

Transforming Podcast
Content into a

Multi-Channel Social Media Strategy





Client Background

Shauna, a passionate business owner and podcaster,

found herself at a crossroads. While her podcast was brimming with valuable content, she lacked the time and technical know-how to effectively promote it. Her dilemma? Focus on her core business or learn an entirely new skill set to grow her podcast audience.



Enter Flexiwork: The Podcast Growth Specialists

Flexiwork stepped in with a comprehensive solution that went beyond mere task completion. "They didn't just consider it as a project or a task list," Shauna noted. "Flexiwork saw it for what it was — the end goal of having more eyes on the podcast, more people engaging, and more people booking in to have actual conversations."

The Challenge

"I was tired of kissing frogs trying to get somebody to help me get my podcast out there," Shauna confessed. She was recording quality content but struggled to expand her reach. The prospect of learning a whole new set of skills, unrelated to her primary business, loomed large.





The Strategy: **Repurposing** **Content** Across Multiple Channels

Flexiwork implemented a robust content repurposing strategy, transforming each podcast episode into a 5-day social media content plan. Here's how each piece of content was crafted and utilized:

Transcript

We created accurate transcripts of each podcast episode, making the content accessible to a wider audience, including those who prefer reading to listening. These transcripts also served as the foundation for other content pieces.

SHAUNA: Welcome to Marketing Rebels, Breaking Business Barriers. You have joined us today for a special series called Marketing Momentum for Mental Health. And we have Tammy here today, and she's gonna tell us a little bit about herself, why this topic matters to her, and why it should matter to you. Welcome to the show, Tammy.

TAMMY: Thank you. Oh, my name is Tammy Adams, and I have spent over 30 years in the field of education as well as the field of human resources. And I was frustrated when I was working in both those fields because when I was trying to support someone, I always seemed to be held back by policy and procedure; I would just get them almost to that breaking point. And then for whatever reason, policy and procedure would dictate that I needed to stop. And so I decided to take my training and my experience and open my own business. And I really thought I was gonna focus on human or on life coaching. But actually, I was working with a client who was really stuck. And a colleague of mine said, I think you need to explore the grief recovery method program. I think that's what you're looking for. I think you're already doing it, you just don't know you are. And so I initially found my way on this path, actually trying to support a client. It's the strangest path for me to have chosen because as a grief recovery specialist, I don't go to funerals, I don't visit the cemetery. I was always that person that showed up after everyone else left. And I guess that's still who I am. And so why is this important? Well, it's important because every TV show, every movie, every play, every novel, every story is driven by unresolved emotions. And because there's such an uncomfortableness around grief because there is so much misinformation around this topic, most of us are walking around trying to paint a room with a screwdriver because we just don't have the tools. And so I am so grateful for this opportunity to open a conversation about something that should be very, very natural. But isn't.

SHAUNA: that's amazing, like truly amazing. And I love the idea of painting a room with a screwdriver as well, gives me a little bit of the giggles even though I understand the severity of that circumstance. Two things that came up that you, you just mentioned is, is that idea of how the concept of grief is both uncomfortable and misunderstood. And I'm, I'm wondering if a better understanding of it could make it less uncomfortable. Is that your time?

TAMMY: Absolutely. And you know, the irony of the whole situation is up until we are about the age of three. We know how to do this normally and naturally because our bodies, our bodies are designed to process these emotions. We are never meant to store them. We were meant to grieve them and release them. But as three-year-olds, we watch, we listen and because the misinformation is handed down, generation after generation, we unlearn what was natural and we learn what is unnatural. So I think, you know, a really good place to start is what is the definition of grief. Right. Absolutely. So I would like the listeners to filter their life through these five statements. So grief is about an emotional loss. We tend

to think of death and dying and absolutely, but there are over 40 reasons why we might grieve. So lots of times people will say, well, I, I would do your program, Tammy, but no one's died, but they're totally void of these 40 other reasons. So it's an emotional loss. It's also the conflicting feelings that arise when we lose what was familiar to us. You know, there's a change in something that was familiar so we may get fired, we might move, we might graduate, we might get married, we might have a baby. You know, because grief isn't always about sad things. It's about a change in what we knew. And then the last three are those things we wished had been better different or more. It's about unrealized hopes, dreams, and expectations. So, you know, disappointments and finally, it's about the things that have been left unsaid. So either we said them and we thought they weren't heard or maybe they were misunderstood, maybe we didn't take the opportunity to say what we wanted to when we could or, you know, maybe it's about the things we said, we wished we hadn't said. And so completing these emotions is about saying what needs to be said. Only this time with someone respecting and witnessing those words.

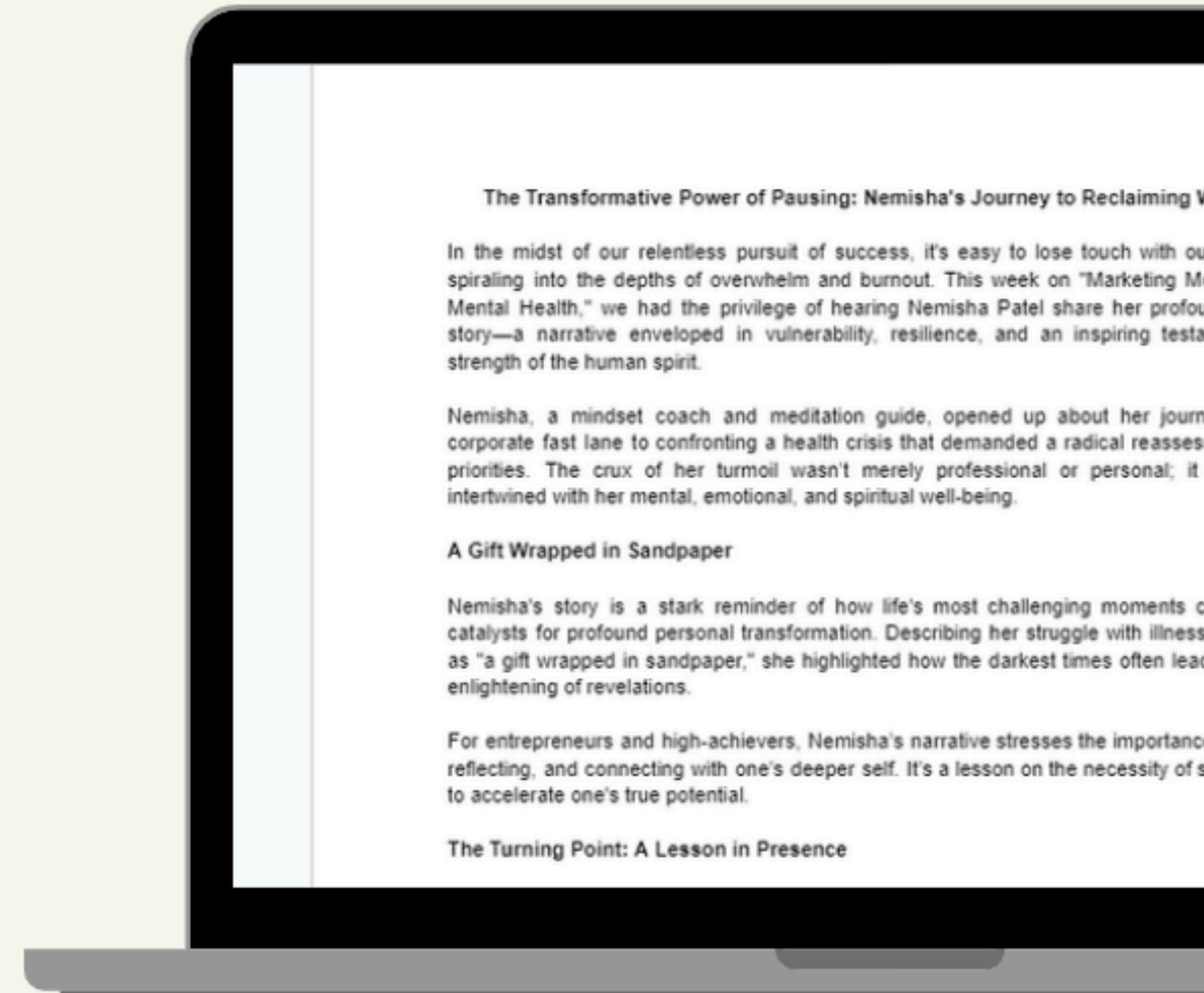
SHAUNA: Those are really heavy. I'm sitting, I'm sitting with them and we've got, you know, emotional loss, I think we'll probably wind up having to dive into this a little bit more as we go through. Because emotional loss, I think we can grasp, we'll go through it, but I think we can grasp that. The conflicting feelings of change. I think we can grasp that again. But those last three sound like regret.

TAMMY: They are. "And I'm glad you use that word because we've been taught to use the word guilt. And the true definition of guilt is an intention to harm another person. So when you carry around guilt for something that you never intended to hurt someone, right? It just amplifies those unresolved emotions." "So let me use myself as an example. When I was 18, my grandfather was dying and I knew he was dying. And in the 18 years, I knew him, I probably heard him say 30 words. He was very stoic, he was very private, he was very calm, but I loved him and he was this really steady person in my childhood. So I went to the hospital to tell him how much he meant to me. And when I got there, the room was full of my aunts and my uncles, my cousins, like everybody was there. And I didn't have the courage to say what I wanted to in front of them. And I didn't have the confidence to ask them to leave the room. So I left things left unsaid. I got up the next morning, I went right to the hospital. My grandfather had fallen into a coma. And later that day, he passed away." "So for 40 years, because I didn't find great recovery. I was in my late fifties for 40 years. I carried guilt, but I didn't say those words. Well, I never intended to hurt him. I had regret. And as I was going through the Grief Recovery program myself, just starting initially by switching those two words, guilt to regret all it it shifted like enormously right then. But then following the process, I was able to say those things, have those words heard and witnessed and my heart just let them go." "And I think that's the other piece of misinformation like griever and those supporting grievers. And it's important to know we don't have the tools to support someone either because what we tend to do because we've



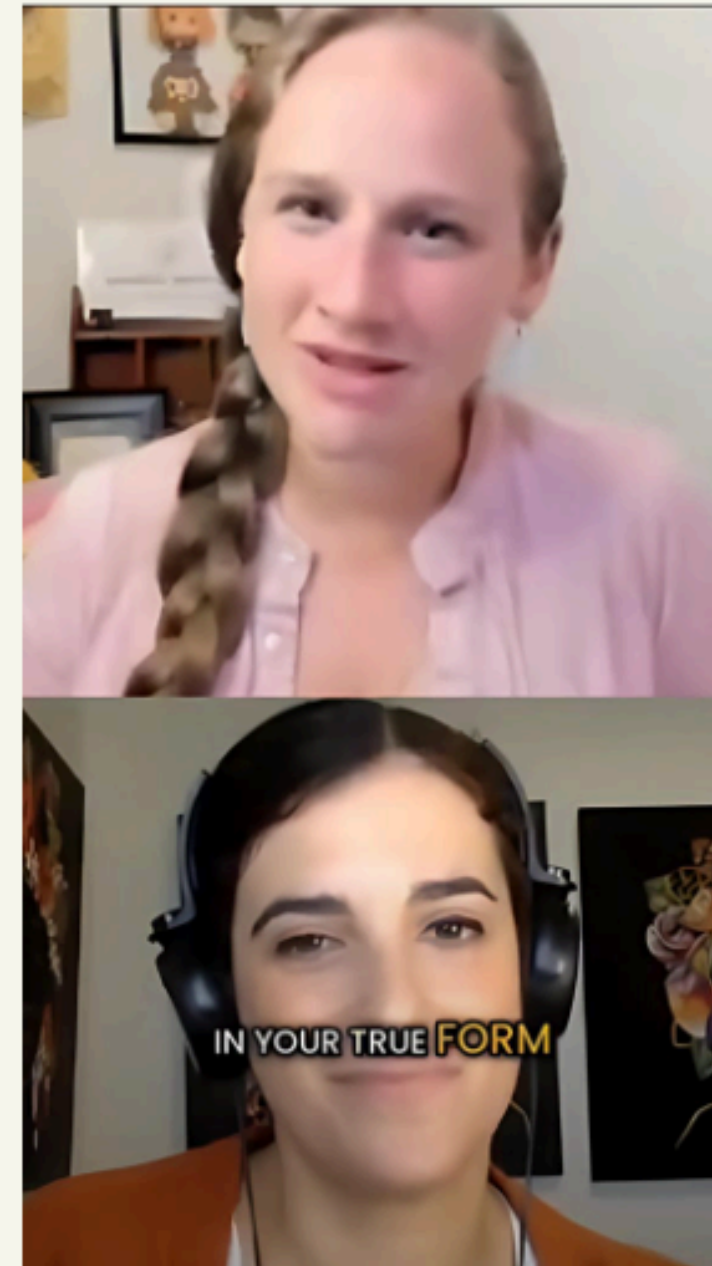
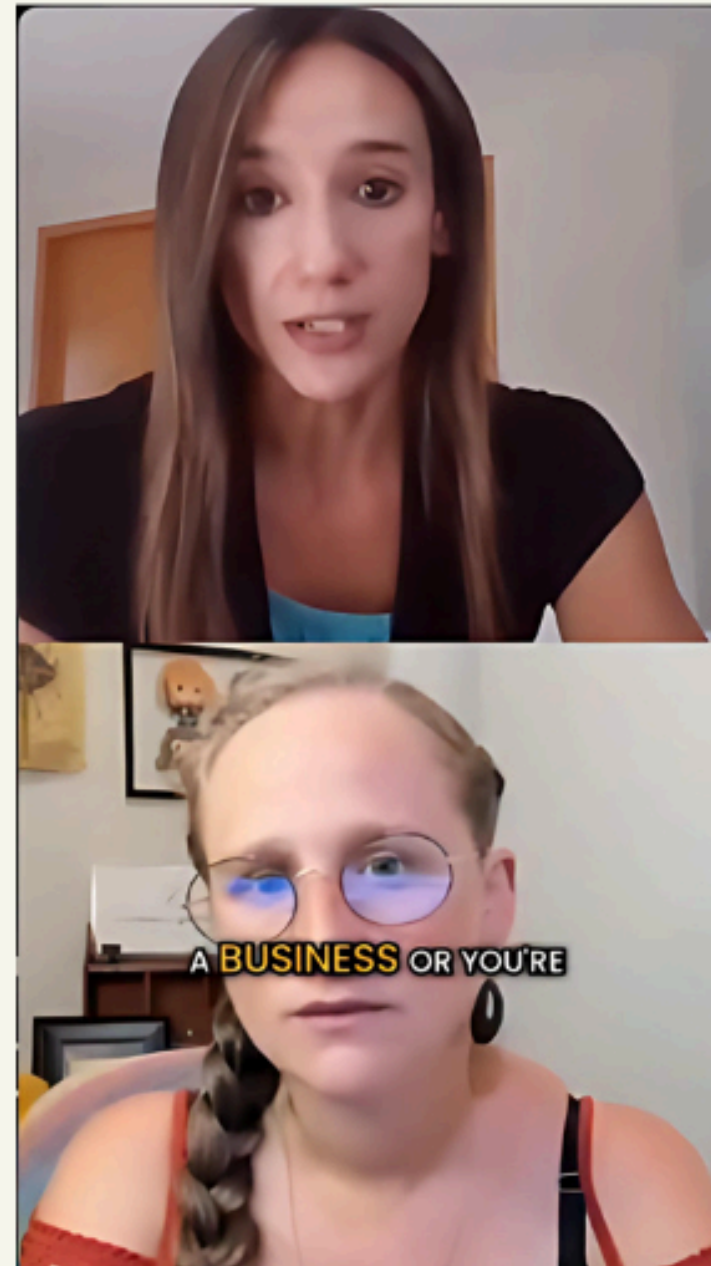
Blog Post

Leveraging the transcript, we crafted engaging blog posts that summarized key points from each episode. These SEO-optimized articles helped drive organic traffic to Shauna's website and provided valuable, shareable content for her audience.



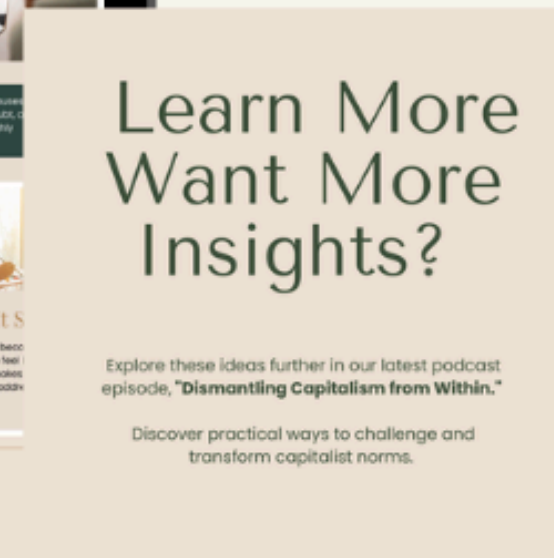
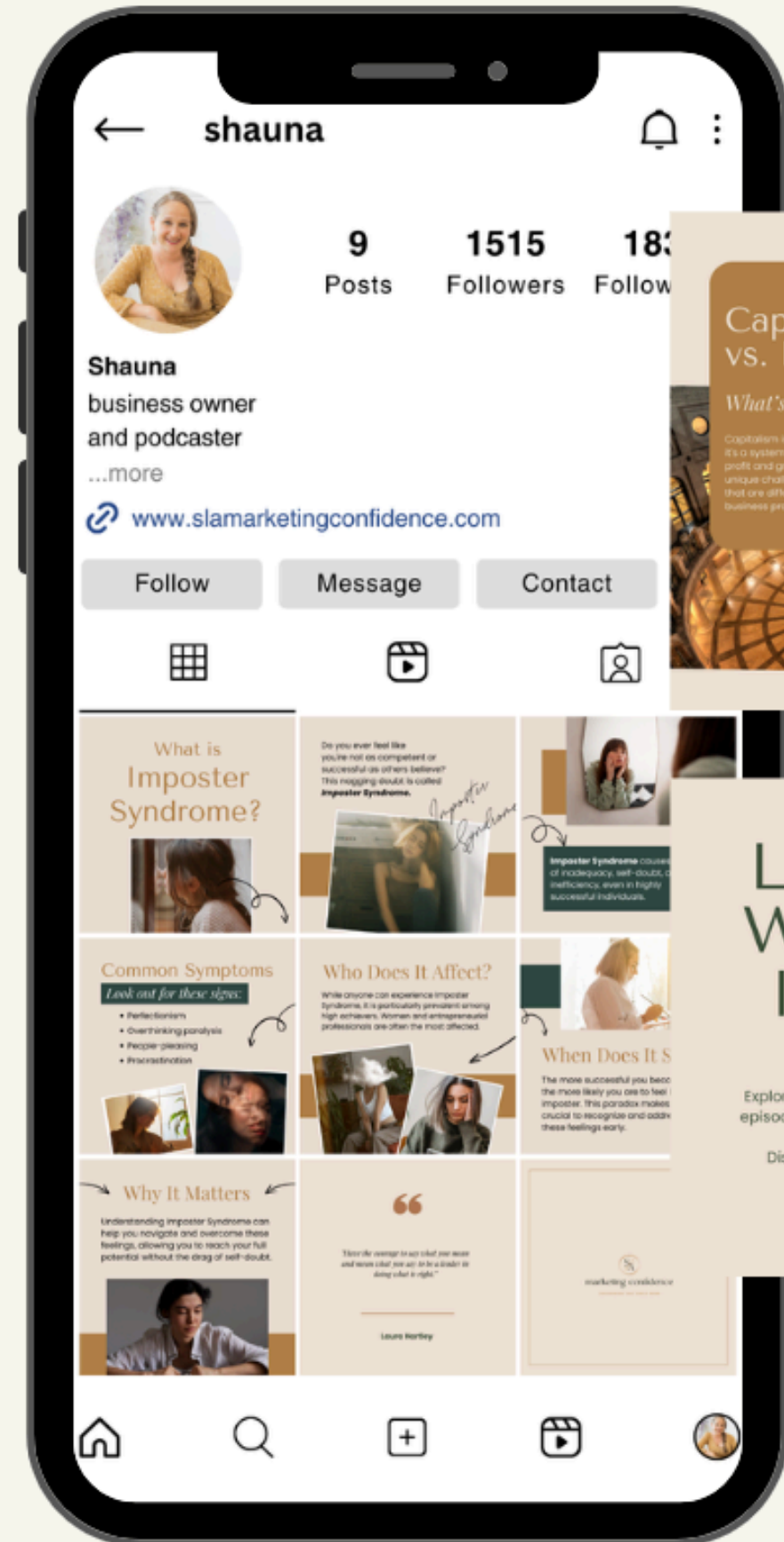
Reel Video

Short, attention-grabbing video reels were created, highlighting the most compelling moments from each episode. These visually appealing snippets were perfect for platforms like Instagram and TikTok, attracting new listeners and encouraging shares.



Carousel Post

We designed multi-slide carousel posts that broke down complex topics from the podcast into digestible, visually appealing infographics. These posts encouraged higher engagement rates and saves on platforms like Instagram and LinkedIn.



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"Using our business for justice and using our business for love means really baking in all of our values, all of our ethics, all of these considerations into the strategy, into the marketing, into every layer that we're working. This is how we start to remake the world."

Laura Hartley

“

You don't have to have a big audience to make, to launch your podcast or to make money from your podcast... the podcast will make you the money in your business.

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Caroline Aylward

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When we talk about dopamine, people often think it's the pleasure chemical. But actually, dopamine spikes before the anticipated event, not during it as much.

Shauna Leigh Van Mourik

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You don't need to wait to be **happy**. You don't need to wait to be **successful**. You don't need to wait to launch your podcast.

Shauna Leigh Van Mourik

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"Have the courage to say what you mean and mean what you say to be a leader in doing what is right."

Laura Hartley

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"I look at social media kind of like junk food... It's such a little, little bit of dopamine that honestly going on a walk outside would probably give you a higher level."

Ali Perkinson

Quote Cards

Impactful quotes from each episode were transformed into eye-catching quote cards. These shareable images helped spread Shauna's message across various social media platforms, increasing brand visibility and encouraging audience interaction.

Question for Engagement

For each episode, we crafted thought-provoking questions related to the content. These were used to spark discussions in comments sections and social media groups, fostering a sense of community among Shauna's audience and boosting overall engagement.

QUESTION



What is holding you back from sharing your voice and launching your own podcast?

What are your top tips for managing social media?

Share below!

The Results: A Time-Saving Success Story

The impact of Flexiwork's strategy was immediately apparent. "I saved that time to actually serve my clients effectively as they started coming through the door," Shauna enthused. "I didn't have to sit there editing for hours, repurposing, reconfiguring, re-strategizing everything."



Key outcomes included:

- Increased podcast visibility across multiple platforms
- Higher engagement rates on social media
- More inbound inquiries and client conversations
- Significantly more time for Shauna to focus on her core business

A black microphone on a stand is positioned in the foreground, slightly to the left of the center. The background is a white brick wall. To the right of the microphone, a green cactus with several arms is visible. The overall scene is dimly lit, with a soft, warm glow. The text "Continuous Innovation" is overlaid in a large, white, sans-serif font.

Continuous Innovation

Flexiwork's involvement didn't end with implementation. "Now, of course, we get into a new season and they're here with more amazing ideas," Shauna shared. This ongoing support and innovation ensure that the podcast continues to grow and evolve.

The Takeaway

This case study demonstrates the power of expert content repurposing in podcast growth. By transforming a single podcast episode into multiple pieces of engaging content, we were able to significantly expand Shauna's reach while simultaneously freeing up her time to focus on what she does best – serving her clients.

For podcasters looking to grow their audience without sacrificing their core business focus, a specialized podcast growth strategy could be the game-changing solution they need.

