

Exploring podcast branding and positioning strategies



HOW TO POSITION A PODCAST BRAND



What Is Podcast Positioning?

- How people describe + remember your podcast
- Your emotional message + distinct voice
- Builds trust, loyalty, and recognition
- Not just a podcast — a movement

Step 1 – Define Your Purpose

- What's the deeper message?
- Why does your podcast exist?
- Micro Moments: Help people heal through small, consistent acts
- Book (Alchemy of Self-Love) reinforces message



Step 2 – Know Your Audience

- Who are you creating for?
- What are they struggling with?
- Micro Moments: Tanzanian women, spiritual seekers, emotional feelers
- Real stories > perfect solutions



Step 3 – Build a Clear Identity

- Tone, voice, visuals = consistent
- Micro Moments: Soft, spiritual, warm
- Journal matches podcast tone → action-based
- Brand = feeling



Platform Strategy:

- Instagram → reels, quotes, short clips
- YouTube → full talks + solo monologues
- WhatsApp → voice notes, personal touches
- Podcast apps → full audio
- Book + journal → for non-digital audience

Make It Relatable:

- Share your story
- Be real, not perfect
- Micro tools: journaling, breathwork, faith
- Movement > content





Monetize the Brand:

- Product bundles: book + journal + podcast
- Workshops & online sessions
- Speaking gigs
- Partner with aligned brands
- Digital content: affirmations, downloads



Beyond the Podcast:

- Book: Alchemy of Self-Love = deeper stories
 - Journal: Action + healing
 - Reels: Visual learners
 - Live events: In-person growth
 - Meet people where they are



Sample Brand Statement

Helping Tanzanians reconnect with self-worth via small, intentional moments — through podcast, book, journal, and workshops

AUDIENCE EXERCISE:

- What's your podcast's deeper purpose?
- Who are you speaking to?
- What is your tone and style?
- how will you expand beyond Audio?
- What can you sell, teach or offer?

“

Final Takeaways

- Start with why
- Focus on who
- Show up with clarity + feeling
- Go beyond the mic
- Monetize through multiple entry points

Small moments = big transformation.



ASANTE SANA!

Join me for more insights & growth:

- ✔ Instagram: @FatemaDewji
- ✔ LinkedIn: Fatema Dewji
- ✔ WhatsApp: +255 753 227 064

Let's build your brand and turn it into your bank! 🚀

