

Business Podcasting

In the UK, podcasts are on the up. Nearly 4 million adults listen to them and according to RAJAR (the body in charge of measuring radio audiences in the UK), those numbers are increasing by over 20% year-on-year. Over 50% of podcasts are listened to on a smartphone, so they are portable, popular and perfect for our busy lives on-the-go. Here's how your company would benefit from one.

Why Podcasts are So Effective for Businesses

- **Personal voice:** A real, live, human voice, with subtleties of inflection, emotion, and emphasis. Being able to hear an organisation speak and give advice adds an authentic touch, can break down any perception barriers and build trust. This personal "touch" is paramount when it comes to getting your message across and attracting business. It can also be used effectively inside your company to communicate with your staff.
- **Podcasts connect:** They connect content creators with content consumers. By podcasting, you create and seed content that no one else has. You can connect with your audience on an entirely new and more intimate level. Stop letting someone else speak directly into the ears of your audience. That voice should be yours.
- **Portability:** Walking about town, working out in the gym, driving your car, you can't hold a book or look at a screen, so streaming audio is the only viable entertainment option. Podcasts don't demand every morsel of your attention and can venture where print, video and blogs cannot. Video connects very well and YouTube is great for online marketing, but it's not conducive to consuming on-the-go.
- **Storytelling:** Your clients are people and people love a good yarn. Podcasting allows you to control the narrative, draw listeners in and engage them with a timeless tradition. This is why podcasting is set to become the most important storytelling medium of our time.
- **Increase dwell time:** Come on in and let me show you around! Imagine, when a user accesses your site to listen to content, the chances are, they will be browsing other pages too. This means you are increasing the amount of time these users are spending on your site, not only exposing them to more of your messages, but from Google's perspective, time spent on any site helps to rank it higher.
- **Ease of creation:** It can take a little time to discover your organisation's "voice" when podcasting, but once you have that personality established, it's quick, easy and cost-effective.



Case Studies

Kelvin Newman is the founder of the twice-yearly digital marketing conference, Brighton SEO. The conference is affiliated to the Brighton agency Site Visibility, whose Internet Marketing Podcast is one of the UK's most-downloaded business podcasts.

Newman: "Having a podcast has played a pivotal role in how we promote our business, it's had direct benefits where people listen to the show and get in touch about our services but also has a huge number of indirect benefits as well. It's led to speaking engagements, people applying for jobs and opportunities to meet and interview absolute legends of marketing. I can draw a direct line from every major business success back to our podcast."

Pat Flynn is the brains and heart behind Smart Passive Income.

Flynn: "Podcasting has become such an important and integral part of my overall branding strategy, so much so that earlier this year I decided to switch from publishing 2 podcasts per month, to 1 per week, a decision that has already proved to be well worth the extra effort. More and more people are discovering my brand through my podcast, and it continues to be the number one way that people discover me, more than SEO, Social Media, YouTube and links from other sites."



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