Swell For Podcasters

Grow Your Podcast with Swell Interactive Audio

Swell

@GameDevPodcast   **Swell**

CodeWritePlay.com

@GameDevPodcast | 2h ago | Podcasts, TV, Technology

▶ **Bonus episode with the co-founders of KitBash3D!**

Banks Boutté and Maxx Burman of KitBash3D

codewriteplay.com

💬 1 Swell   GameDev Breakdown

@GameDevPodcast | 2d ago | Technology, Podcasts, Business

Listen on Swell   **Download App**

## Get the free app and Get Into It!

Gain and Leverage Loyalty

As a podcaster, you know that the better you connect with your audience, the more loyalty you'll experience. Swell gives you a channel for direct communication with the listeners of your podcast, and gives them a way to speak with you directly.

Truly Connect With Listeners

Connecting with your audience and offering valuable content helps to ensure healthy growth in Podcasting. Swell enables both. Swell has been specifically designed for engaging conversations through interactive audio.

Create Valuable Content

The more you know your audience, the better you can give them what they want. Some podcasters use Swell to find new ideas and discover new guests. Others improve their content by inviting listeners to contribute through conversation, audio surveys, idea submissions and more.
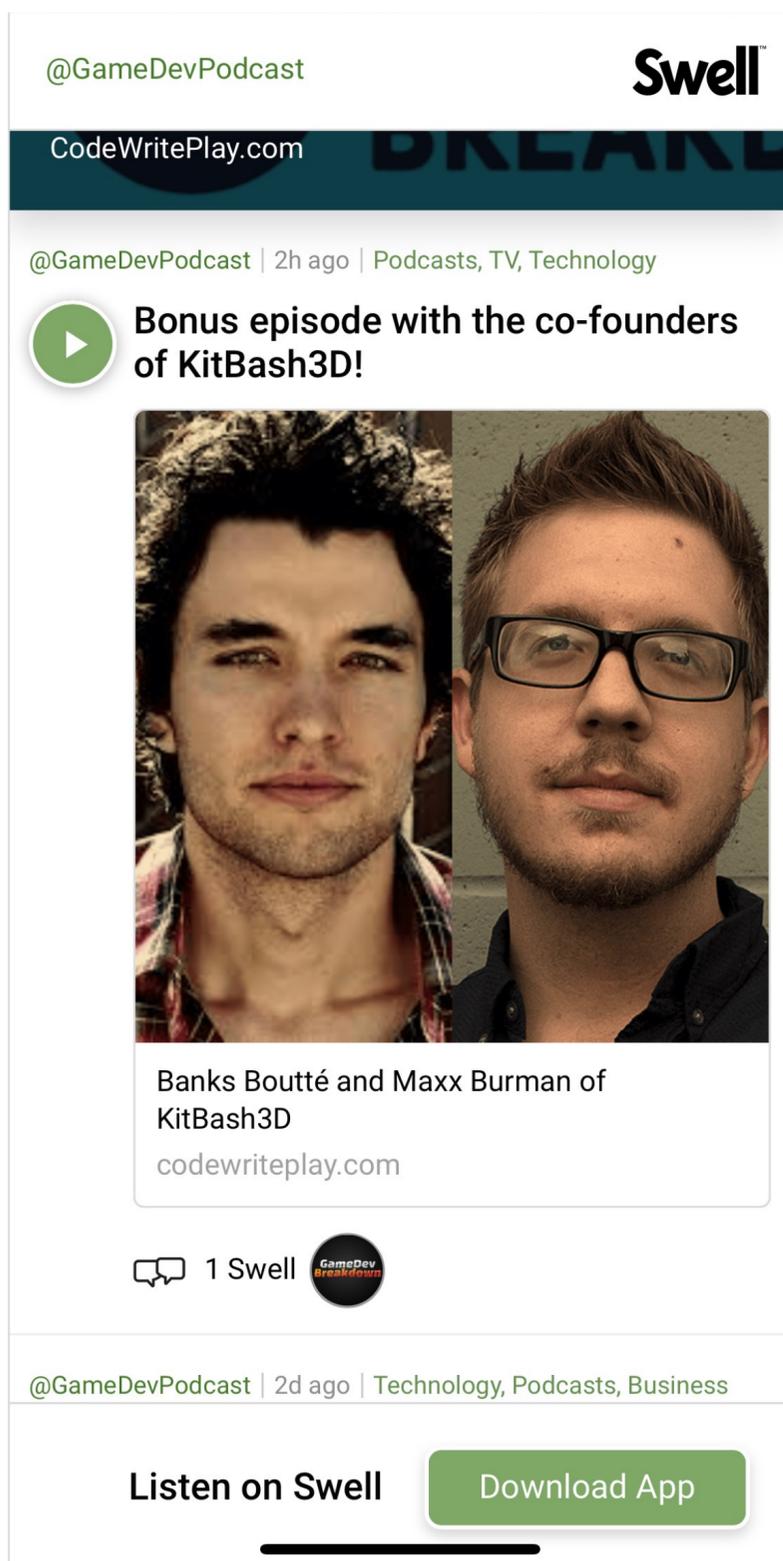
How It Works
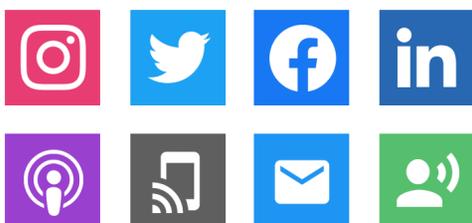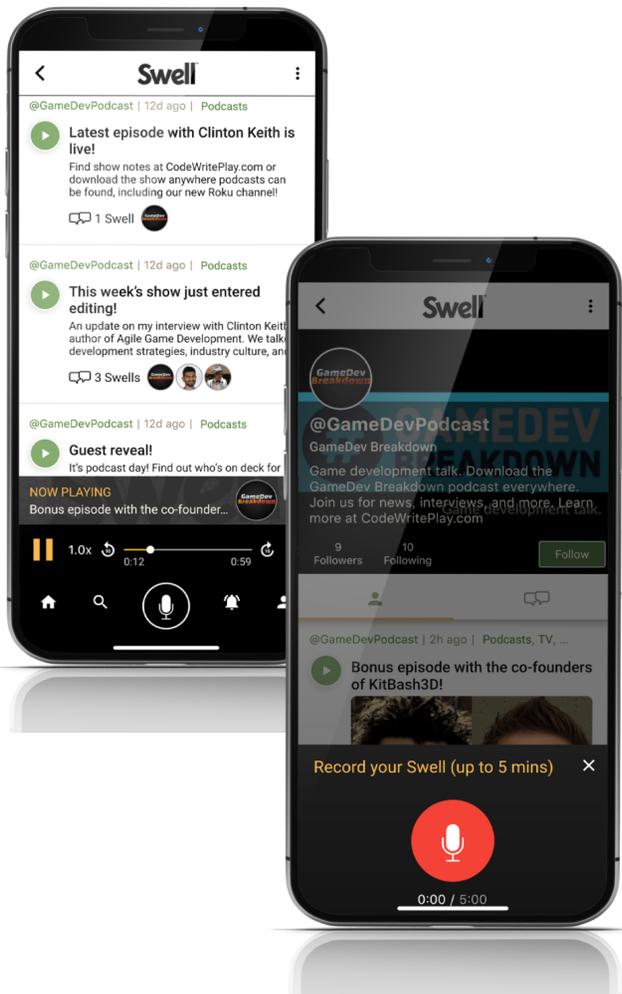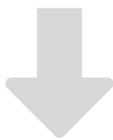
1. Download the App

Login and personalize your channel with photos and a short description. Then add a personalized message using your voice. Your listeners will get an unparalleled understanding of who you are and what you're all about.

2. Familiarize Yourself with Swell

Listen to a few Swells to get a feel for how people interact on Swell. Once you're comfortable listening, try leaving a reply on any Swell that interests you, or jump right in by recording your first Swell on your own Swellcast channel.

3. Share Everywhere

Once you're set up, make sure people know about it! First and foremost, be sure to regularly plug your Swellcast on your Podcast so listeners know it's there (your listeners may not already be on Swell, so this is super important).

Example: "Have questions or opinions on this episode? Jump over to Swell and find me at(username) where you can add your own voice to the conversation."

Share your Swells to Facebook, Twitter, LinkedIn and Instagram.

Want even more visibility? Use our free widget to display your Swellcast on any website. Click here for more info.

4. Post Your Swellcast Online

Your free account comes with a web-link to your Swellcast at Swellcast.com/YourUsername. Anyone with the link can listen to your Swellcast online. To reply within your Swellcast, they will have to also download the app.

5. Get Into It

Posting on Swell is easy and short-form, so post often and be sure to reply to your listeners. The more you interact, the stronger your listener relationships and your podcast will become.

Related FAQs

What does it cost?

Swell is free for everyone.

How can Swell help my Podcast?

Swell allows you to build strong relationships with your audience by conversing directly with them in a format that anyone can use. It brings the audience into your brand like no other platform can. Use Swell to

- Discover new ideas and new guests
- Answer audience questions
- Offer supplemental or alternative content
- Run experiments before producing full podcast episodes
- Expand beyond your current demographic and more!

Is a Swell a live broadcast?

No. Unlike a live broadcast, Swells and related replies can be recorded and posted at any time. This gives more people the opportunity to join on their own time while the result still plays like a conversation.

Can I interview someone on Swell?

Yes. Swell is the perfect interview platform. No scheduling required because your guest will get notified each time you post a question. They can answer on their own time.

What if I have multiple guests?

Swell is a great way to host a group discussion. Use the 'panel' setting to ensure that only invited guests can speak. Switch the panel to open when you are ready to have your listeners participate.

How can I ward off negativity?

Because Swell is centered on respectful dialog in the user's own voice, you are likely to experience very few bothersome encounters. In the event that you do have a problem, rest assured that you can delete any unwanted posts at any time.