

20 WAYS

Podcasting Benefits YOU ...



 **YOURBRAND**
marketing
www.yourbrandmarketing.com

#1

ADDING VALUE

By interviewing others, you provide value by exposing those you interview to those who want to listen.

#2

CREATING BACKLINKS

When your guest shares the podcast to their social media, website or newsletter, all links lead back to you.

#3

THOUGHT LEADERSHIP

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



#4

BLOG POSTS AND ARTICLES

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



#5

CLIENT INSIGHTS

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



#6

COMMUNICATING VISION, PURPOSE AND GOALS

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

#7

CREATING BRAND AWARENESS

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



#8

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.



#9

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.

#10

DEVELOPING UNDERSTANDING

*Through interviewing
people you gain a better
understanding of them
and their needs, and them
of you and yours.*



#11

DIFFERENTIATION

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



#12

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.



#13

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.*



#14

MOTIVATING EMPLOYEES

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

#15

NEW CLIENT DEVELOPMENT

*Invite a great prospect
onto your show and see
how the relationship
changes.*



#16

SOCIAL MEDIA MARKETING

Podcasts, when broken down, make great video clips, audio clips, images with quotes and posts. It is a treasure trove of social sharable materials.



#17

SILO DECONSTRUCTION

Use the podcast to interview staff. When they explain what they do and why, other team members gain insights. Clients will also appreciate getting to know the team.



#18

ONBOARDING EMPLOYEES

Podcasts can be a great way to introduce your new employees to your culture, mission, vision, values and goals.



#19

DEVELOPING BRAND CHAMPIONS

By giving your brand champions content that they can share, they will be helping you tell your story.

#20

DRIVING CHANGE

A podcast is a powerful tool to communicate where you are, where you want to go, and how everyone can get there together.



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

To schedule a 30-minute consultation to find out how you can have podcasting work for you visit:

www.bookameetingwithben.com



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