

YOU'RE A WINNER, NOW WHAT?

A guide to making the most of your Signal Awards Finalist or Winner status.

INTRODUCTION

Congratulations! Whether you've made it as a Finalist for the Signal Awards or walked away with the big win, receiving an award can be one of the most exciting feelings as a creator. Your work has been recognized as some of the best in the industry by some of the best in the industry. We hope you're taking time to let yourself steep in pride for your work and celebrate with your team.

But there's plenty more you can do with your award than just be excited! You can use this as an opportunity to market your podcast, market yourself and your team, and use your new accolades to find some exciting new partnerships.

And we're here to help! The Signal Awards have teamed up with award-winning podcast growth and discovery company [Tink Media](#) for this comprehensive guide on what to do with your wins.

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EVERYWHERE YOU NEED TO TOOT YOUR OWN HORN - A CHECKLIST



Getting the word out after you become a Finalist is the first thing you should be doing. However, we have so many places we are present in the digital world that it can be hard to remember them all. We created a quick checklist to ensure you don't miss anything!

So, after telling your family and friends and screaming from the rooftops, be sure to:

- Update your website**
- Update your social media: LinkedIn, Twitter, Instagram, TikTok, wherever you are!**
- Mention it in your newsletter (if you have one)**
- Add it to your podcast show description**
- Update your cover art**
- Add it to your email signature**
- Share it on your membership platform (if you're on one)**
- Highlight it in your sponsorship deck (if you have one)**
- Send a press release to media outlets and newsletter writers (more in the next section!)**

Bonus points:

- If you're part of any listservs, feel free to toot your horn there too.**
- If you have the budget, run audio ads about your podcast with a line mentioning that you're a Signal Awards Finalist.**

A quick reminder: whenever you get the chance, don't forget to thank your listeners for their support and feedback!

BUILDING A PR CAMPAIGN



An award win is a great foundation for a PR campaign. Let's dive into how to best build a unique campaign that captures attention and, hopefully, gets your podcast growing.

First, a few crucial things:

- It's helpful to start by **identifying your goal** for this PR campaign. Think about what you want: is it more listeners? More partnerships for promo swaps or even placement at a network? Or even just more awareness for your podcast?
- A great story drives a great PR campaign. **What is the story behind your show becoming a Finalist?** How did you make the show? Were you worried about the competition? Did you have any cheerleaders hyping you up along the way?

With those two pillars in mind, here are **a few creative PR ideas** for you:

- Release a **podcast episode** about it.
 - Publish a short episode sharing the news and your story.
 - Re-run the episode you submitted with a little intro about becoming a Finalist.
- Craft a **press release**.
 - Write a press release about your win and send it out to traditional media outlets and members of the press in the podcast industry (we love podcast newsletters!)
 - **Remember:**
 - Share your story: why was this episode the one you picked? How does this episode exemplify the meaning and impact of your podcast?
 - Becoming a Finalist is exciting – but writers need a reason to feature your announcement. Research the writers on your list and tell them why you think they specifically would be interested in your story.
- Craft a **follow-up email** for media outlets:
 - If you've pitched yourself to the media in the past and not gotten any bites, follow up with them and let them know of the good news. Don't follow up more than twice, and make sure to give writers a few business days to respond before following up!
- Reach out to **other Finalists** and see if there's a way to work with them. Perhaps a collab episode or a promo swap campaign?
- Reach out to **sponsors**.
 - Update or create a sponsorship deck that highlights this recognition.
 - Explain how it gives the brand/sponsor the opportunity to be aligned with a high quality show where listeners are engaged and new listeners will be tuning in because of the award.
- Host a **listening party** where people listen to the episode. If budget permits, you could also give away swag to the people who come.
- Hire a **marketing agency** to create and execute a full-fledged campaign for you! (A bit of shameless promotion here but a marketing agency like [Tink Media](#) could do wonders for an award-nominated podcast!)



LEVERAGING YOUR WIN TO SCORE NEW PROMOS AND GUEST OPPORTUNITIES



Becoming a Finalist and award-winning podcast can open new doors for you, especially when it comes to building community through promos and landing new guests opportunities for yourself!

Here's a few ideas to help you get started.

For cross promos:

- Craft a **special pitch letter** connecting being a Finalist/Winner with a new opportunity to grow/promote together.
 - Explain the **value for them**: your show will be getting a lot of press from being a Finalist, so offering promo space allows the other shows to reach more listeners.
 - Explain the **value for you**: you have something newsworthy that you can include in your promo script/file.
- Craft a **special script and promo file** that mention being a Finalist and/or Winner.
- Create a **special promo** using audio from the episode that was nominated and send it to podcast friends to play. This could be in lieu of a traditional promo swap.
 - Remember: if your episode was nominated, that shows its quality! Audiences will be excited to hear the episode for themselves. Being a Finalist/Winner is a glowing endorsement for your podcast and should be treated as such!

Tip: You can try to schedule these promos to run in close succession to when the news of being a Finalist/Winner is announced.

“There's a small window of time around an award win when others perceive that you have ‘heat’ around your project, and are much more likely to meet with you, help you, etc., so don't sit this moment out, now is the time to send that email.”
– Zander Adell, Creator, Celeritas

For guest opportunities:

- Craft a **special pitch letter** that highlights the subject of your winning show/episode and demonstrates your expertise/the timeliness.
 - This can be a fresh pitch to a show you've never pitched to before or following up with one that you pitched before and didn't hear back from.
- **Remember** to highlight: what does this recognition mean for the importance or relevance of your work, and why is it worth talking about on another show?



MAKE IT PERSONAL



Let's be honest, when people vote in an election it's partially because they believe in the platforms and policies being put forward, and partially because their top candidate's cult of personality. The citizens of the Land of Podcast are wired the same way. We are moved and motivated by one another, which means that the best way to encourage listeners to vote for your show, is to act like a person yourself.

Here is an exercise to help you tap into your authentic voice, and channel it to your audience.

If you want to get out the vote, ask yourself what does winning a Signal Award mean to me? Take a moment to sit with this question, and then record a voice memo to yourself answering it. Another approach is to call a friend and explain in the simplest terms why this recognition is valuable. Speak honestly to the emotions that come up, and take notice of what they are. Did any of your answers surprise you? Consider turning this exercise into a direct-to-camera video to your followers on socials, or a 30-second pre roll ad on your show. Rather than asking your listeners to vote for your show as a favor, give them a reason why.

**"Having helped build this podcast from the ground up has been absolutely amazing, and getting this recognition is even better."
– Alfonso 'Fonzo' Lacayo**

If you have an award-winning podcast, now is a great moment to channel your win into a moment of reflection and gratitude to your listeners. Tell them about how far the show has come and what the experience of growing it from an idea into an award-winning podcast has been like. Especially if you're the kind of person who feels strange saying, "Look at me! I won!" then speaking purposefully about what this win means to you provides a real reason to talk about your accomplishments in a way that includes your listeners too.



CASE STUDIES FROM PAST WINNERS



The real experts in how to run a Listener's Choice Campaign or leverage a Signal Awards Win are the folks who have done it. Here are stories from past year's Winners:

Celeritas reached out to voters through a post on the [r/audiodrama](#) subreddit.



Wonder Media Network put their Signal Winner's badge in their sales decks, and [created a custom graphic](#) to celebrate their win.



**"Adding the Signal logo to our sales decks is extremely legitimizing."
– Michele Dale, Head of Strategy, Wonder Media Network**

How She Made It podcast [issued a press release](#), but they didn't stop there. The award-winning team [got pickup](#) on media website FIPP and posted about their win [on LinkedIn](#) and [Instagram](#).



[Alfonzo 'Fonzo' Lacayo](#) and [Aleeza Kazmi](#) won Gold for Best Co-Host of '[Grown](#)' from [The Moth](#). Each host shot a direct-to-camera gratitude video sharing what the experience meant to them from a place of gratitude.



[Grown from The Moth](#) leveraged their win for grant applications.

**"We were able to use our Signal Win both to report back to the grants who funded us that their support worked and use it as leverage to ask for additional support. It's a sea of podcasts out there, so Signal is an instant validator."
-- Sarah Jane Johnson, Head of Creative Operations at The Moth**

[SNAFU](#) with Ed Helms created a [get-out-the-vote campaign](#) on X.



ABOUT TINK

Tink Media is an award-winning podcast growth agency founded by Lauren Passell, specializing in out-of-the-box strategies to help podcasts expand their reach and audience. The agency offers a range of services including podcast PR, creative partnerships, in-app placements, and creative promotional strategies tailored to the needs of podcasters.

Tink Media emphasizes building connections between podcast creators and media, leveraging its extensive network to secure features in prominent platforms like Apple Podcasts and Spotify. Additionally, Tink is known for its creative initiatives, such as the Podcast Group Therapy sessions aimed at making marketing accessible to all podcasters, and it actively promotes diverse voices within the podcasting landscape. As a diverse group of collaborators itself, Tink Media brings a range of different perspectives and experiences to the podcasting industry and to its exciting list of clients.

Notable clients include:

- Skyline Drive
- There are No Girls on The Internet
- How To Be Fine
- TED Talks Daily

Here's a quote from Founder and CEO Lauren Passell:

“Tink is the place to go if you have a goal, whatever that may be, and you’re not getting there on your own. (Or even if you’re unsure what your goal should be.) We’re unique because everyone at Tink is a podcast lover first, then a marketer and growth expert. We think like listeners and producers. We know the space because we love the space. A client once told me that we see constellations where others see stars, and they’re right. There are ten of us, we all specialize in different things and together have such a holistic view of the audio industry. If we can’t help you, we’ll tell you, and we’ll tell you where to go.”

For more information or to work with Tink Media, head to [our website](#) or email hello@tinkmedia.co.

