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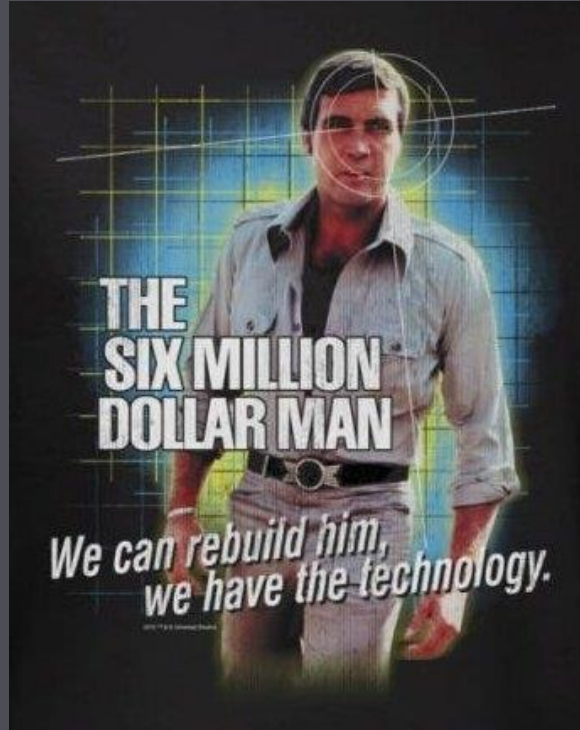


Why You Should Be Podcasting

Steve Austins - January 2019



Not Me

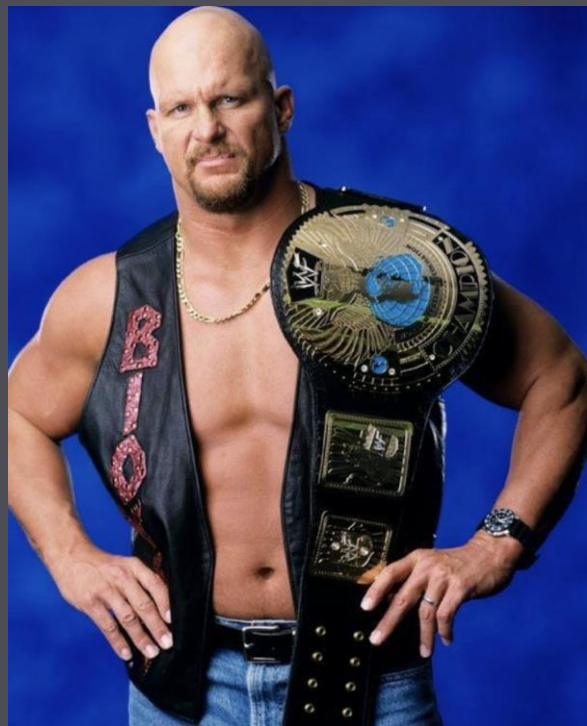


Not Me



Me

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World
Champion



Super
human



Radio
Geek



A man in a red hooded jacket, sunglasses, and a backpack is shown in a snowy environment, holding ski poles.

RICHARD PARKS: ANTARCTICA



HEALTH FACT vs FICTION

WITH

*Anna
Richardson*



Why You Should Be Podcasting

1. Audio has stood the test of time





Listen on

Apple Podcasts



Listen on

Google Podcasts



Listen On
Spotify®

BBC

SOUNDS

“Our team’s mission is to help double the amount of podcast listening in the world over the next couple of years.”

*Google Podcast Product Manager
- Zack Reneau-Wedeen*

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2. Nearly seven million UK adults listen every week

(and they are your dream customers)

- Nearly half of UK podcast listeners are under 35.
- University educated and affluent.
- Very active on social
- More likely to follow brands than the norm.

3. Podcasts are a quality time pursuit

- 90% listen to podcasts 'on my own'
(vs 52% radio)
- 67% of podcast listening is on smartphones
(vs 4% radio)
- 68% listen to the whole of the episode they download.



4. Podcast Listeners are Curious

They want to learn something
new every time they listen.

5. Your Audio Doesn't Expire



6. It creates content for your other social channels



7. Great Media Training Opportunity



8. Your competitors aren't podcasting (yet)

- 500,000 active podcasts in the world
- 600 million blogs
- 300 hours of video uploaded to YouTube every MINUTE



Who is Podcasting?



UPSTANDERS

SEASON 1

UPSTANDERS

first original series, "Upstanders," shares stories about ordinary people doing extraordinary things to create positive change.

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June Sarpong presents a brand new series for [redacted] championing Women in Business. Following the stories of emerging entrepreneurs we'll be hearing about the highs and the lows, with tips and advice from esteemed guest mentors in areas from food to tech, export to construction. Plus, there's expert help from [redacted]'s own Women in Business specialists – a dedicated team of over 400 strong across the UK – helping people to become more



NatWest

Around the Houses Podcast



'Around the Houses' addresses issues affecting social housing, showing the sector is more than just bricks and mortar – it's about building communities and setting people up for the future.'



**Cartrefi
Cymunedol**
Cymru

**Community
Housing**
Cymru

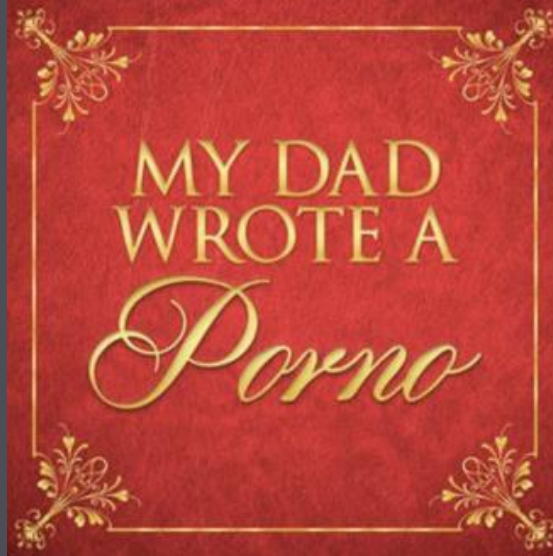
How to Get Started

1. The idea's the thing

- What is your podcast?
- Who is it for?
- What else is out there for them?
- Can you break it down into multiple episodes?
- Have you set time aside to do it?



2. Name & artwork are important



4. You need a host



A podcast hosting company allows you to:

- Host your audio files
- Create an RSS feed for podcatchers apps
- Create a basic webpage for your podcast
- Monitor your stats

5. You need to be visible



Listen on
Apple Podcasts



Listen on
Google Podcasts



Listen On
Spotify®

 **tunein**

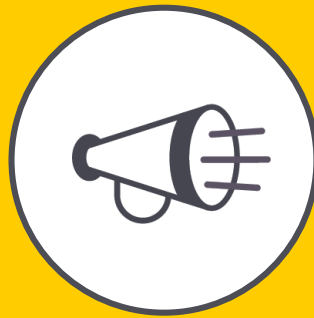
6. Market mercilessly





Further Resources

- Free Podcast Blog at bengomedia.com
- Cardiff Podcast Club @ Facebook & Monthly Meet-Ups
- Podcast 101 Open Workshop - March 27th, Cardiff
- In-house training workshops



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