

PODCAST IS THE NEW BLOG

EXPANDING REACH AND
CONNECTION THROUGH
PODCASTING



KEY TAKEAWAYS

- **What podcasting can do for your company**
- **Fundamentals for getting your podcast from from idea to published show**
- **Key decisions to make for your podcast**
- **The best ways to use your podcast content on social media**

ANY PODCAST LISTENERS IN THE AUDIENCE?



PODCAST LISTENERSHIP CONTINUES TO GROW RAPIDLY

In a given week:

- Terrestrial Radio % - stable at ~80% of Americans for past 10 years
- Podcast listenership has grown from 7% in 2013 to 31% in 2023

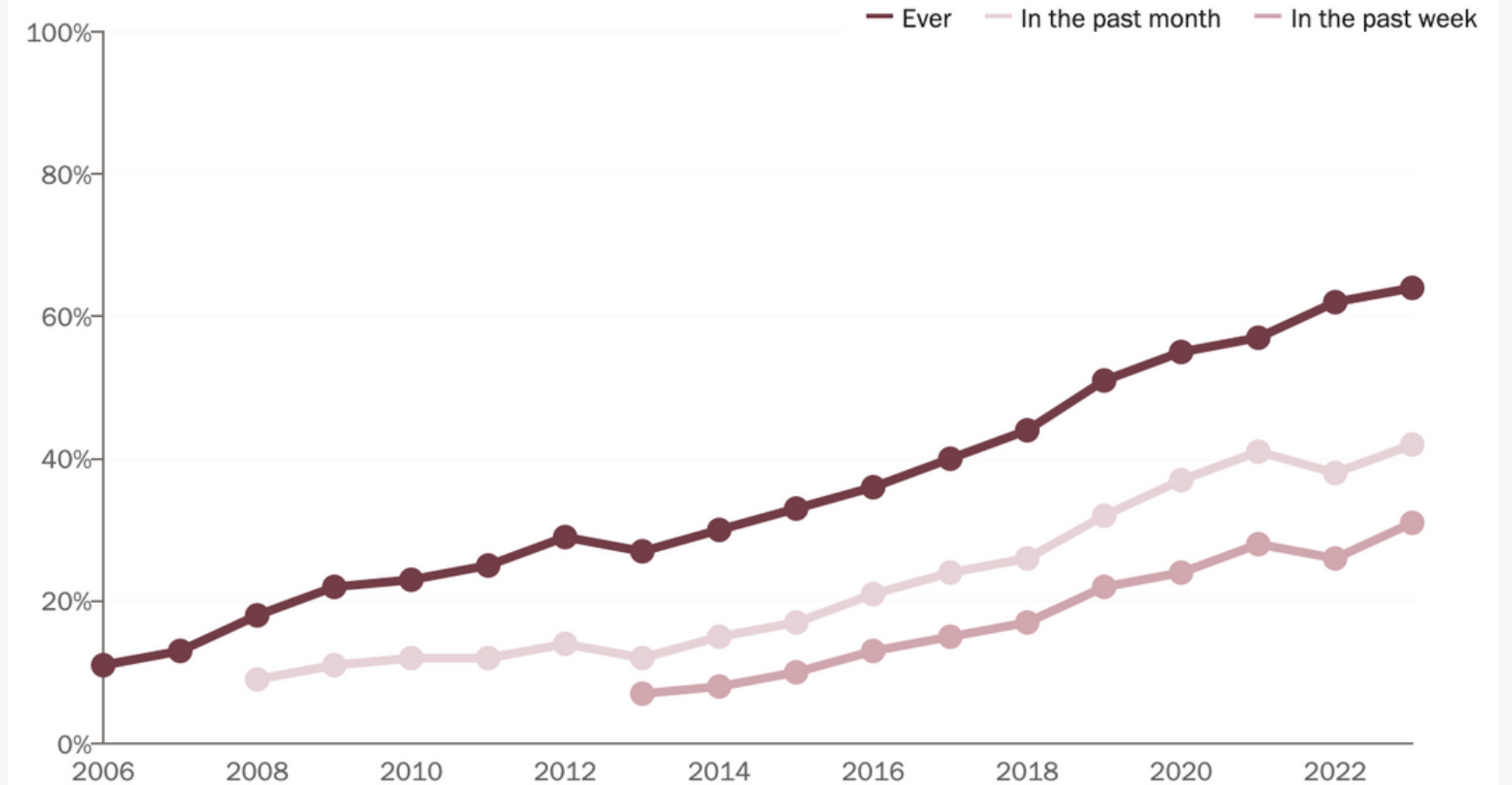
In a given month:

- 42% in 2023 - Podcast listenership

PEW RESEARCH CENTER

Podcast listenership

% of Americans ages 12 and older who have listened to a podcast ...



Note: Edison Research's survey is conducted in January/February of every year. Between 2014 to 2021, Edison Research partnered with Triton Digital to conduct this survey and produce "The Infinite Dial" report. Weekly podcast listening data was first reported in 2013.

Source: Edison Research, "The Infinite Dial 2023."

PEW RESEARCH CENTER

WHO AM I?

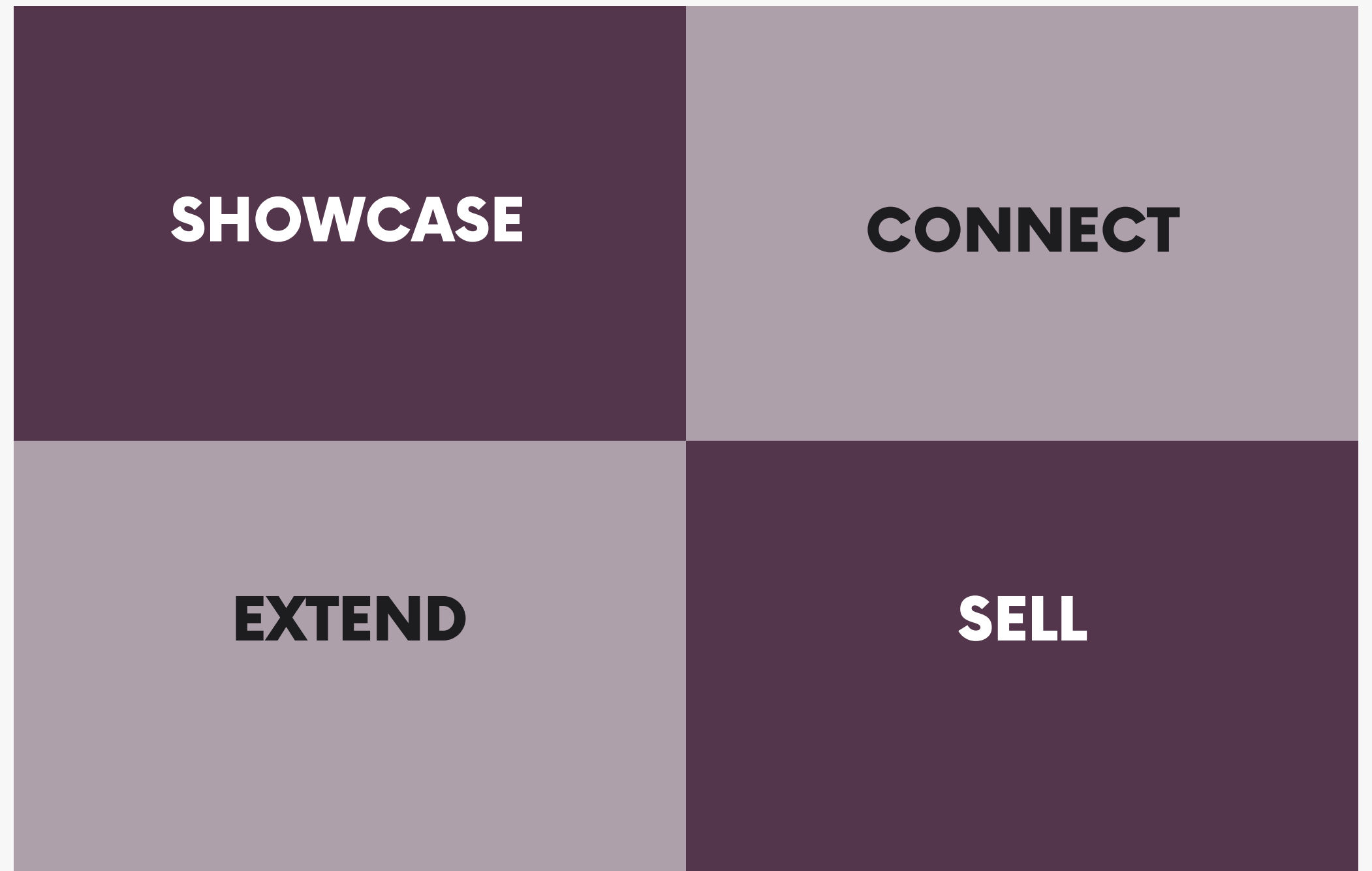
Jamie Gale

- Lit Path Studios
- Follow the Leaders Podcast
- In It For Youth Podcast

- little om BIG OM
- Creative Soul Camp
- Meet Me in Child's Pose
- Mosaic Afterschool Club
- The Star Counselor
- Boss Mama



WHAT CAN A PODCAST DO FOR YOUR BUSINESS?



FUNDAMENTALS FOR GOING FROM IDEA TO PUBLISHED PODCAST

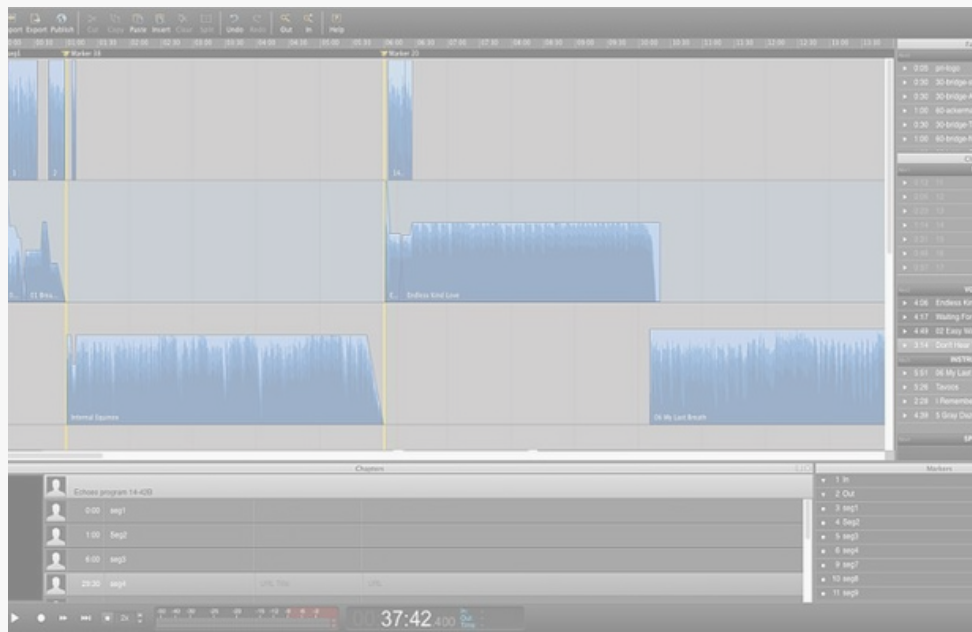
***AND THE KEY DECISIONS ALONG THE WAY**

PLANNING

RECORDING

EDITING &
PUBLICATION

PROMOTION



PLANNING



Format

When and Where?

Assessment of Circumstances

What are you selling?

The Brand Plan

RECORDING



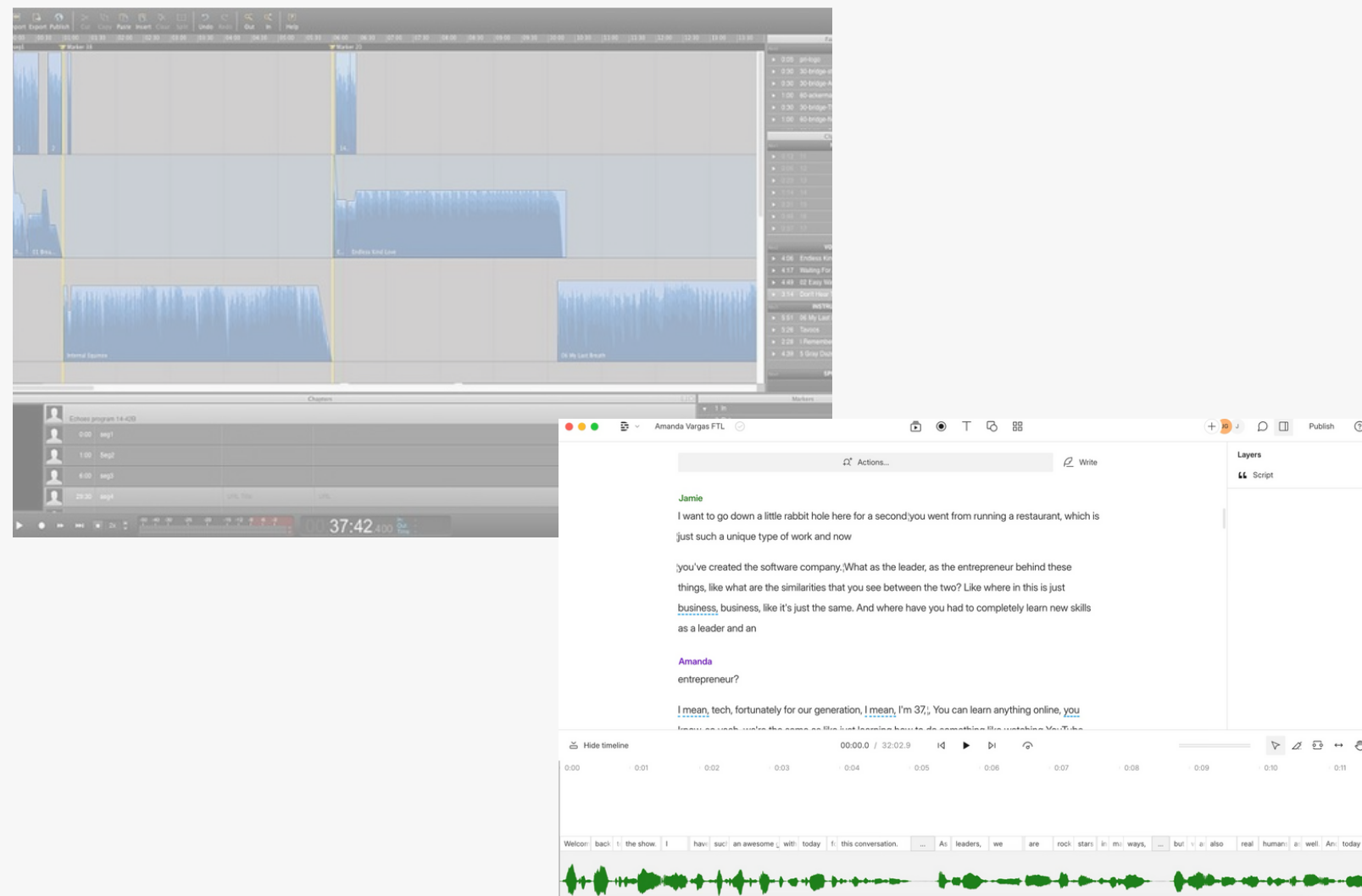
Physical Equipment

Capture Audio File

Physical Space

Storing Audio File

EDITING & PUBLICATION



To Edit or Not to Edit?

Improving Sound

Clean Up Filler Words & Gaps

Editing for Content

Host Platform & RSS Feed

PROMOTION

*HERE'S WHERE SOCIAL MEDIA COMES IN



- Static graphic previewing the episode
- Static graphic announcing publication
- Audiogram with static graphic
- B-Roll with audio from episode
- Reel/Tiktok of video clip
- Static graphic with quotes
- Once a month, look at past episodes and repost/share on stories
- Face to camera Reels or Stories:
 - Reference a "mic drop" moment that you're still thinking about
 - Show something you're doing that was a takeaway from the episode (ex. the guest gave advice and you're taking that advice)
- Guests - send them links and graphics with reminders of who to tag, tag guests in stories for reshares

SO WHY IS PODCASTING THE NEW BLOGGING?

- Warm traffic
- Conversions
- Consumers are already multitasking
- Attention spans
- Authentic voice
- Best of both worlds – repurpose into a blog with AI



LET'S CONNECT!



DO YOU WANT TO BOUNCE AN IDEA OFF ME?
WANT TO BE A GUEST ON A NETWORK SHOW?
WANT HELP WITH YOUR PODCAST?
WANT TO JUST GET TO KNOW ME?



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THANK YOU!

