

Podcasting For Your Business

Jon Gay, JAG in Detroit Podcasts



WHAT IS A PODCAST?



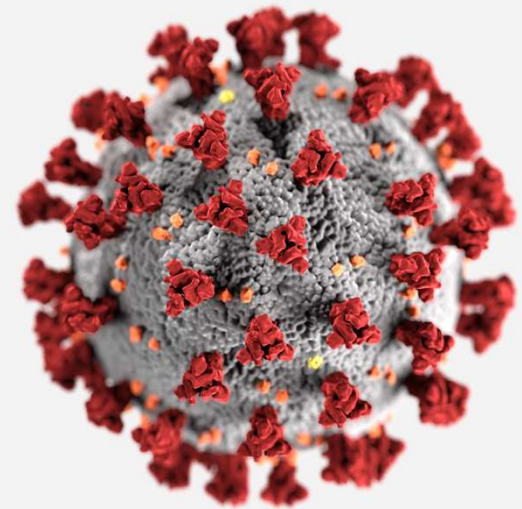
A podcast is a portable piece of audio than can be streamed on demand or downloaded for later listening on any internet connected device (computer, phone, etc.)

WHY ARE PODCASTS GROWING?

- Podcasts are growing fast.
- Online video is popular, but audio goes where video can't. On a run, in the car, in your office.
- You can't watch a YouTube video while driving, or at least you **SHOULDN'T**.
- In this time of social distancing, we are all craving content, and as a podcaster, you have a captive audience.

EFFECTS OF COVID-19 ON PODCASTING

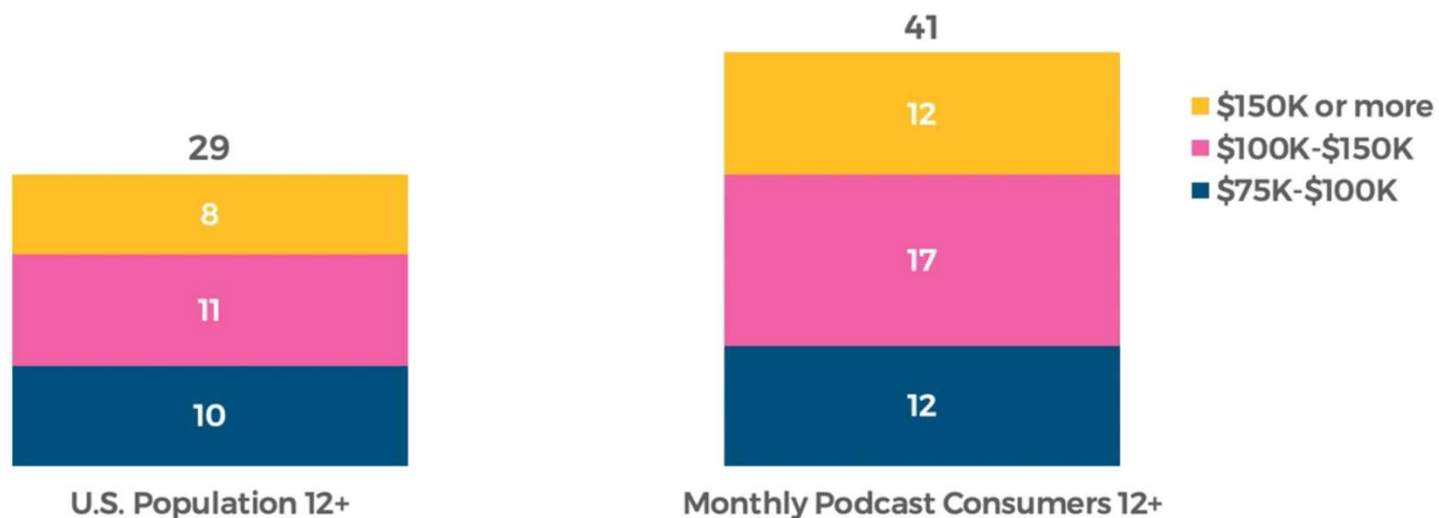
- Podcast creation is skyrocketing – Apple gained 90,000 shows in May, 2020
- After an initial scattering, listenership has rebounded as
 - 1) People found new routines
 - 2) The world started to open back up



Composition of Monthly Podcast Consumers

ANNUAL HOUSEHOLD INCOME ABOVE \$75,000

THE INFINITE DIAL 2019
The Podcast Consumer

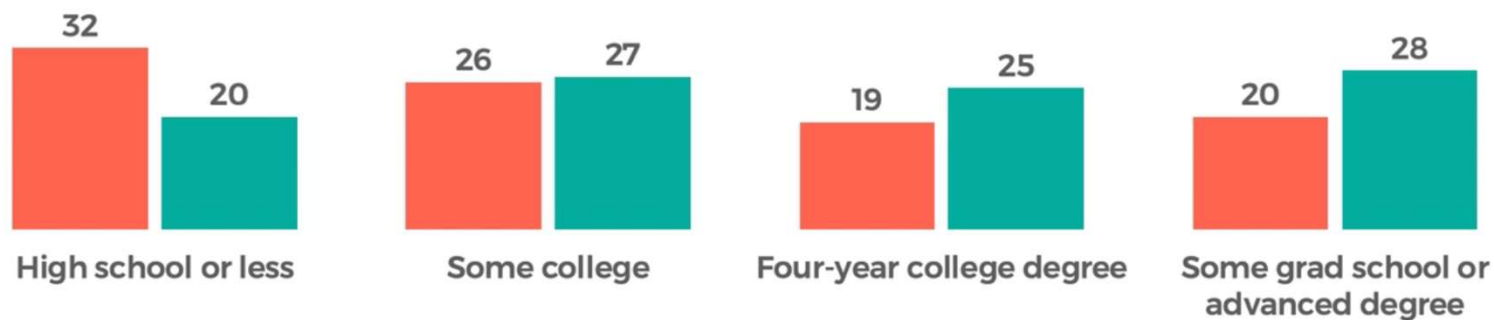


Composition of Monthly Podcast Consumers

EDUCATIONAL ATTAINMENT

THE INFINITE DIAL 2019
The Podcast Consumer

■ U.S. Population 18+ ■ Monthly Podcast Consumers 18+



#PodcastConsumer

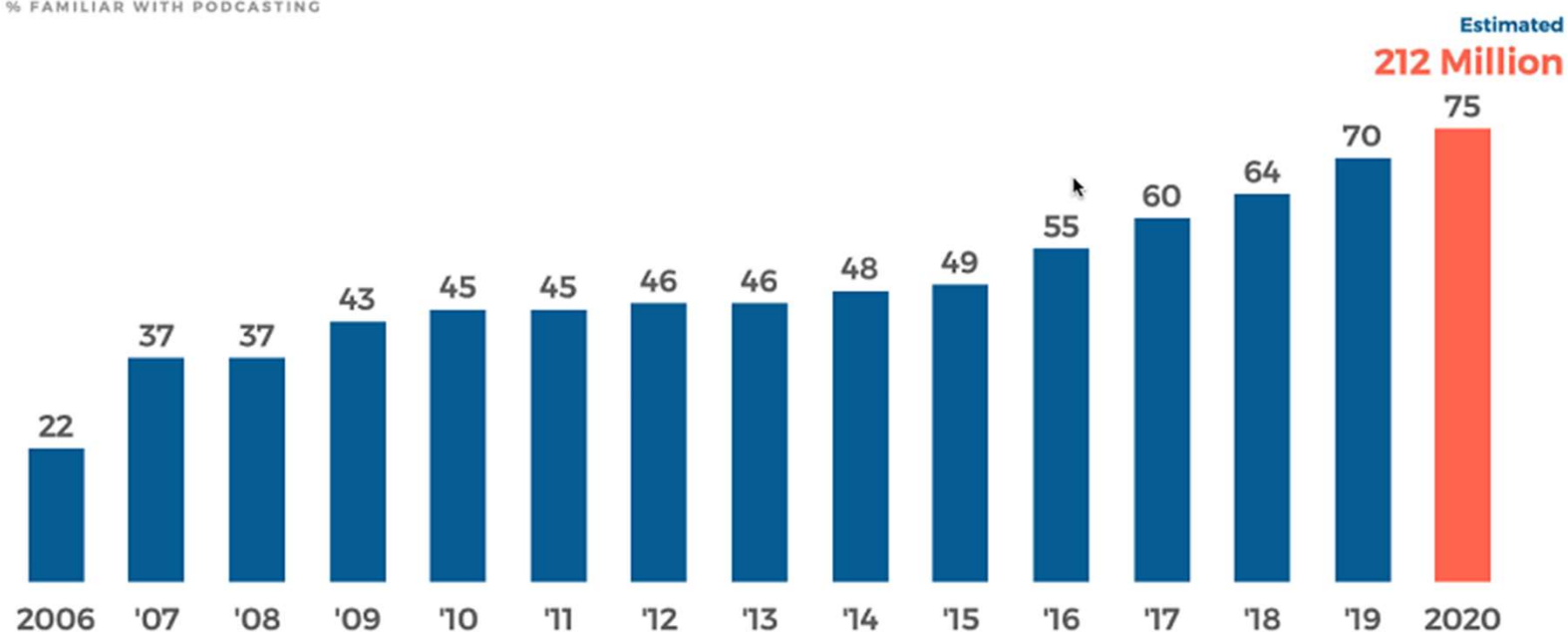
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Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING

THE INFINITE DIAL® 2020



#InfiniteDial

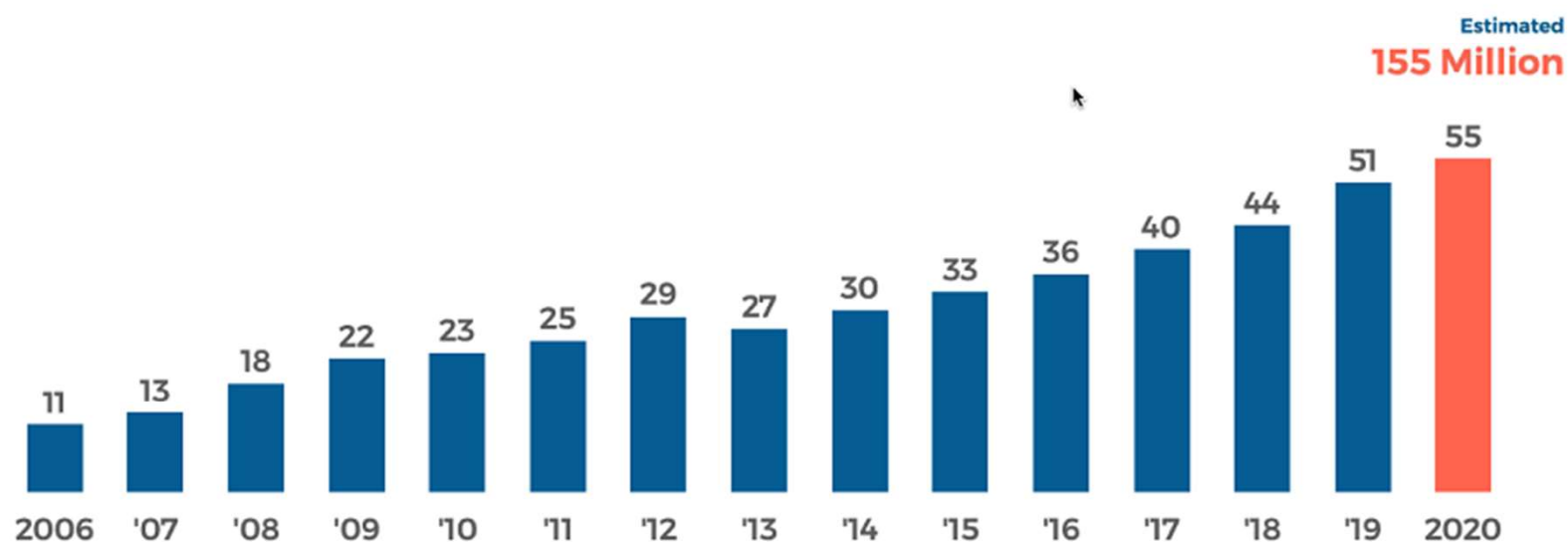
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Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST

THE INFINITE DIAL™ 2020



#InfiniteDial

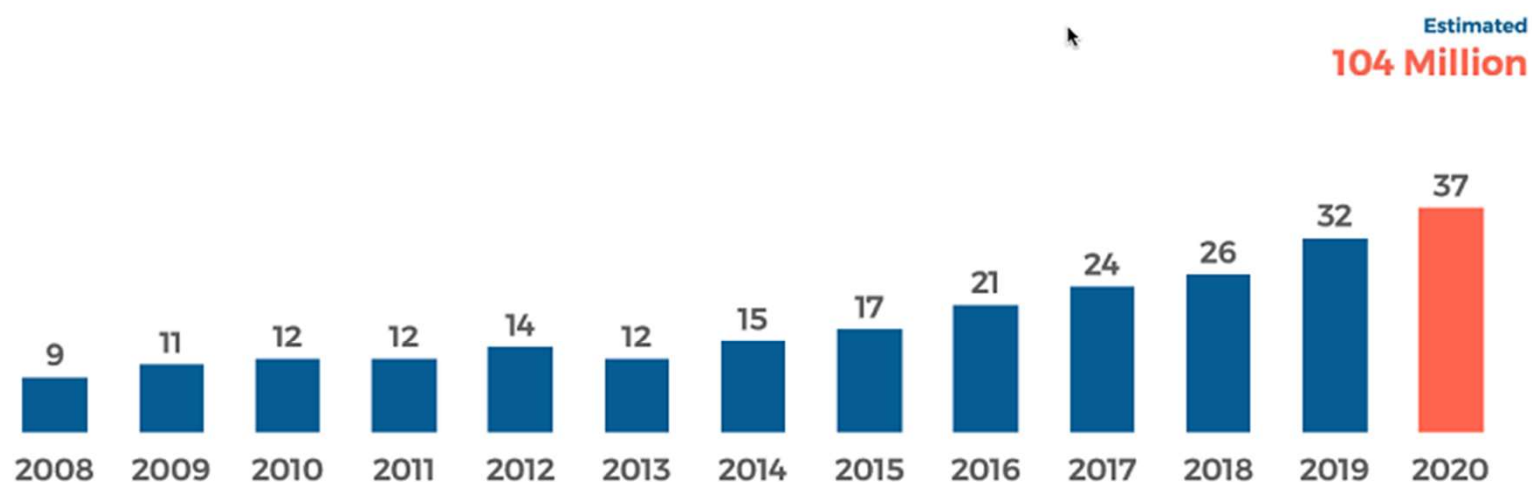
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Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

 THE INFINITE DIAL® 2020



#InfiniteDial

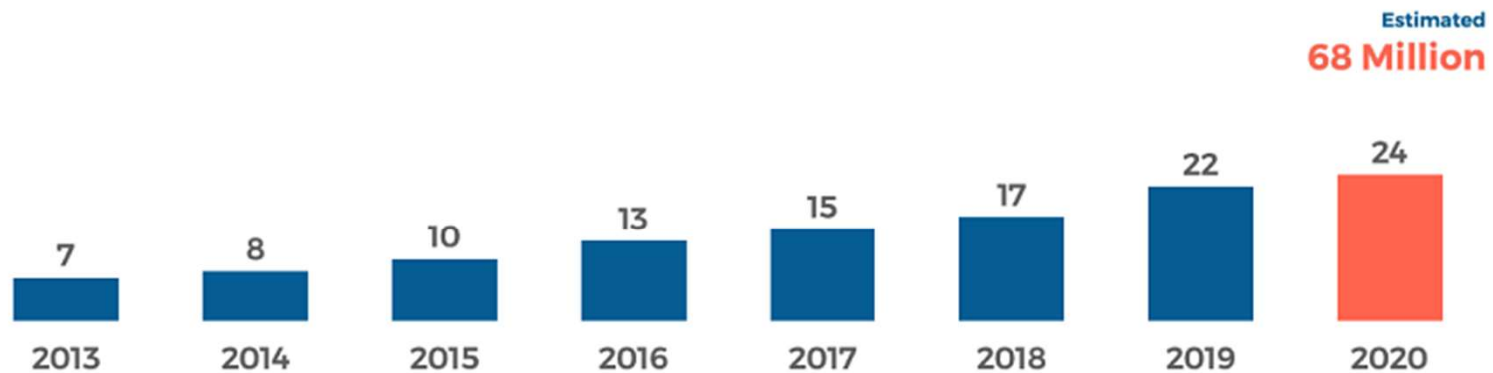
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Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK

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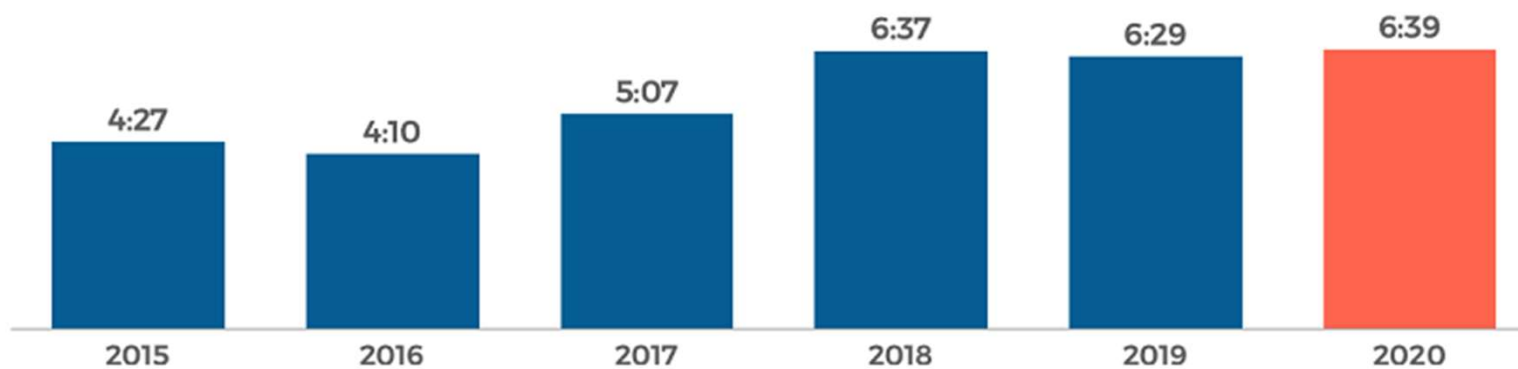
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Average Time Spent Listening to Podcasts

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK

HOURS:MINUTES IN LAST WEEK

 THE INFINITE DIAL[®] 2020



#InfiniteDial

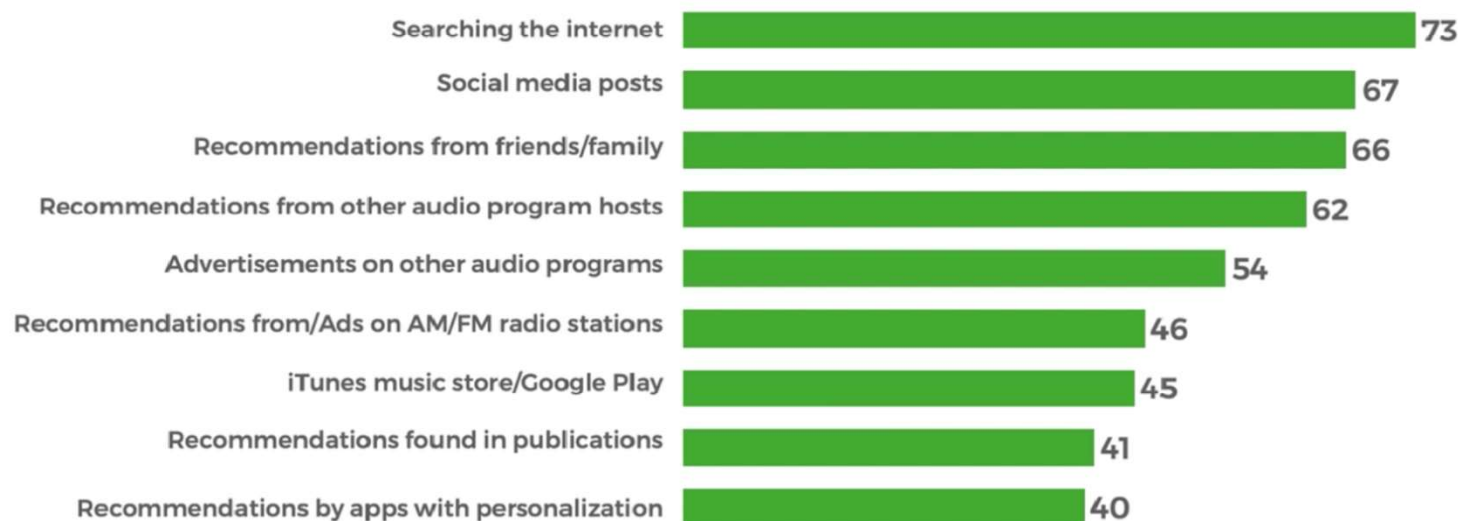
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Sources Used at Least “Occasionally” to Discover Podcasts

THE INFINITE DIAL™ 2019
The Podcast Consumer

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% USING SOURCE “FREQUENTLY” OR “OCCASIONALLY” TO DISCOVER PODCASTS



#PodcastConsumer

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Podcast Audience is about Quality, not Quantity

Digital and Social Media Strategies often measure things like cost per thousand (CPM) with metrics like video views, ad impressions, clicks and more.



But listening to a podcast involves much more of a commitment than clicking on a video or liking a Facebook post. This means your podcast audience is much more engaged!

HOW? (Applications)

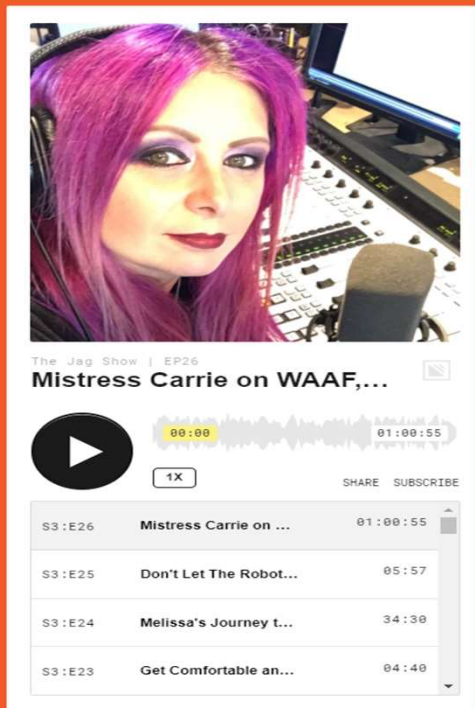


Apps: Apple, Spotify, Google, Stitcher, TuneIn, iHeartRadio, etc.

- Submission to apps is free, you only pay host.
- Apple is still king, followed by Spotify, and now Google Podcasts

HOW? (Embedded Players)

THE JAG SHOW PODCAST



The Jag Show | EP26

Mistress Carrie on WAAF,...

00:00 01:00:55

1X SHARE SUBSCRIBE

S3:E26	Mistress Carrie on ...	01:00:55
S3:E25	Don't Let The Robot...	05:57
S3:E24	Melissa's Journey t...	34:30
S3:E23	Get Comfortable an...	04:40

MICHIGAN MOTORS FORWARD



Michigan Motors Forward | EP15

Rachelle Bonelli of Glean...

00:00 13:09

1X SHARE SUBSCRIBE

E15	Rachelle Bonelli of ...	13:09
E14	Dr. Michael Lutz - MI...	13:15
E13	Dr. Robert Shaner - ...	14:09
E12	Josh Baker of Cinde...	11:18

HOW (Links to Show in Social, e-blast, etc.)

Michigan Motors Forward

There are events that test our mettle, and our resolve. As we move through this crisis, how are we coping, adapting, and fighting on? Join us for local stories of perseverance, creativity, and contributing to community. We will showcase Detroit area leaders who share their thoughts and stories. And we will discuss how they and their organizations are managing adversity and serving others. Michigan Motors Forward features Metro Detroiters who are pivoting...evolving...and moving ahead. Michigan Motors Forward is produced by JAG in Detroit podcasts in partnership with Tanner Friedman Strategic Communications.



[LISTEN & SUBSCRIBE](#)

Recent Episodes



Rachelle Bonelli of Gleaners Community Food Bank

JUNE 2ND, 2020 | E15



Dr. Michael Lutz - MIU Mens Health Foundation

MAY 15TH, 2020 | E14



Listen On...

[CLOSE](#)



Apple Podcasts



Google Podcasts



Spotify



Stitcher



Tune In



RSS Feed

HOW (Links to Episode in Social, e-blast, etc.)



Mark Bernstein of the Sam Bernstein Law Firm

APRIL 24TH, 2020 | 17:14 | E4

SHARE



EMBED



RECAST



SUBSCRIBE



EPISODE NOTES

No doubt you've seen the Sam Bernstein Law Firm on your television for quite some time. You may have noticed, however, that their ads have taken a much different tone during the pandemic.

Today, we speak with the man in many of those spots - Mark Bernstein - about the discussions his family had. They needed to change the messaging and meet the moment, but do so in a way that was consistent with their brand.

First, they went against their normal slogan of "CALL SAM," and said "Don't call Sam. Call your loved ones." It was a message that really resonated with viewers, and the family heard from many of them.

Next, the Bernsteins partnered with another Michigan brand - Biggby Coffee - to provide first responders and medical workers free coffee at local drive-thrus. Mark explains how that partnership came to be, and how they've been able to put thousands of cups of coffee in the hands of some very deserving people.

WHY?

- Is your podcast a vanity project?
- Is your podcast a marketing tool for your business?
- Is your podcast a resource for a particular group?
- **Why am I passionate about this subject matter?**



PODCASTS CAN BRAND YOUR BUSINESS



- A podcast is a way to connect with your “super fans” – the ones who are passionate about your business, and speak to them in your own voice.
- Nobody can tell your brand’s story better than you can.
- You can foster a sense of community among your listeners
- You can use a podcast to “close the marketing loop” by promoting your social and other channels, then using those channels to promote the podcast.
- Don’t get hung up on \$\$\$ and ROI – the impact can’t always be measured that way.

WHO?



- Who is hosting your show?
- Who will your guests be (if any)?
- Who are you targeting?
- **Who am I speaking to and why do they want this???**

WHAT?



- What is the show about?
- This goes for the entire show itself, as well as each individual episode.
- Plan like a NASCAR driver!

WHEN?



- When will you record?
- How often? Consistency is important!
- WHEN WILL YOU GET STARTED?
- When does it end?
- Avoid Podfading - it has happened to 75% of the 1million+ podcasts in Apple.

WHERE - Remote Recording Software

Bad quality:

Zoom Video Conferencing, Skype, Ringr



Good Quality:

Zencastr, Squadcast, "Double Enders" (The Daily)



Podcast Metrics

ALL-TIME DOWNLOADS

1,919

DOWNLOADS TODAY

3

LAST 7 DAYS (INCLUDING TODAY)

110

PREVIOUS 7 DAYS

329

UNIQUE LISTENERS LAST 7 DAYS

111

ALL-TIME

Top Episodes



#	EP #	TITLE	DOWNLOADS
1	E1	Investing 101	557
2	E3	8 Opportunities To Look At Now	381
3	E2	Your Top Questions Answered	361
4	T	Trailer	335
5	E4	8 Things To Know Before Hiring a Financial Adv...	285

ALL-TIME

Top Listening Methods



APPLICATION	DOWNLOADS	%
Apple Podcasts	1,240	64.79%
Simplecast	472	24.66%
iTunes	46	2.4%
Google Podcasts	29	1.52%
Overcast	16	0.84%
Stitcher	15	0.78%
AndroidDownloadManager	14	0.73%
Chrome	11	0.58%
Spotify	11	0.58%
CastBox	10	0.52%

How Long Should My Podcast Be?

IT DEPENDS!

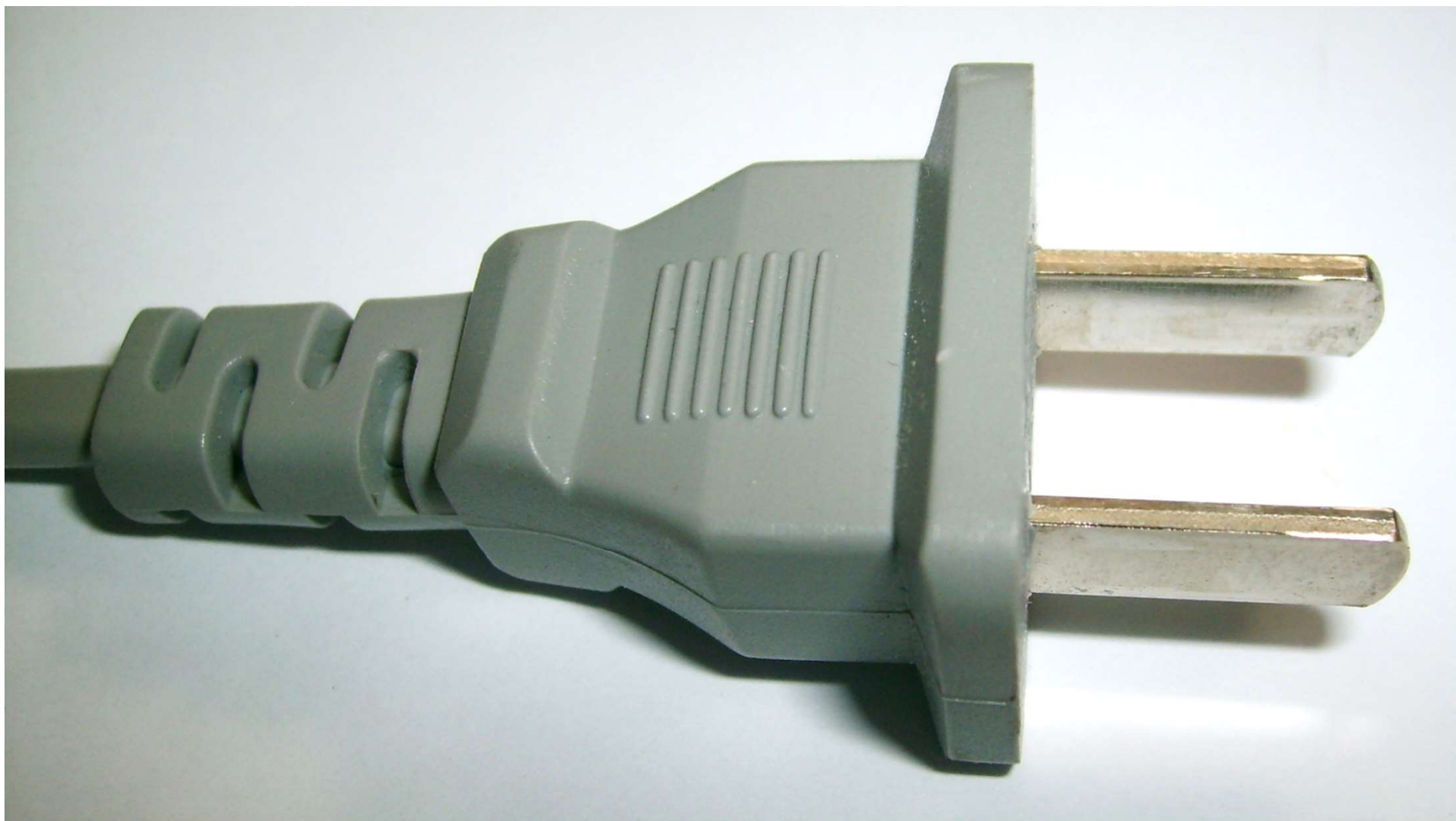
- Some shows are 5 minutes.
- Some shows are 15, 30, or 60.
- The longer the show, the better the content needs to be.
- Shorter is better. Stop when it feels right, rather than stretching.

RESPECT YOUR AUDIENCE!



Your audience is making a large time commitment to listen to your podcast. Don't waste their time with:

- Endless Banter and Tangents
- Poor quality audio
- Inconsistent volume
- Um...uh...like..you know...other stuff.



THE PLUG:



JAG in Detroit Podcasts Can:

- Help conceptualize and create your podcast.
- Record on site or virtually
- Produce, edit, add music and a professional voiceover
- Setup on a podcast host and various podcast apps.

(313) 757-2JAG (2524) or www.jagindetroit.com