor likes, shares, comments, and retweets on these posts
 - Compare engagement levels with your typical social media activity
- Evaluate the Reach and Influence
 - Use social media analytics tools to measure the reach of your podcast-related posts
 - Compare the reach of these posts with your regular content
 - Monitor how often your podcast-related content is shared and mentioned by others

Measuring Website Traffic Growth

- Set Up UTM Parameters
 - Identify the specific URL to direct podcast listeners to
 - Create UTM parameters using Google's Campaign URL Builder tool
 - Use the UTM-tagged URL during your podcast appearance and in promotional materials
- Analyse Traffic Sources in Google Analytics
 - Log in to Google Analytics (GA4) and navigate to the "Traffic Acquisition" report
 - Filter by "Source/Medium" or "Campaign" to track traffic from podcast appearances
 - Compare traffic before and after the podcast airs to assess its impact
- Assess Visitor Behaviour
 - Track key behavioural metrics (page views, session duration, bounce rate) for visitors from podcasts
 - Analyse conversion actions (sign-ups, downloads, purchases) made by these visitors
 - Use the data to refine your website content and improve visitor engagement

Measuring New Customer Growth and Acquisition

- Track Lead Generation and Conversions
 - Set up a CRM system to track new leads and label those generated by podcast appearances

- Monitor conversions (e.g., sign-ups, purchases) after each podcast appearance
- Use Google Analytics to track podcast-related conversions using UTM parameters
- Use Custom Landing Pages and Discount Codes
 - Create a unique landing page for each podcast appearance with a clear call to action
 - Generate a unique discount code for each podcast and track its usage
 - Monitor the performance of landing pages and discount codes using website analytics
- Evaluate Customer Acquisition Costs
 - Calculate the total costs associated with each podcast appearance
 - Determine the number of new customers acquired from each podcast
 - Calculate the Customer Acquisition Cost (CAC) for each podcast and compare it to other channels

Maximising and Sustaining Growth from Podcast Guest Appearances

- Interpret Your Data for Strategic Decisions
 - Regularly review the data collected from all tracking methods
 - Identify strengths and weaknesses in your podcast guest strategy

- Refine your strategy based on the data to improve future podcast appearances
- Prioritise High-Impact Podcasts
 - Evaluate the performance of each podcast appearance based on key metrics
 - Identify the podcasts that delivered the highest returns on brand visibility and customer growth
 - Focus on quality over quantity by prioritising high-impact podcasts
- Build a Long-Term Growth Plan
 - Integrate podcast appearances into your overall marketing strategy
 - Plan for sustained engagement by scheduling regular podcast appearances
 - Continuously measure and adapt your strategy based on what's working best

By using this checklist and following the related guide on the TAD website you will understand how to efficiently measure and assess the impact from your podcast guest interview appearances to ensure it has been worth investing your time.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.