

*"Do you speak
Podcast?"*

**Your Podcast
Glossary by My
Marketing Toolbox**

MY MARKETING

TOOLBOX

"Do you speak Podcast?"

A glossary of the most commonly used terms in the podcast world.

AUDIOGRAM

An audiogram is a short audio trailer from your podcast episode that you will insert in a visual and promote on your social media profile. By mixing visuals and audio elements, the audiogram will give to your audience an idea of the topic of your episode and stimulate them to go to their favorite podcasts platform to listen to the full episode.

COVER ART

A cover art is a visual graphic that will represent your podcast and be used as the cover for each episode.

INTRO

An intro is an introduction audio file in which you will introduce yourself, your podcast and what your podcast is about. The intro also includes some music elements. The intro remains the same for all your episodes.

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OUTRO

An outro is a conclusion audio file in which you say goodbye to your audience, give them information on where they can find you and contact you and invite them to your next episode. As the intro, the outro can include some music elements and remains the same for all your episodes.

PODCAST

A podcast is a digital audio file made available on Internet to be downloaded on a computer or mobile device. A podcast is available in series, also known as episodes, which can be received by subscribers automatically to easily listen to them.

PODCAST EPISODE

A podcast episode is a part of a podcast. Podcasts are usually composed of different episodes which can have different length. Podcast episodes can be gathered under different seasons.

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PODCAST HOSTING PLATFORM

A podcast hosting platform is an online website where your podcast episodes will be stored and distributed to podcast directories. They help at indexing your podcast on podcast directories as Apple Podcasts, Spotify or Google Play Podcasts through RSS feeds.

PODCAST PITCH

A podcast pitch is a presentation and summary of your podcast covering the essentials of it to make use the contents of your podcast will interest people.

TRAILER

A trailer is a short extract from your podcast episode which will give to your audience the idea of what your episode is about and entice them to listen to the full episode. The trailer is used to create audiograms.