

Ep 44: THE NEWEST MARKETING CHANNEL

Business Podcasting w/ David Spray Podcaster and Entrepreneur



- o Identify the purpose.
 - o There are two primary objectives for a business podcast 1) Internal: communicate and build culture within an organization. 2) External: grow reputation and credibility. Note that what is generally valued for both is different so don't count on the podcast to play double-duty.
 - o INTERNAL:
 - When done right podcasts are more story-telling than data-telling. This creates an emotional connection and reinforces your brand-story of the company and makes it tangible.
 - Leaders use this format to connect more frequently without being intrusive as employees can consume at their leisure. Podcasting can also reinforce tone and style as they can be less formal in their delivery.
 - o EXTERNAL:
 - A business podcast can also be used to grow reputation and credibility externally. This is an excellent way of growing thought-leadership. It is a channel you control the message, timing and frequency unlike traditional methods of publishing, PR, speaking, events, etc.
 - It can also work effectively as a lead generator (especially when including ads) as well as an education and training tool.
- o Develop your story-arc and format.
 - o Before even thinking of a name, you need to develop your story-arc and format. This is based on purpose and should be centrally focused on bringing that purpose to life in a way your listeners will find of value.
 - o For example, if your purpose is to make sure everyone knows everybody within the organization, you may choose a story-arc of "Get to Know Your Colleagues".
 - o If your purpose is to endorse American manufacturing, you may do what the Gardner Business Media's Modern Machine Shop did and launch Made in the USA podcast series to highlight challenges as well as success stories.
- o Define the logistics.
 - o These are things such as duration and frequency, where you will record, who will be the hosts, etc. The hardest part is to put a stake in the ground and GO! You can adjust as you learn.
 - o RULES OF THUMB:
 - Episodes should be no longer than an hour-ish although your format may also dictate your duration. Most people consume podcasts during commutes or exercise. Many podcasters do 10 minute podcasts for bursts of knowledge or wisdom that people can consume with flexibility during the day.
 - Building a podcast is a slow burn so consistency and quality are key. Releasing weekly may be best, but ultimately you need to be able to commit. Consider batching your recordings or releasing in a series format.
 - The quality of the recording is important. Make sure you have the right equipment.
 - Hosting and interviewing are learned talents so don't take them for granted. Study how hosts of your favorite shows conduct themselves. Be relentless in practicing and refining the craft.
- o Develop your branding and amplification strategy.
 - o In this case, branding comes last because you need everything else we have discussed as a brief for the branding.
 - o Branding includes: name, imagery, music, trailer, intro/outro. We put trailer and intro/outro in branding because you need to consider your verbal toolkit in determining the tone and style.
 - o Amplification strategy is needed to publicize your podcast. For internal, this may be an email or slack teasers to notify people when a new episode is available. For external, common methods are social posts, newsletter alerts and being on other people's podcasts.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete