

The Power of Podcasting:

A Guide for Effective Brand Marketing





The New Avenue for Audience Connection

As smart content marketing continues to evolve, Podcasting has emerged as one of the most effective new mediums in the modern brand arsenal. Podcasting combines the power to reach large captive audiences with the intimacy and emotional connection of a personal conversation. Because they live on your website as audio links they can be easily downloaded and listened to — anywhere at any time, broadening reach and impact.

Today, nearly half of the US population listens to podcasts regularly. The ability of podcasting to attract and hold attention has helped make it one of the fastest growing marketing tools. According to research by Claritas, podcasts have the power to boost brand awareness levels more than 30 times higher than other channels (79% higher for B2C and 77% higher for B2B). Their impact can be measured on multiple levels including improved search rankings, better lead gen and improved conversion rates. Additionally, when listeners subscribe, they are automatically alerted when a new podcast is available, reducing the need for additional marketing efforts and costs.

A podcast's ability to humanize a brand is what makes it truly special. Podcast listeners report feelings of knowing hosts on a personal level – seeing them more like friends. This helps brands build new levels of trust, rapport and loyalty. But listening is just the beginning. Smart marketers repurpose content from each podcast for other marketing channels, such as blog posts, social media posts, video shorts, infographics and email newsletters.

Creating a Brand Conversation

Like most good content, a podcast should sound more like a conversation, not a sales call. The best ones invite people in — to hear a brand's stories, understand its mission, share its experiences, and discover its personality in an authentic relatable way.

Additionally, businesses can use listener feedback and questions to head-off emerging issues or deepen their connections over time. Other uses include:

- Interviewing other leaders / partners that share your brand's point of view
- Interviewing customers to share their challenges and successful journeys
- Showcasing the diverse thinking and perspectives behind the brand
- Hosting a guided deep dive into a brand's complex issue or offering
- Introducing new leaders or partners to wider audiences
- Announcing company news in a more personal way
- Launching new internal programs and benefits
- Connecting with media leaders or reporters
- Addressing customer issues head-on



The Benefits of Podcasting for Business Communication



A New Avenue for B2B and B2C Communication: Podcasting can help businesses build brand awareness, engage with their audience, and establish themselves as thought leaders.

PODCASTS AS A LEAD-GEN TOOL?

For one of our long-term clients at Braithwaite, we've designed a podcast for use as a client nurturing and a lead-gen tool. And it's delivered.

Clients and prospects are invited to serve as guests on the podcast because the host wants to recognize them as "innovators" in their specific field. It allows the host to have a casual Q&A with the guest about their professional experience, their current business challenges and where they foresee the industry going in the next few years. To some, that's called a podcast episode. To others, it's a sales call.

Because of the level of guests we've been able to get on the podcast, Braithwaite even got the industry's largest trade outlet to host the podcast on its website — at absolutely zero cost.

CREATING DEEPER CONNECTIONS WITH YOUR AUDIENCE:

Whether with internal employees, current customers, prospective clients or some combination of all three, podcasts can help businesses connect on a personal level by allowing them to share their stories, experiences, and expertise in a conversational and engaging format. Listeners can feel like they're getting to know the hosts on a personal level, which can create a stronger emotional connection to the brand. Additionally, businesses can use listener feedback and questions to tailor their content and connect with their audience even more effectively.

Creating Engaging Business Podcast Content

Podcast development begins with creating a content strategy that aligns with an organization's business goals, target audience, and brand voice.



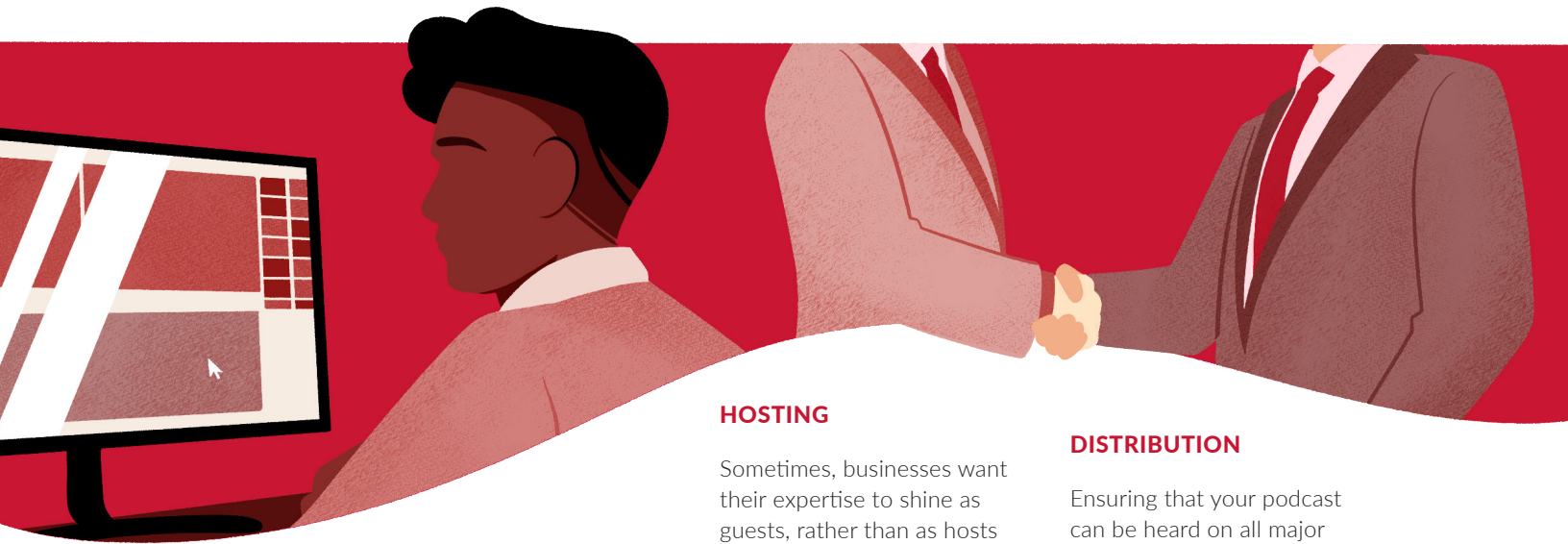
This includes structuring your podcast episodes, including choosing a defined theme and incorporating the tried-and-true methods of storytelling.

When it comes to podcast scripting, less is always better. Consider developing an intro paragraph, an outro paragraph and a middle section of 10-12 potential questions. A fully scripted podcast – unless it's a narrative style, investigative show – can come off quite stiff and inauthentic. The more casual and conversational, the higher chance of success the podcast will have.



Launching a Business Podcast

Kickstarting a business podcast doesn't require a full sound studio, but it also isn't as simple as pressing record on a smartphone and posting the episodes to your favorite platforms. At Braithwaite, we offer a suite of services to ensure that each episode we produce is as polished and audibly clean as a show on NPR.



PODCAST PRODUCTION

This includes booking guests, script development and refinement, recording, editing, sound mixing, and mastering.

HOSTING

Sometimes, businesses want their expertise to shine as guests, rather than as hosts asking questions. While we're not Ira Glass, we get pretty close. We can serve as the host and facilitator of any podcast so that clients, their business and their messaging shines the brightest.

DISTRIBUTION

Ensuring that your podcast can be heard on all major podcasting platforms isn't as simple as it sounds. We help clients distribute their podcast episodes to all major podcast platforms, such as Apple Podcasts, Spotify, Google Podcasts, etc.

Tracking the Success of Your Business Podcast

How many people are listening and who are they? Analytics and reporting are a core part of measuring success of any marketing initiative. We provide clients insight to help them understand their audience, track their podcast's performance, and make data-driven decisions.

Additional Podcast Services Offered at Braithwaite Communications



Want to start a podcast and don't know where to begin? Have a podcast that isn't performing as well as you'd like? We can help on both fronts.

CONSULTING AND TRAINING

Braithwaite Communications offers consulting and training services to help clients improve their podcasting skills, optimize their podcast strategy, and stay up to date with the latest podcasting trends and best practices.

MARKETING AND PROMOTION

Braithwaite Communications offers marketing and promotion services to help clients grow their podcast audience and increase their visibility.



Stand Out by Sounding Off



Businesses can create engaging podcast content that drives brand awareness, establishes thought leadership, and enhances their overall communication strategy.

For nearly 10 years, Braithwaite Communications has been concepting, producing, editing, distributing, hosting and promoting podcasts for more than a dozen brands in industries including healthcare, legal, finance, food and beverage, charitable giving, diversity & inclusion, staffing, and more. As part of this service, we provide strategic consulting on content creation, branding, marketing, and monetization to ensure the podcast is set up for success from the get-go and can grow organically. Our production team has access to professional-grade recording equipment, software, and hosting platforms, as well as a network of industry experts, influencers, and guests to feature on the podcast.

Creating Engaging Business Podcast Content

Contact Jason Rocker or Joe McIntyre to begin podcasting today and see the impact it can have on your business!



JASON ROCKER, PRESIDENT

I oversee our team of podcasting pros who help our clients tap into audio-first audiences and boost brand awareness. As a former journalist, I have an ear for the stories that will capture audiences and keep them tuned in for each new episode.

Jason@gobraithwaite.com



JOE MCINTYRE, VICE PRESIDENT

After a few years spent as a journalist in Pennsylvania and California, I saw the writing on the wall and switched over to the marketing and PR side. On the podcast front, I serve as producer, editor and occasional host for more than a half dozen business pods across industries at Braithwaite.

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