

**Podcasting 101:**

# *The Essentials*



**John Largent**  
**Wednesday, March 28, 2018**



# pod-cast

*päd, kast/*

*noun*

a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

# PODCASTING 101: The Essentials



## KEY PODCAST STATISTICS

### **112 million Americans have listened to a podcast**

That number is up 11 percent from 2016. Overall, 40 percent of Americans age 12 or older have listened to a podcast at some point.

### **67 million Americans listen to podcasts monthly**

That's up 14 percent in one year. Today, 24 percent of Americans age 12 or older listen to podcasts monthly. For context, 21 percent of Americans are Catholic. Statistically speaking, podcast listening is more common than Catholicism in the United States.

### **42 million Americans listen to podcasts weekly**

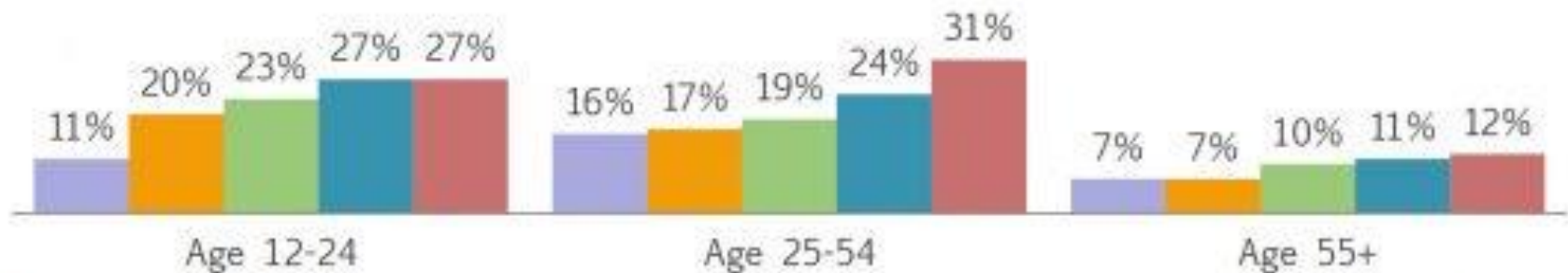
This is a truly big number, as it represents 15 percent of the total US population. For comparison purposes, three percent of Americans go to the movies weekly.

### **Two-thirds of podcasts are listened to on a phone or tablet**



# Monthly Podcast Listening

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



% listening to a podcast in last month

The Infinite Dial © 2017 Edison Research and Triton Digital



Podcasts provide a wellspring of:

- Entertainment
- Education
- Motivation
- Creativity

in the form of an audio media on the cusp of hitting its stride.

## Three Legged Stool of Podcasting



# I. Great Content

- Speak from your 'passion place'
- Find a niche
- Do research and be prepared
- Experiment on how you deliver content
- Don't sound like a radio person; your voice is great!
- Offer extras – show notes, transcripts, blog



# EXERCISE #1

## Write a Five Minute Treatment for your Podcast

Name/Topic –

Genre –

Format – monologue, storytelling, interview

Length/Frequency –

One Sentence relationship to this topic

## II. Know Your Audience

- Speak your message
- Be authentic
- Engage with their pain points/needs
- Embrace social media
- Interact with your followers
- Don't pander
- They listen; they like you, they want to help

# EXERCISE #2

## Build Your Listener Avatar

### III. Be Consistent

- Put recording on a strict schedule
- 'Batch' your recordings
- Hold yourself accountable
- Announce a broadcasting schedule
- Promote your show
- Tease with content
- Always leave your audience wanting more

Why would adding a podcast be  
a good thing for you, your  
business or company ?

Many companies have migrated into the podcasting space due to the lure of developing:

- Narrative for loyal clients/customers
- Educational touchpoint
- New streams of advertising revenue

# Tell Your Story

- Everyone wants to tell their story from their perspective
- Personal narrative is a keystone for crafting the culture of your messaging
- Features and benefits of your business/company's products and services

Don't let others dictate your message. With podcasting you do it yourself and in your own words.

# Access Your Potential Audience

- Everyone has a smart phone
- Immediate access to your message (podcast) through their devices
- Deliver message to loyal followers, prospective buyers and other interested parties on demand

The content has to be compelling to the desired audience, but don't try to cast your content net too wide. People interested in what you are doing want you to keep the message in the context in which it was sought out. Stay on message, make it an enjoyable experience and people will listen...and tell others.



# Team Communication

- Avoid the 'muted call' disasters (We've all experienced them!)
- Deliver a focused, concise message with no clutter
- Can be consumed and available on demand to hear again anytime by everyone on the team

There are ways to keep podcasts private so your competition can't listen in, but if you are engaged in a lot of 'inside baseball' talk you may want to weigh your options before moving forward

# Personal Connection

- Deliver an authentic testimonial or story to your listeners is an extremely powerful tool
- Great for new prospects (they feel like they already know you)
- Active or new clients are engaged
- Recruitment of employees

# Social Media

- Connects your company to the outside world
- Grow company awareness
- Branded company content
- Drives traffic back to your website or a phone number

Podcasts can be listened to directly from Facebook, Twitter, LinkedIn, Instagram with analytics to track who and where your listeners are tuning in

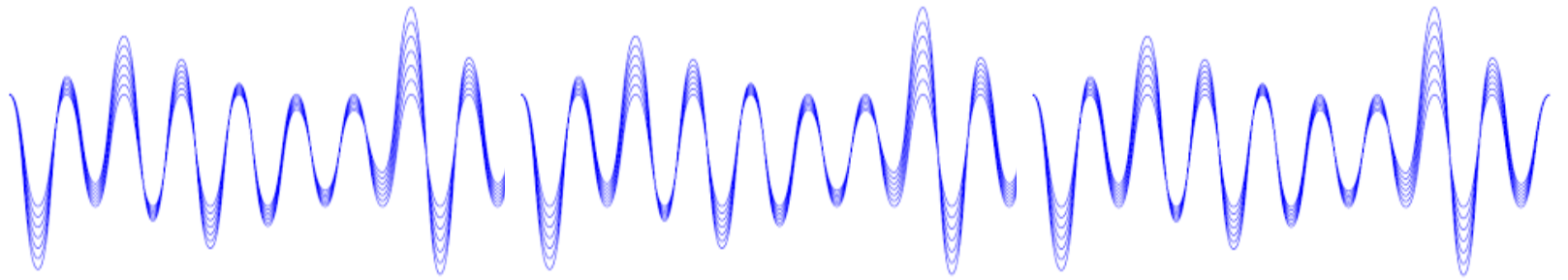
## SUMMARY

Podcasting will continue to grow as a form of entertainment for the consumer audience in the years to come. Companies that begin to embrace it as an educational tool, marketing asset, promotional application and complimentary resource for social media engagement will be able to deliver the message to their audience with a clear, concise voice.

# EXERCISE #3

**Host Your Show  
LIVE!**

# General Q&A Equipment Display



**Thank You!**

