

# TOP 10 MARKETING PODCASTS TO FOLLOW



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## **Top 10 Marketing Podcasts to Follow**

Marketing is a very big topic. There are all types of marketing from online to offline from video to content and more. There is so much to learn that a good way to digest all of it is via listening to podcasts. Podcasts are a great way to get the information while you’re doing other things such as exercising, waiting at the doctor’s office, airport, or even on the airplane because you can download them to listen later. These 10 podcasts will help you succeed in marketing.

### **Podcast #1: Bacon Podcast by Brian Basilico**

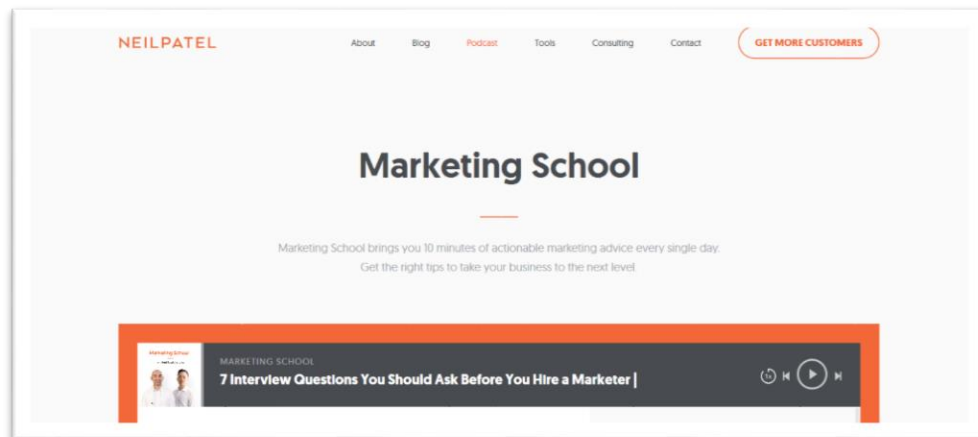
<http://www.baconpodcast.com/>



The Bacon podcast is packed with business and marketing topics from copywriting to business intuition and everything in between. Brian shares his own knowledge as well as interviews others about their specialized topics. Many episodes are only about 10-20 minutes long so you can squeeze them in during your lunch break. There are currently over 200 existing episodes and he's releasing new ones all the time.

## Podcast #2: Marketing School by Neil Patel

<http://neilpatel.com/podcast/>



Don't have tons of time to listen to hour long podcasts? This podcast is different. You'll get marketing advice every single day that lasts only 10 minutes. These bite-sized podcasts are full of great information about marketing. Listen as you go for a walk or while enjoying your morning coffee. Patel has been a leader in marketing for many years and is a successful author, business owner, entrepreneur, marketer and blogger. You will get a lot of good information from him that won't steer you wrong.

## Podcast #3: Rainmaker.Fm

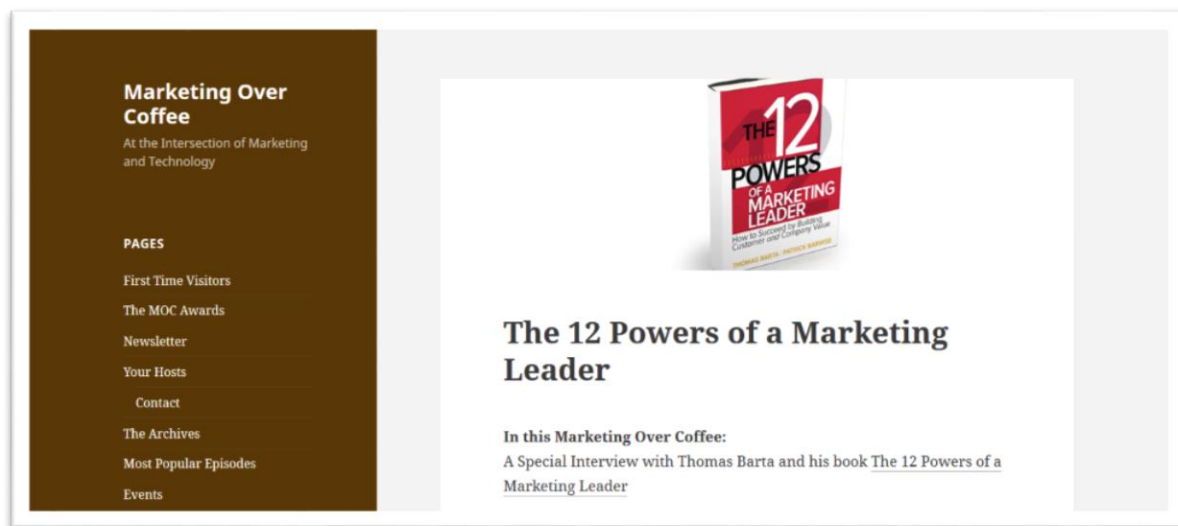
<http://rainmaker.fm/>



When you register with Rainmaker FM you'll get some free marketing training plus, you'll get to listen to all the featured shows. Writer Files, Unemployable, Studio Press, Elsewhere, The Digital Entrepreneur and more are available for you to listen. It'll be hard to figure out which one to listen to but every show gives great marketing tips and great information for online business or offline business that markets online. You know that if StudioPress has something to do with it, it's going to be amazing.

## Podcast #4: Marketing Over Coffee

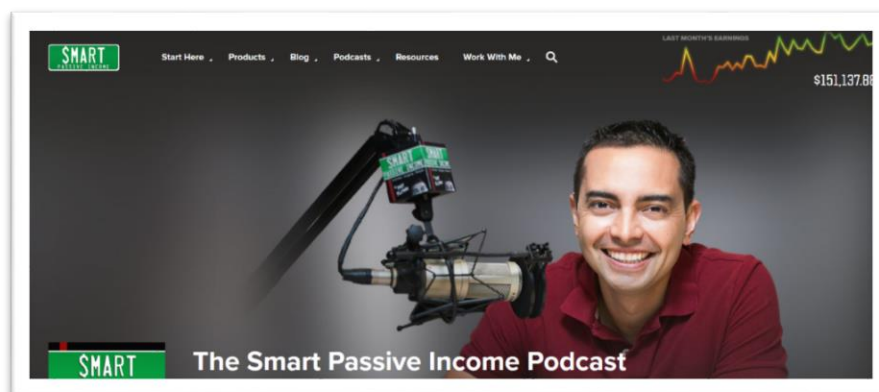
<http://www.marketingovercoffee.com/>



New shows are recorded each week in a local coffee shop and released on Thursday mornings. They are roughly 20 minutes long and filled with tips and tricks for successful marketing. Routinely covered topics include social networks, email marketing, SEO and offline marketing campaigns. The hosts have interviewed people like Seth Godin, Ann Handley, Tom Webster and others make this podcast top notch.

## Podcast #5: Smart Passive Income

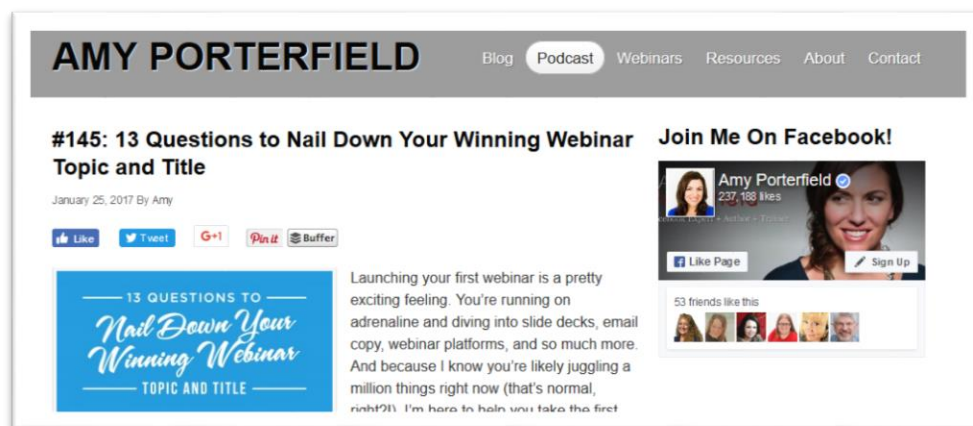
<https://www.smartpassiveincome.com/podcasts/>



If you want to learn how to make passive income this is the blog to listen to. Pat Flynn teaches proven strategies for running an optimized, passive income business. These are methods he practices with his own business on a daily basis. He talks about failures he and other people have made, what they've learned from them and how they've overcome them. He teaches video marketing, affiliate marketing and more. He also has an Ask Pat podcast where he answers online business questions five days a week.

## Podcast #6: Online Marketing Made Easy by Amy Porterfield

<http://www.amyporterfield.com/category/podcast/>



The screenshot shows the top of Amy Porterfield's website. The header includes her name 'AMY PORTERFIELD' and navigation links for 'Blog', 'Podcast', 'Webinars', 'Resources', 'About', and 'Contact'. The main content area features a podcast episode titled '#145: 13 Questions to Nail Down Your Winning Webinar' with the subtitle 'Topic and Title'. It is dated 'January 25, 2017 By Amy' and includes social media sharing buttons for Like, Tweet, G+, Pin it, and Buffer. To the right is a 'Join Me On Facebook!' section with a profile picture of Amy Porterfield, her name, '237,188 likes', and a 'Like Page' button. Below this, it says '53 friends like this' and shows a row of small profile pictures. The episode description begins with 'Launching your first webinar is a pretty exciting feeling. You're running on adrenaline and diving into slide decks, email copy, webinar platforms, and so much more. And because I know you're likely juggling a million things right now (that's normal, right?) I'm here to help you take the first

Amy Porterfield is a social media strategist and co-author of Facebook Marketing All-In-One for Dummies. With her podcast, you'll learn tactics for getting more traffic, more customers and so much more. There's no topic she doesn't cover if it has to do with marketing. Best of all, she breaks things down into lessons that you can understand and more importantly implement.

## Podcast #7: This Old Marketing Podcast by Content Marketing Institute

<http://contentmarketinginstitute.com/pnr-with-this-old-marketing-podcast/>



The screenshot shows the Content Marketing Institute website. The header includes the CMI logo, navigation links for 'About us', 'Email updates', 'Contact us', and 'Search', and a 'register today' button. A banner for an event on 'March 1, 2017 | 10:00 AM ET - 5:00 PM ET' is displayed, brought to you by 'Target Marketing' and 'Cabinet', with a 'REGISTER' button. Below the banner is a navigation menu with links for 'METHODS', 'RESOURCES', 'RESOURCES', 'TOPICS', 'EVENTS', 'TRAINING', 'CONSULTING', 'IMAGINE', 'PODCAST', 'DIRECTOR', and 'CAREERS'. The main content area features a podcast episode titled 'PNR With This Old Marketing Podcast' with a graphic showing 'PULIZZI & ROSE' and 'THIS OLD MARKETING PODCAST'. To the right is a section titled 'Join Over 180,000 of your Peers!' with a description of daily articles and an exclusive e-book, followed by a form to 'Enter your email address...' and a 'Send Me Updates' button.



The great thing about this podcast is that it shows you through example, how none of the concepts that work in marketing are new. Marketing along with content marketing has been around as long as there have been things to sell and communication surrounding getting clients on board to buy. They're just updated a bit to fit the new tools of the trade. Each 60-minute show discusses newsworthy content marketing, rants and raves, and a good example from the past of content marketing that you can learn from.

### **Podcast #8: Duct Tape Marketing Podcast**

<https://www.ducttapemarketing.com/category/podcast/>



This podcast covers all categories of marketing including but not limited to Advertising, tools, SEO, content marketing, online marketing, and social media. If you need to learn about it, you can find a podcast here in the archives talking about it. Pretty much any type of marketing that a small business needs to know about is covered with the Duct Tape Marketing Podcast. Become instantly more productive listening to and implementing their advice.

### **Podcast #9: The Mad Marketing Podcast by The Sales Lion**

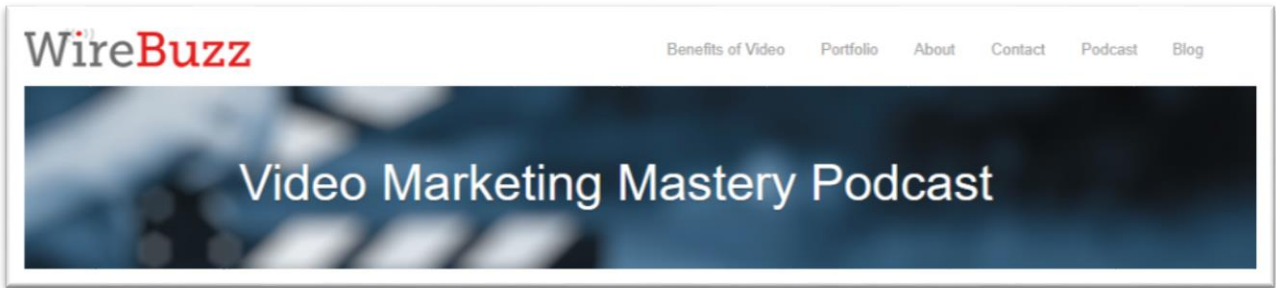
<https://www.thesaleslion.com/mad-marketing-podcast/>



If you want to learn about marketing while also being entertained and even shocked this is a great podcast to listen to. Marcus Sheridan is a great host who speaks off-the-cuff in a personal way answering questions from listeners. Each podcast consists of one question from a listener. He uses his personal style to give answers with real actionable steps to take to be successful with marketing.

### **Podcast #10: Video Marketing Podcast by WireBuzz**

<https://www.wirebuzz.com/category/wirebuzz/podcast/>



Video is hot. You know that if you want to expand your brand video is a great way to do it. Listening to this podcast will give you the information you need to get started and become successful with video marketing. You'll learn about testing, conversions, explainer videos and more. The folks at WireBuzz work with a variety of small business owners helping them use video to make a huge impact.

These top-10 marketing podcasts to follow and listen to will help you keep up to date on the ever-changing, yet somehow still the same, world of marketing online and off.