

SOP: Weekly Podcast Publishing & Client Communication

Purpose: Ensure each podcast episode is published on time and all client-facing communication is handled smoothly with no follow-up delays.

Weekly Podcast Publishing Workflow

Every Monday:

- Check episode status in project tracker (Notion or ClickUp)
- Confirm episode title, guest info, and links
- Upload episode to podcast platform (e.g., Spotify/Anchor)
- Write and upload shownotes
- Create social promo graphic in Canva
- Schedule social promo across IG/FB using Meta Business Suite
- Post episode link and call-to-action in newsletter draft (Mailchimp/ConvertKit)
- Tag status as "Scheduled" in tracker

Client Communication Flow (Ongoing)

For New Clients:

- Send welcome email + onboarding link
- Track signed contract
- Schedule first appointment via Calendly

For Existing Clients:

- Send weekly check-ins/reminders
- Monitor unread DMs/emails and follow up
- Maintain updated Google Drive folder with all assets
- Keep client progress sheet updated

Tools Used:

- Notion / ClickUp
- Canva
- Meta Business Suite
- Google Drive
- Mailchimp or ConvertKit
- Calendly
- Spotify / Anchor
- Gmail / WhatsApp

Maintained by: Beby Karina

Last updated: [Insert date]