

11 WAYS

Podcasting Benefits YOU ...



#1

GAINING INSIGHTS

By interviewing clients and prospects, you can ask them questions in a casual, conversational environment, where they will provide answers that they may not otherwise.



#2

THOUGHT LEADERSHIP

Podcasting enables you to share your ideas and perspective with people who want to listen, understand and appreciate your value to them.



#3

ENABLING SALES TEAMS TO BUILD TRUST

Imagine how clients will feel when they get invited onto a podcast that lets them tell their stories and gives them marketing content to share.

#4

CONTENT CREATION

A 30-Minute podcast is approximately 4500-5000 words. Transcribe that material and turn it into posts, articles or possibly an EBook.



#5

COMMUNICATING VISION, PURPOSE AND GOALS

Use this platform to tell your story. Let people know who you are, where you came from, where you are going, and why they should care.



#6

CREATING BRAND AWARENESS

Podcasts enable you to reach people you otherwise might not, letting them understand what your value is to them when you cannot.



#7

DEFINING YOUR AUDIENCE

Podcasting very quickly enables you to understand who cares about what you have to say and offer, and who does not, enabling you to focus on the right people.



#8

CREATING LONG-TERM RELATIONSHIPS

Podcasting enables you to keep in touch with people, even when you do not have time to reach out to them directly.

#9

DIFFERENTIATION

Podcasting enables you to step above the fray, and be heard above the noise of your competition by your audience, in ways meaningful to them.



#10

MOTIVATING EMPLOYEES

When employees are given insights into the company they become more engaged and better advocates of the brand.

#11

HUMANIZING YOUR BRAND

*Podcasts are never perfect,
and it is that imperfection
that makes them enjoyable
and relatable and that allows
you to build trust.*



ARE YOU READY?

*We can help you design,
develop and broadcast a
podcast that enables you
to stand out from your
competition.*

LET'S TALK

*Let's connect and discuss
how I can help you achieve
your goals and shine in the
minds of your clients.*

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