

The Podcast Advantage

New Media Marketing and Communication



Why Podcast?

A podcast will apply to your business needs when you need something...

ECONOMICAL

When compared to other communication outlets, podcast production is both inexpensive and scalable. Hold one-on-one conversations with thousands, and pay for it only once.

EVERGREEN

Your message is immortalized and will continue to work for you for years after it was recorded. It will always be available to your audience as an on-demand service.

INTIMATE

It is easy in today's age for consumers to work around the interruptions of advertising. By providing content your audience wants, you will build trust and lasting relationships. Fans become attached to the personalities they invite into their car every day.

PORTABLE

Your audience can listen on their schedule and on their terms. Podcasts are often designed to make use of the down time in our lives, such as the drive to work or while exercising. This appeals to the busy schedules of your fans. Cars are even equipped now with auxiliary jacks to plug into mp3 players.

TARGETED

The content of your show is designed to appeal to the audience you specifically want to reach.

CONVENIENT

Once subscribed to your podcast, they no longer even need the initiative to check your web site. Each release will just be waiting for them on their computer or portable mp3 player.

EFFECTIVE

Everyone that has pushed the play button is already interested in what you have to say. You aren't appealing to a fraction of your audience, you are appealing to everyone in your audience. You are building a fan base that will look up to you as an expert and a leader.

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