

Should I do a Branded Podcast?

with Harry Morton, CEO and Founder of Lower Street



- Do you have a POV that can create valuable on-going content your target will appreciate?
 - This is a bit of a trick question since all businesses have a POV that can create valuable on-going content. What this question is really probing is whether YOU believe you have one. A successful branded podcast is the opposite of imposters syndrome. Meaning, you can't have a compelling podcast if YOU don't feel you have something valuable to offer.
 - What you also have to commit to is creating content consistently. In order for podcasts to gain traction, you must commit to a regular cadence of launching new episodes. If you feel like you will struggle with the commitment of this, this is not the format for you. Try a different format.
 - Also consider if your target regularly consumes podcasts. The popularity of the channel is growing, but it can still feel 'techy' for many folks. For example, if you are a service based organization that serves a lot of mom-and-pop shops, consider the demographics and psychographics of your target and if this channel feels accessible to them. If not, can you make it accessible through clickable links?
 - Do you have enough breadth and depth of topics to churn out the content at the rate that you need to? We can tell you it is a labor of love and a major commitment as mentioned before but you have to be honest with yourself on whether you can come up with enough relevant topics and speak to them with knowledge and experience.
- Are you looking for top-of-the-funnel awareness?
 - Slow-burn. Biggest driver of podcast growth is WOM. but, these are strong advocates.
 - You are building credibility, reputation through a body of work. Podcasts don't usually generate immediate business tomorrow. They are relationship building. And building relationships take time.
 - Can be strategic in recruiting guests who you want to become potential clients.
 - Ever-present because in many B2B instances sales cycle for B2B agencies can be long. If you have a service already, may be years before you revisit.
 - Also helps to establish social proof that can parlay into direct sales of other thought-leadership or service based offerings: RFP'S, speaking engagements, basis for trainings.
 - Content for social, blogs, newsletters.
 - It can be easy to get frustrated here and impatient with the time it takes. But we can tell you from experience that sticking with it leads to progression through the funnel. There are also key indicators you can look for along the way. i.e. people reaching out to be guests, companies reaching out to sponsor, growth numbers and reach in analytics.
- Are you ok if your branded podcast is an investment?
 - There are ways of monetizing a podcast, but very few are able to do it successfully because it takes certain thresholds to make it lucrative. And as we mentioned before, podcasts are a slow burn for building traction.
 - You need to believe that this podcast is delivering on a branding need that may be hard to quantify in terms of ROI but is ultimately good for your business. This can be very difficult for some folks, which means that when capacity, money, you name it, gets tight, the podcast can be the first to go...before it has even had a chance to prove itself.
 - The food thing is that it doesn't have to be a big monetary investment like other forms of marketing. But it does take investment in terms of time and thought.
 - You can get creative with investment relative to experience. We have taken the recording back in house which is more cost effective. Of course we had to purchase the equipment but over time it will pay off.
- Are you prepared to invest resources to promote it?
 - A podcast MUST be promoted. People need to know it exists. Which means you need to commit resources whether it is your existing marketing and communications channels and potentially additional funds to break through the noise and get it out there.
 - One of the most common ways is to promote on social. But if you don't have room in your convo calendars to share a new episode launch, you are doing a disservice to the podcast. Many times, you will put paid \$\$\$ to boost these posts as well.
 - There isn't a clear magic bullet to getting your podcast heard, and what's more the industry itself doesn't have great monitoring and analytics by which to make good decisions regarding promotion, so it is very much T&L. Which is why we suggest working with a podcast producer like Harry, or the person who produces ours, Max Bransetter, to guide you through the process.
 - Tell everyone. Creatively weave it into conversation, E-mail signature, coaching clients cross reference and even your next family get together.