

# Podcasts are Amazing for Book PR

Not too long ago, established authors might have hesitated to include podcasts in their **book publicity** efforts. However, times have changed, and podcasts are a significant part of book marketing campaigns. Data shows that in the United States, over half of the population aged 12 and older listens to podcasts. This surge in popularity has led to more than 850,000 active podcasts, boasting over 30 million episodes. Marketers are drawn to podcasts because they cater to niche audiences already engaged with specific topics, making these listeners more inclined to buy books after listening.

To land an interview on a prominent podcast, authors need to be strategic and, ideally, have a following. Many top-tier podcasts look for guests who can cross-promote, so having a substantial social media presence is crucial. A common requirement is around 10,000 followers, as podcasts prefer guests who can attract an audience. It makes building your social media presence essential for authors. However, not all hope is lost for those with smaller followings. Numerous smaller podcasts may have less strict requirements but still attract an audience that aligns well with your book's theme.

If you can connect virtually or by phone, you can appear on several podcasts in one day, making this an efficient promotional tool. The key is finding podcasts whose audiences' interests match your book topic, which can significantly boost sales. If you're interested in being a podcast guest, it's wise to listen to a few episodes to understand the format, the host's style, and the show's overall vibe. Once you're featured on a podcast, promoting the episode to your followers is critical. Avoid excessive self-promotion, but make sure to share the podcast across your social media platforms.

Timing is essential; promoting just before the episode goes live can generate interest among your followers, who often enjoy being the first to know about new content. Podcasts vary widely in content and style, usually addressing more controversial topics than traditional interviews. Be prepared for anything during your appearance and have a plan for handling unexpected discussions. Overall, podcasts are a valuable platform for authors, combining the opportunity for meaningful conversation with a highly engaged audience that can lead to increased book sales.