

# ***The Podcast Advantage***

*New Media Marketing and Communication*



## **Business Applications**

There are countless applications opportunities to apply the media. Here are just a few ideas.

### **ESTABLISHING YOURSELF AS A THOUGHT LEADER**

Your audience will be looking to you for your expert opinions. When it is time for them to buy, you will be on the top of their mind as the go-to guy.

### **PUBLIC RELATIONS**

In today's age of new media, you are the media. There are no layers between you and your audience. You can deliver your message and get direct feedback from your audience. Keep the public informed about what you are involved in.

### **PUBLIC EDUCATION**

Public appearances can now be podcast to thousands, immortalized in a recording, and continue to work for you over the internet.

### **TRAINING**

Your sales staff can stay caught up on the road. Your employees can get more information for less money. Your volunteers can get training that was never before affordable.

### **BUILDING COMMUNITY**

Your show will give a voice to your organization and be something your members can get behind. Get them involved. Keep them the vision strong and the motivation high.

### **ADDED VALUE**

Extend your organization beyond your walls and into the homes, cars, and mp3 players of your most valued guests and associates. Accent what you already offer with portable audio.

### **INTERNAL COMMUNICATION**

Save thousands of labor dollars and deliver frequent polished messages to your employees. Reinforce your company's vision with frequent updates from the top of your organization.

### **BRANDING**

Put your name on quality entertainment. Build a reputation as an innovative source of quality and value.

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