



The Shop Talk Podcast Playbook

Welcome to "The Shop Talk," your go-to podcast for all things leadership, marketing, technology, and a sprinkle of random facts that make life interesting. Designed specifically for B2B marketing and business leaders, this podcast is your platform to gain valuable insights, stay ahead of industry trends, and explore innovative strategies that can elevate your business to the next level.

Each episode features engaging conversations with thought leaders, industry experts, and trailblazers who share their knowledge, experiences, and practical advice. Whether you're looking to refine your leadership skills, master the latest marketing techniques, or simply enjoy a curious fact or two, "The Shop Talk" has something for everyone.

Join us on this journey as we blend professional wisdom with a touch of fun, helping you navigate the ever-evolving business landscape with confidence and creativity. Tune in, learn, and let's talk shop!

Podcast Strategy for Marketing Leadership Community

1. Overall Podcast Concept

Title:

- "The Shop Talk Podcast"

Purpose:

- Deliver valuable insights and thought leadership tailored for B2B marketing and business leaders.

- Provide a platform for discussing industry trends, sharing best practices, and exploring innovative strategies.

Tone and Style:

- Professional and authoritative, yet conversational and engaging.
- Balanced mix of in-depth analysis and accessible discussions.

Format:

- **Interview-Style:** Engaging conversations with top marketing and business leaders.
- **Narrative Episodes:** Deep dives into significant trends, case studies, or company stories.
- **Roundtables:** Group discussions featuring multiple perspectives on key issues.
- **Mini-Series:** Focused series exploring specific themes or topics in depth.

2. Style Guide

Themes:

- B2B marketing strategies and trends.
- Leadership and management insights.
- Innovation and technology in marketing.
- Success stories and case studies.
- Future outlook and market predictions.

Intro/Outro Elements:

- **Intro:** Dynamic music intro with a standard introduction script introducing the podcast and its purpose.
- **Outro:** Recap of key points, call-to-action, and teaser for the next episode.

Segment Templates:

1. **Opening Segment:** Introduction of the topic and guest(s).
2. **Main Discussion:** In-depth exploration of the episode's theme.
3. **Quick Tips:** Practical advice or tips related to the main topic.
4. **Listener Q&A:** Answering questions from the audience (if applicable).
5. **Closing Segment:** Summary, call-to-action, and teaser for the next episode.

Music/Audio Branding:

- Choose music that reflects a professional and innovative brand identity.
- Consistent use of sound effects for transitions.

Guest Criteria:

- Industry leaders and influential voices in B2B marketing and business.
- Internal experts from our organization.
- Customers and partners with compelling success stories.
- Authors, analysts, and consultants with significant insights.

3. Content Ideas

Podcast Series:

- **"Leadership Insights"**: Focus on leadership strategies and experiences from top executives.
- **"Innovation Spotlight"**: Highlight innovative technologies and practices in B2B marketing.
- **"Success Stories"**: Share compelling case studies and customer success stories.

Seasonal/Timely Updates:

- Quarterly industry trend updates.
- Special episodes during major industry events or conferences.
- End-of-year summaries and predictions for the next year.

Promotional Crossover Shows:

- Collaborations with other podcasts in the marketing and business sectors.
- Cross-promotions with industry influencers and partners.

4. Content Calendar (6-12 Months)

Month 1

Episode 1:

- **Title**: "The Future of B2B Marketing"
- **Guest**: Industry Expert A
- **Talking Points**: Key trends, future predictions, impact of technology
- **Call-to-Action**: Subscribe for more insights

Episode 2:

- **Title**: "Leadership Lessons from the Top"
- **Guest**: Executive B
- **Talking Points**: Leadership strategies, overcoming challenges, success stories
- **Call-to-Action**: Visit our website for more details

Month 2

Episode 3:

- **Title:** "Innovative Marketing Technologies"
- **Guest:** Innovator C
- **Talking Points:** New technologies, implementation strategies, case studies
- **Call-to-Action:** Download our whitepaper

Episode 4:

- **Title:** "Customer Success: Real Stories"
- **Guest:** Customer D
- **Talking Points:** Success story, best practices, lessons learned
- **Call-to-Action:** Join our upcoming webinar

Month 3

Episode 5:

- **Title:** "Roundtable: Marketing Challenges"
- **Guest:** Panel of Experts
- **Talking Points:** Discussion on current challenges, solutions, industry perspectives
- **Call-to-Action:** Follow us on social media

Episode 6:

- **Title:** "Quarterly Insights: Q1 Review"
- **Guest:** Internal Analyst
- **Talking Points:** Quarterly review, key takeaways, upcoming trends
- **Call-to-Action:** Sign up for our newsletter

Month 4

Episode 7:

- **Title:** "What is a Go-To-Market Strategy?"
- **Guest:** Marketing Strategist E
- **Talking Points:** Definition, steps to create, examples
- **Call-to-Action:** Download our GTM strategy guide

Episode 8:

- **Title:** "Integrating Video into Your Marketing Mix"
- **Guest:** Video Marketing Specialist F
- **Talking Points:** Importance of video, best practices, tools and platforms
- **Call-to-Action:** Watch our video marketing webinar

Month 5

Episode 9:

- **Title:** "Brand vs. Performance Marketing"
- **Guest:** Branding Expert G
- **Talking Points:** Differences, benefits of each, integration strategies
- **Call-to-Action:** Read our latest blog post on brand vs. performance marketing

Episode 10:

- **Title:** "The Role of AI in B2B Marketing"
- **Guest:** AI Specialist H
- **Talking Points:** AI applications, benefits, case studies
- **Call-to-Action:** Download our AI in marketing report

Month 6

Episode 11:

- **Title:** "Account-Based Marketing Strategies"
- **Guest:** ABM Expert I
- **Talking Points:** What is ABM, how to implement, success stories
- **Call-to-Action:** Sign up for our ABM workshop

Episode 12:

- **Title:** "Maximizing ROI with Marketing Automation"
- **Guest:** Automation Specialist J
- **Talking Points:** Tools and platforms, implementation tips, measuring ROI
- **Call-to-Action:** Download our marketing automation toolkit

Month 7

Episode 13:

- **Title:** "Building a Strong B2B Brand Identity"
- **Guest:** Brand Strategist K
- **Talking Points:** Importance of branding, steps to build, real-world examples
- **Call-to-Action:** Register for our brand identity webinar

Episode 14:

- **Title:** "Effective Lead Generation Tactics"
- **Guest:** Lead Gen Expert L
- **Talking Points:** Tactics, tools, measuring success

- **Call-to-Action:** Access our lead generation eBook

Month 8

Episode 15:

- **Title:** "Data-Driven Decision Making in Marketing"
- **Guest:** Data Analyst M
- **Talking Points:** Importance of data, tools, best practices
- **Call-to-Action:** Join our data-driven marketing course

Episode 16:

- **Title:** "Customer Journey Mapping for B2B"
- **Guest:** Customer Experience Specialist N
- **Talking Points:** Steps to create, benefits, case studies
- **Call-to-Action:** Download our customer journey map template

Month 9

Episode 17:

- **Title:** "Creating Compelling B2B Content"
- **Guest:** Content Marketing Expert O
- **Talking Points:** Content types, creation tips, distribution strategies
- **Call-to-Action:** Read our content marketing guide

Episode 18:

- **Title:** "Harnessing the Power of LinkedIn for B2B Marketing"
- **Guest:** LinkedIn Specialist P
- **Talking Points:** LinkedIn strategies, tools, success stories
- **Call-to-Action:** Follow us on LinkedIn

Month 10

Episode 19:

- **Title:** "Strategies for Nurturing B2B Leads"
- **Guest:** Sales and Marketing Expert Q
- **Talking Points:** Lead nurturing tactics, tools, metrics
- **Call-to-Action:** Access our lead nurturing playbook

Episode 20:

- **Title:** "Optimizing Your B2B Sales Funnel"

- **Guest:** Funnel Specialist R
- **Talking Points:** Funnel stages, optimization tips, success metrics
- **Call-to-Action:** Download our sales funnel optimization guide

Month 11

Episode 21:

- **Title:** "The Importance of Customer Feedback in B2B Marketing"
- **Guest:** Customer Success Manager S
- **Talking Points:** Collecting feedback, leveraging insights, improving strategies
- **Call-to-Action:** Join our customer feedback webinar

Episode 22:

- **Title:** "Leveraging Webinars for Lead Generation"
- **Guest:** Webinar Specialist T
- **Talking Points:** Planning, promotion, execution, follow-up
- **Call-to-Action:** Register for our upcoming webinar on lead generation

Month 12

Episode 23:

- **Title:** "The Future of B2B Marketing: Trends to Watch"
- **Guest:** Industry Analyst U
- **Talking Points:** Emerging trends, future outlook, actionable insights
- **Call-to-Action:** Subscribe for more insights

Episode 24:

- **Title:** "Building and Managing High-Performance Marketing Teams"
- **Guest:** HR Specialist V
- **Talking Points:** Recruitment, team dynamics, performance management
- **Call-to-Action:** Download our guide on building high-performance teams

Episode 25:

- **Title:** "The Intersection of Sales and Marketing in B2B"
- **Guest:** Sales and Marketing Leader W
- **Talking Points:** Collaboration strategies, aligning goals, case studies
- **Call-to-Action:** Join our sales and marketing alignment workshop

Episode 26:

- **Title:** "Creating an Effective B2B Email Marketing Campaign"

- **Guest:** Email Marketing Expert X
- **Talking Points:** Campaign planning, best practices, tools and metrics
- **Call-to-Action:** Access our email marketing toolkit

Episode 27:

- **Title:** "The Benefits of Podcasting for B2B Brands"
- **Guest:** Podcasting Specialist Y
- **Talking Points:** Podcasting benefits, how to start, success stories
- **Call-to-Action:** Download our podcasting for B2B guide

Episode 28:

- **Title:** "Using Analytics to Improve Marketing Performance"
- **Guest:** Data Analyst Z
- **Talking Points:** Key metrics, tools, best practices
- **Call-to-Action:** Register for our analytics webinar

Episode 29:

- **Title:** "Developing a Content Marketing Strategy for B2B"
- **Guest:** Content Strategist AA
- **Talking Points:** Strategy development, content types, distribution channels
- **Call-to-Action:** Download our content marketing strategy guide

Episode 30:

- **Title:** "The Power of Storytelling in B2B Marketing"
- **Guest:** Storytelling Expert BB
- **Talking Points:** Importance of storytelling, how to craft stories, examples
- **Call-to-Action:** Access our storytelling webinar

This comprehensive list ensures a diverse range of topics and insights, providing valuable content for your B2B marketing and business leadership audience.

5. Guest Booking, Production, and Monetization Plan

Guest Booking:

- Create a guest outreach list with potential guests.
- Develop a standard outreach email template.
- Offer incentives like exposure, networking opportunities, and product/service perks.

Production:

- **Pre-Production:** Research, scripting, and scheduling.
- **Recording:** Use professional equipment and software, conduct interviews, and record sessions.
- **Post-Production:** Edit audio, add music and sound effects, and finalize episodes.

Monetization:

- **Dynamic Ad Insertion:** Insert ads dynamically based on listener demographics.
- **Branded Content:** Partner with brands for sponsored episodes or segments.
- **Listener Growth Funnels:** Use strategies like email capture, exclusive content, and community engagement to grow the listener base and convert them into customers.

This comprehensive strategy will ensure the podcast is engaging, informative, and aligned with our marketing goals, ultimately helping to strengthen our brand presence and connect with our target audience.

###

Podcast Guest Email Invite [[Google Form Link](#)]

Subject: Your Insights Needed: Help Shape "The Shop Talk" Podcast + Invitation to Be a Guest

Hey [Recipient's Name],

I hope you are doing well!

I'd love to broadcast your expertise as we launch "**The Shop Talk Podcast**," a space dedicated to exploring leadership, marketing, and innovative business strategies.

We're in the process of fine-tuning our content roadmap, and your expertise in marketing would be invaluable in helping us shape episodes that genuinely resonate with our community of B2B marketing and business leaders. Your feedback could make all the difference in delivering content that's not just relevant but transformative.

[Click here to provide feedback \(2 Minutes \)](#)

But that's not all—I believe you have much more to offer than just feedback. I'd be honored if you'd consider joining us as a guest on the podcast. Your unique insights and experiences would bring tremendous value to our listeners, and I'm confident our audience would benefit greatly from hearing your story.

Here's how you can contribute:

1. **Provide Feedback:** Share your thoughts on our planned topics and suggest any areas you believe we should explore further.
2. **Join as a Guest:** Let's discuss how we can spotlight your expertise in an upcoming episode.

Let's schedule a brief call to discuss your thoughts and explore potential collaboration opportunities if you're open to it. Your perspective is precisely what we need to ensure "The Shop Talk" becomes a must-listen for professionals across our industry.

Thank you for considering this opportunity. I'm looking forward to hearing from you and potentially featuring you on the podcast!

Best regards,
Drew Franklin

###

Podcast Feedback Thank You Email

Subject: Thank You for Your Feedback and Interest in "The Shop Talk" Podcast!

Hey [Guest's Name],

I hope this email finds you well!

First, thank you for providing feedback on the content roadmap for "The Shop Talk Podcast." Your insights are valuable as we work to create content that truly resonates with our community of B2B marketing and business leaders.

I'm also thrilled to hear that you're interested in being a guest on the podcast! Your experience and expertise make you an ideal fit, and I would be honored to have you share your knowledge with our community.

We're currently finalizing the schedule for our upcoming episodes, and I'd love to discuss how we can collaborate. If you're available, let's set up a time to chat about potential topics and find a recording slot that works for you.

[Click here to select a time that works for you.](#)

Thank you once again for your support and for considering this opportunity. I look forward to possibly featuring you on "The Shop Talk" and continuing our conversation.

Best regards,
Drew Franklin

###

Podcast Interview Questions

"What's the most unexpected lesson you've learned in your journey as a [marketing leader/industry expert]?"

- This question invites guests to share personal stories and insights, which often lead to engaging and relatable content.

"In your opinion, what's the biggest challenge facing B2B marketing today, and how are you navigating it?"

- This opens up a conversation about current industry challenges and allows the guest to provide actionable advice, keeping the discussion relevant and insightful.

"Can you share a time when you tried something unconventional in your strategy, and what was the outcome?"

- By encouraging guests to discuss risks they've taken, this question can lead to inspiring stories of success or valuable lessons from failures, both of which resonate with listeners.

"If you could go back and give one piece of advice to your younger self when you started in this industry, what would it be?"

- This reflective question often brings out wisdom and practical tips that can be very engaging for the audience, especially those earlier in their careers.

"Looking ahead, what trends or innovations in [industry/marketing] do you think will shape the future?"

- This forward-looking question keeps the conversation fresh and relevant, encouraging thought leadership and speculation on where the industry is heading.

"What's a common misconception in the industry that you believe needs to be challenged?"

- This question encourages guests to debunk myths or challenge conventional wisdom, which can lead to eye-opening discussions.

"How do you stay motivated and inspired, especially when facing tough challenges in your role?"

- This question invites guests to share their personal strategies for resilience and motivation, offering listeners practical tips and inspiration.

"Can you walk us through a recent project or campaign that you're particularly proud of? What made it successful?"

- This allows the guest to showcase their work and discuss the factors that contributed to its success, providing listeners with actionable insights.

"What role does creativity play in your approach to [marketing/business leadership], and how do you foster it within your team?"

- Creativity is key in many industries, and this question opens up a discussion on how the guest harnesses and nurtures creativity, which can be both inspiring and informative.

"If you could collaborate with any thought leader or brand in the industry, who would it be and why?"

- This question adds a fun, aspirational element to the conversation, allowing the guest to dream big and share their admiration for others in the field.

###

Podcast Technology & Tools Recommendations

To produce high-quality episodes for "The Shop Talk," having the right technology and tools in place is essential. Below are recommendations for audio recording, video tools, and other software necessary to streamline the podcast production process.

1. Audio Tools

Microphones:

- **[Shure SM7B](#)**
Professional dynamic microphone, ideal for podcasting. Known for clear and crisp sound quality with excellent noise isolation.
 - Price: \$\$-\$\$\$
 - Best for: Professional studio setup
- **[Samson Q9U](#)**
A budget-friendly, versatile microphone with both USB and XLR outputs. Suitable for beginners and remote recordings.
 - Price: \$-\$\$
 - Best for: Professional and home recording
- **[FIFINE USB Podcast Microphone](#)**
An inexpensive, versatile microphone with USB output. Suitable for beginners and remote recordings.
 - Price: \$
 - Best for: Portable office recording or live streaming

Audio Interfaces:

- **Focusrite Scarlett 2i2 (3rd Gen)**
A high-quality, 2-input audio interface with USB connectivity. Perfect for connecting microphones and controlling audio levels.
 - Price: \$\$
 - Best for: Studio or home setups needing multiple mic inputs
- **Rodecaster Pro II**
A comprehensive podcasting console that combines multiple audio functions like microphone inputs, sound pads, and mix-minus setup.
 - Price: \$\$\$
 - Best for: Dedicated podcast studios, professional podcasters

Headphones:

- **Audio-Technica ATH-M50X**
Studio headphones with excellent sound isolation and comfort for long recording sessions.
 - Price: \$\$
 - Best for: Monitoring audio during recording and editing
- **Sony MDR7506**
Industry-standard headphones, offering clear sound and durability.
 - Price: \$\$
 - Best for: Detailed audio editing

2. Recording Software & Tools

Digital Audio Workstations:

- **Audacity (Free)**
An open-source and user-friendly audio editing tool, great for beginners and experienced podcasters alike.
 - Best for: Simple recording and editing tasks
- **Adobe Audition**
Advanced audio editing software with multitrack functionality, noise reduction tools, and in-depth editing capabilities.
 - Price: \$\$ (subscription)
 - Best for: Professional-grade podcast production
- **GarageBand (Free for Mac users)**
A straightforward and intuitive DAW for Mac users, featuring simple multitrack recording and editing tools.
 - Best for: Apple ecosystem users looking for a simple, effective editing tool
- **Hindenburg Journalist**
Podcast-specific recording and editing software with easy-to-use features for storytellers.
 - Price: \$\$
 - Best for: Narrative podcasts with heavy dialogue

Remote Recording:

- **Riverside.fm**
A web-based tool offering high-quality remote recording with separate audio and video tracks for each guest.
 - Price: \$\$
 - Best for: High-definition remote interviews with guests
 - **Zencastr**
Another remote recording tool that records each guest's audio locally and uploads it automatically.
 - Price: Free/\$\$ (depending on plan)
 - Best for: Recording remote interviews with reliable sound quality
 - **SquadCast**
Offers high-quality, lossless audio recording in the cloud with video capabilities for remote sessions.
 - Price: \$\$
 - Best for: Remote recordings with focus on clear audio and ease of use
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3. Video Recording & Tools (Optional for Video Podcasting)

Cameras:

- [Logitech C925-E Webcam](#)
A high-quality webcam offering 4K resolution and smooth performance, great for video podcasts and remote guest interviews.
 - Price: \$\$
 - Best for: Video podcasting with an easy-to-set-up webcam
- [Sony Alpha a6400](#)
A mirrorless camera offering high-quality 4K video recording with advanced features like autofocus and external mic support.
 - Price: \$\$\$
 - Best for: Studio-grade video production

Video Recording Software:

- **OBS Studio (Free)**
Open-source software for recording video podcasts and streaming live, offering a variety of customization options.
 - Best for: Live streaming or multi-camera setups
 - **Ecamm Live**
A comprehensive live streaming and video recording software specifically for Mac users.
 - Price: \$\$
 - Best for: Livestreaming podcasts or interviews
 - **Descript**
An all-in-one tool for video and audio editing that also allows for screen recording, great for creating video content from podcast episodes.
 - Price: \$\$
 - Best for: Editing podcasts with video content and transcribing audio
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4. Accessories

Pop Filters:

- [Professional Foam Pop Filter](#)
An essential accessory to minimize plosive sounds (e.g., "p" and "b" sounds) and improve recording quality.
 - Price: \$
 - Best for: Any setup with a microphone

Boom Arm:

- [Blue YetiCaster Studio Microphone Boom Arm](#)
A sturdy boom arm allowing easy microphone positioning and adjustment.
 - Price: \$\$
 - Best for: Flexible studio setups

Camera Connection / Capture Card:

- [Elgato Cam Link 4K](#)

Easily turn your DSLR or camcorder into a high-quality webcam, delivering high quality video with ultra-low latency for seamless streaming and recording.

- Price: \$\$
 - Best for: Any DSLR with an HDMI or micro HDMI output signal
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5. Hosting & Distribution Platforms

- **Buzzsprout**

A beginner-friendly podcast hosting platform with easy-to-use analytics and built-in promotion tools.

- Price: Free/\$\$ (depending on plan)
- Best for: Simple podcast hosting with detailed analytics

- **Anchor**

Free podcast hosting with integration to easily distribute to major platforms like Spotify and Apple Podcasts.

- Price: Free
- Best for: New podcasters looking for easy distribution

- **Libsyn**

An industry leader in podcast hosting with advanced analytics and monetization options.

- Price: \$\$
 - Best for: Long-term hosting with professional support and scalability
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6. Audio Branding & Editing Tools

- **Auphonic**

Automatic audio processing software to normalize volume levels, reduce noise, and optimize your final podcast.

- Price: Free for 2 hours/month, subscription for more
- Best for: Ensuring consistent audio quality across episodes

- **Fiverr** (for custom music and voiceovers)

Find freelancers to create intro/outro music or voiceovers tailored to your podcast brand.

- Price: Varies based on freelancer
- Best for: Personalized audio branding