PAUL STACK

PODCASTING
FOR CUSTOMERS

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Podcasting for customers

Podcasting has taken the world by storm. It's one of the most frequently downloaded mediums and with the abundance of podcasting directories including but certainly not limited to iTunes and Yahoo, reaching your audience through this unique format is easier than ever.

Have you ever been fishing?

If you've been fishing you know that a body of water is full of sweet spots. There are places where the fish like to hang out. Find those places and you're arm will ache from reeling them in by the bucketful.

Of course there are those dead spots too. Places where you can sit for a day and all you come home with is a sore bottom and sunburn.

Yes there are tricks and strategies to luring the fish to come to you. Strobe lights, special bait, and of course silent prayers. However, the best strategy for catching fish is typically to know what you're fishing for. Do your research. What types of waters does the fish like to swim in? When are they most active? What do they eat? Not rocket science really, just research.

What does fishing have to do with podcasting?

Podcasting is much like fishing. Yes, you can throw your podcast up and hope you get a bite. Or you can do a bit of research; find out what your audience is looking for, where they hang out and what they like to listen to? What information are they seeking? What problems do they need to have solved? What can information can you feed them?

This book is designed to not only introduce you as a business owner to the power of podcasting as an integral tool in your marketing strategy but to also show you how to catch the right fish. We'll talk about the tools you

need to make a podcast and the tools you need to capture your audiences' attention. The bait, so to speak.

This book is divided into three main sections:

1. The Value of Podcasting – Fishing for customers has never been better
2. How to Podcast – Stocking your tackle box with the right tools
3. How to Market Your Podcast – Set your bait and reel them in

With no further ado, and a promise that we'll take it easy on the fishing metaphors from now on, let's get started!

Part One
The Value of Podcasting – Fishing for customers has never been better

"Podcasting," is the creative combination of two words however which two words is up for debate. You choose…

A combination of the Apple iPod and the term broadcast

Or "Public on Demand" + "Cast")

Regardless of the origination of the term, the medium is growing exponentially as a tool businesses use to communicate with current customers and prospects. It's a valuable tool to build an audience and thus potential customers.

Think of it as an audio blog. You record podcasts on a regular basis and post them. We'll get into where to post them in a bit. Just like a blog, your podcast can be subscribed to so that each time you make a new podcast available your listeners are notified via RSS.

Also like a blogs, podcasts are an excellent and cost effective way to reach your target market in a personal and informative way.

Podcasting is easily accessible by your audience. It provides a new means to communicate with your audience and of course will attract a whole new school of fish – sorry, I promised to lay off the fishing metaphors. Will attract a whole new audience.

Think about this…there are three basic ways people learn.

Visual – This means people prefer to learn, and retain the information better, when they see it or read it.

Kinesthetic – This means people prefer to learn or retain the information better when they have hands on learning.

Auditory – This crowd learns and retains by hearing. These are the people who remember the words to every single song ever made.

You can capitalize on these three learning methods by providing information to your audience and prospects in several formats. This will broaden your audience and it will help place you in the front of their mind. For example, if you retain information better when you see it then you're likely to remember a logo and a tagline which means a newsletter would be a valuable marketing tool to the visual learners. However auditory learners wouldn't be as likely to remember reading your tagline.

Podcasts position your business in the forefront of the minds of your auditory learning audience.

Beyond simply appealing to a specific learning style, one of the reasons for the popularity of podcasts is that users, your customers and target market, are able to easily access the information and listen to it on their computer, iPod (or other MP3 player), handheld device and even their cell phone.

More benefits of podcasting as a marketing strategy.

Much of online marketing is about building a community. A podcast enables you to reach out in a very personal way and create that community. People buy from people they like and businesses they feel a connection with. Podcasting is your connection. People hear your voice and feel your personality with every broadcast.

Podcasts provide a consistent line of communication with subscribed listeners. It has been proven that regular communication with your customers improves both your overall relationship with them, as well as their buying frequency. Podcasting equals sales.

A podcast provides the all important valuable content – the one thing most internet users are seeking. Provide valuable content on a regular basis and you will gain loyal listeners and customers.

Establish industry leadership and credibility. Podcasts allow you to distribute industry news and trends, even to create industry news and trends. While authors are considered experts through publication, podcasters are likewise considered experts when they present their information in an interesting and informative manner.

Word of mouth marketing. Create a spectacular podcast and rest assured your audience will grow. Podcast listeners share favorites. They blog about their favorite podcasts and they forward audio files to friends, family and associates. Podcasters become local celebrities.

Of course before you can create a fan following you must first create a podcast.

Getting Started

The bad news first…there is some equipment required and if you're uncomfortable in front of an audience or dislike the sound of your voice podcasting will present some hurdles. They're not insurmountable. You can easily hire voice talent to record your podcasts and the equipment is readily available.

The good news…

You can podcast from home with a basic Mac or PC and an inexpensive microphone. Some podcast hosting sites even make it possible to podcast with your cell phone. You simply register with the service and record your podcasts by recording them from your cell phone.

If you want to kick it up a notch, there are several ways to set up a podcast recording "studio."

For serious podcasters, the list of necessary equipment is as follows:

* Microphone
* Preamp
* Digital recorder and/or computer with a mic and recording software
* Headphones
* Sound-editing software

Many computers come equipped with the tools you need. You probably have a built in microphone and you may already have recording and/or editing software. Audacity is an open source program which may be exactly what you're looking for.

How often should you cast your line?

Podcasting on a consistent schedule is important to building a community and an audience. Like blogging, it takes some time to build an audience. However, with proper promotion – which we'll talk about in the third section of this book, quality content, and a regular schedule, your podcast audience will grow.

<u>Questions to ask:</u>

- How often do you want to podcast?

- How many hours a week/month do you have to devote to creating, recording, uploading, and marketing a podcast? Each podcast takes time to script, rehearse and record so make sure you budget enough time to get the job done.

- Will you write your own script?

- Will you record it yourself or hire a voice actor?

- How long will your podcast be? Some podcasts are as short as three minutes while others are much, much longer. I guess it's the difference between fly fishing and deep sea fishing. Consider what your audience would prefer. Do you have a young, on the go, target market who can handle about three minutes of information fast facts so to speak or do you have a target audience who likes to dive into their content?

  Your industry of course and the intent of your podcast will also help determine the length. If you have a tips based website then a short tips based podcast will mesh quite nicely with your other marketing strategies, which means you'll have shorter content.

  Additionally, the length of your podcast will also be determined by how frequently you podcast. If you're recording a daily podcast then a short 5 to 10 minute message is certainly appropriate and easily digestible.

Unsure how to answer some of these questions? Explore what your competition and what other relevant businesses are doing? Listen to a few podcasts and try your hand at it yourself.

The last question to ask yourself...what are you going to podcast about? The format for your podcast is boundless – what can't you talk about? Here are some of the possibilities:

- Instructions or training manuals
- Company news
- Commentary on your industry or industry analysis
- Interviews with experts

- Seminars or workshops
- Reviews on products or services
- How to guides
- Lessons
- Inspirations
- Call in shows

Quick Summary:

- Podcasting opens your business up to a broader audience
- It reinforces your marketing message
- Podcasting creates valuable content
- Podcasting increases your bottom line
- Podcasting has a very high return on investment

So now you're probably brimming with ideas and wondering about the technical stuff. We'll there's no point in waiting, let's keep going. Let's talk about how to podcast!

Part Two

How to Podcast – Stocking your tackle box with the right tools

There are a few basic steps to podcasting, which include creating and recording your podcast which we've already talked about, attaching an RSS feed to your podcast, and submitting to podcasting directories like iTunes and Yahoo. In this section we'll talk about feeds and RSS as well as submitting to directories. In part three we'll get a little bit more in depth about some submission practices which will help call attention to your podcast, get it noticed by the search engines as well as your target audience. However the best place to start is at the beginning.

What is an RSS Feed and why do I need it?

RSS stands for Really Simple Syndication. It is basically a software program that collects specifically coded information and pulls it together for distribution to a specific feed. It is a method of coding podcasts or other web content which is available from an online publisher to listeners. RSS is an application of the Extensible Markup Language (XML)

An RSS feed is an XML file that provides content or summaries of content, including links to the full versions of the content and other metadata, which can be subscribed to using an aggregator.

For example if you subscribe to a blog by clicking the little RSS button usually on the right hand side somewhere, you'll often see a menu pop up. The menu is where you choose to have your subscription sent to. If you use Google Reader or iGoogle homepage then that's what you would choose and the new blog posts magically appear on your reader or homepage.

So the RSS is software which sends your podcast to a subscriber's feed. Now you will need to have each podcast coded for RSS.

There are actually a couple of ways you can handle this task. If you're talented at programming, you can place the code on your podcast and website yourself. It will look something like this:

```
<?xml version="1.0" encoding="UTF-8"?><rss
xmlns:itunes="http://www.itunes.com/dtds/podcast-1.0.dtd"
version="2.0">
```

This is an abbreviated version of the code. If you're not interested in coding and would rather spend your time Podcasting then you have several applications to create this coding for you. The first option is

To purchase your own software that will let you create RSS feeds yourself. For more options simply type "Podcasting Software" and you'll get a good list. Note: If you're using a Macintosh or a PC the software will be different.

Another option is to have your podcast hosted, rather than hosting it yourself. Podcast hosting sites allow you to host your podcast for a fee and they generate the RSS for you so all you need to do is direct iTunes or whatever directory you're using to the site. Many, including podcasthosting.com have already included the iTunes tags so it's easy to get your podcast listed.

Not only is RSS the best way to notify subscribers about new podcasts, any podcast directories requiring RSS feeds including iTunes. iTunes updates their RSS technology occasionally so you will want to make sure you're using the same technology that iTunes recognizes. Not much fun. iTunes considers your RSS feed the current and authoritative source for information about your podcast which means it's important to make sure your feed is correct and up to date.

If you change your URL you will need to update that manually with iTunes with the following code - <itunes:new-feed-url>. As mentioned earlier, if you don't want to do all of this yourself, you can have your site hosted or use software like Feedburner which will walk you though this step by step and give you everything you need.

When you submit your podcast to iTunes, a step we'll talk about next, it will ask for your feed URL.

Your Feed URL is literally the website address your feed resides on. It looks like this: http://www.yourwebsite.com/MyPodcast.rss.

If you're using an aggregator like Feedburner you can use the feed URL they give you here.

If you have questions about whether or not your feed is valid you can check it here: http://www.feedvalidator.org/ or here http://rss.scripting.com/.

There are many steps to get your podcast ready for publication on iTunes, fortunately there are also many tools to help you do it quickly and easily.

The next step is to submit your podcast to iTunes, Yahoo and other podcasting directories.

Podcast Directories

While Yahoo, Yahoo, http://search.yahoo.com/mrss/submit, and iTunes, http://www.itunes.com are the two biggies, you may consider listing your podcast in other locations. After all, podcasts are only as useful as the number of listeners and like any medium it helps to be listed in a number of directories, not just iTunes.

It means a little more time on your part, however once you're set up the regular upkeep is minimal.

Here is a list of some other notable podcast directories, a basic description of the service, and links to their sites. Note that some of these podcast directories are also podcast hosts or offer Podcasting services.

- Podcast Alley, http://www.podcastalley.com/, is one of the most popular podcasting sites and it has a large podcast directory.

- PodcastPickle, http://www.podcastpickle.com/, The original podcast and vidcast community.

- Digital Podcast, http://www.digitalpodcast.com./, Promotes new media content and profiles companies in the new media value chain. In addition to new companies, we profile existing companies that are making an impact the new media environment.

- PodcastDirectory.com – This is a fairly comprehensive podcast directory that is straightforward and easy to use.

- All Podcasts, http://www.allpodcasts.com/

- blubrry , http://www.blubrry.com/, This is a podcast directory & social networking site. This site also offers podcasters opportunity to make money from their podcasts.

- EveryPodcast.com, http://www.everypodcast.com/.

- GetAPodcast.com, http://www.getapodcast.com/, A directory and search engine that features real-time statistics on popular podcasts.

- HardPodCafe, http://hardpodcafe.com/, "An Earful Directory of the World's Podcasts."

- IdiotVox, http://www.idiotvox.com/, "The IdiotVox podcast directory is a podcast and videocast research site designed to help you find the best audio and video entertainment available"

- PluggedTV, http://www.pluggd.tv/ "Search millions of clips and casts, find the best parts, keep up with new episodes, share with friends".

- Podcast Central, http://www.podcastcentral.com/, Currently not accepting new podcasts due to growth and improvements.

- Podcast Blaster, http://www.podcastblaster.com/directory/, A substantial podcast directory that features alphabetical browsing, category browsing and search.

- Podcast Bunker, http://www.podcastbunker.com/, .

- PodcastDirectory.org, http://podcastdirectory.org/, Category and keyword search directory

- Podcast Promos, http://www.podcastpromos.com/, Podcasters promoting podcasters.

- Podcast Ready, http://www.podcastready.com/, "Podcast Ready makes finding, managing and delivering podcasts easier."

- Podcasts, http://www.success-talk.com/index.asp?ch=30,

- PodMopolis, http://www.podmopolis.com/, "Podmopolis is a resource for the web community. We build tools to help pods promote themselves and tools to help you find pods."

This is a fairly comprehensive list of basic directories. There are also category specific directories that cater to individual communicates.

A good way to find these topic specific directories is to simply use your search engine and go a quick search of your podcast subject and the word "Podcast"

It should generate a handful of results that are specific to your niche. Before you go out and join every directory available, take a few minutes to research the directory. Ask the following questions:

- How large is their community?
- How many competitors are listed on the site?
- How long have they been in business?
- Are there any fees involved?

Quick summary:

- RSS is essential for podcasting success
- You can host your own podcast or have it hosted for you.
- Most, if not all, hosting services will generate RSS code for you
- iTunes and Yahoo are the two to submit your podcast to first.
- Once you've submitted to the two biggies, consider getting listed with other podcasting directories.

The one thing we haven't really talked about yet is the actual submission process. How do you submit a podcast to a directory? What's required? What does it cost, if anything? Because a large part of the submission process includes several critical marketing steps, we've saved the submission process for the last section of this book. So let's get to it!

Part Three
How to Market Your Podcast – Set your bait and reel them in

The first step – naming your bait

Before you begin the submission process, you need to come up with a name for your podcast. Bob's podcast isn't going to get much attention however BigBadBob's podcast may be a bit more compelling. Keep in mind that the name of your podcast reflects your business and your brand identity.

On top of that, it needs to inspire people to download it, listen to it, and come back for more. Choose a name for your podcast which reflects your topic. People generally search for a particular subject when they visit podcast sites, like meditation, marketing, investing, fishing, etc. Additionally it is recommended to include the date of the particular podcast so people know which content is new and which is dated.

Many of your listeners will be downloading your podcast onto their iPod or other MP3 player. If they do, they will see a 255 character id tag which scrolls across their screen. Be sure to include your URL (and possibly your phone number as well) in that title.

Podcasting SEO

In your RSS code you'll see the following tag: <itunes:keywords> This tag is where you will place your keywords. As a podcast publisher it is important to spend a bit of time researching the keywords that people might use to find your podcast.

The iTunes keyword tag allows users to search on a maximum of 12 text keywords. When you you're your keywords use commas to separate them like this: `<itunes:keywords>` rock climbing, climbing in Colorado, rock climbing gear, climbing tips `</itunes:keywords>`

Assuming you're already an active internet marketer you probably already have a list of keywords and understand the keyword process. If you're new to internet marketing then here's a very brief summary of the keyword research process.

Keywords are the words people enter into their search engine of choice, ex Google. They're the words people will use to find your information.

Therefore finding the right keywords is extremely beneficial because it will drive traffic to your website and in this case to your podcast. Using the myriad keyword tools available online you're essentially looking for two key things high demand for the keyword (lots of people using the keywords to search) and low competition (a limited number of businesses actually using those keywords and providing information).

iTunes gives you 12 keywords, no more. Make them good. If there are 12 podcasts all on your topic, you want to make sure you show up in the search when they do. You want to make sure that when people search for your information, you're easy to find.

Keywords are an important part of your iTunes submission process. Make the most of them from day one and your podcast listener-ship will grow much faster. Speaking of the podcast submission process…

Catching the big fish - Submitting your podcast to iTunes.

Okay, you have your podcast, you have your website and perhaps you have a podcast host or you're using Feedburner for your podcast. Regardless of how you're supporting your podcast you'll need a few things before you're ready to submit your award winning podcast to iTunes. Here's how to get it done:

Step One – Get an iTunes account. Visit iTunes.com download the latest version and get an account. To obtain an account you'll need a valid email address and a credit card. Don't worry, it doesn't cost anything to submit your podcast and once you've been given an account, you can go back into your account information and remove your credit card from the system.

Step Two – Get artwork for your podcast. Your artwork will be the first thing subscribers and listeners will see which means you'll want your artwork to be eye catching and representative of your podcast. Spend some time choosing your artwork. You'll want it to look good both as a

larger size and as a small thumbnail size that people will see when they search. iTunes has a few basic image requirements.

- o The artwork must be 'clean' no explicit images.
- o iTunes prefers square .jpg images
- o Image must be at least 300 x 300 pixels

Step Three – Get your iTunes tags in place.

Before we jump into the technical parameters of the metadata your podcast should have for iTunes, please know that you don't have to do all of this yourself. iTunes uses some unique tags which some RSS feed generators already incorporate. Feedforall, Feedburner, and podcasthosting take care of this for you as do many other RSS services. Go to the site, Feedburner is owned by Google – yes it's free, and they'll walk you through the process step-by-step.

While the tags are not required in your code, the do help iTunes place you appropriately, which is helpful to attracting an audience. When you include iTunes tags, iTunes asks that you include the following namespace statement in the second line of your code:

```
<rss xmlns:itunes="http://www.itunes.com/dtds/podcast-
1.0.dtd" version="2.0">
```

The iTunes tags include:

- <title> The title of your podcast
- <link> The link where it can be found. For example, <link>http://www.example.com/podcasts/everything/index.html</link>
- <copyright> The copyright date of your podcast
- <pubDate>   The date it was published
- <itunes:author> The name of the author
- <itunes:block> This is used if you want a particular podcast to be blocked from iTunes. For example if it contains content that would get you banned from iTunes.
- <itunes:image>   This tag specifies the artwork for your podcast. Put the URL to the image in the href attribute. iTunes prefers square .jpg images that are at least 300 x 300 pixels.
- <itunes:new-feed-url> Use this if you change the location of your podcast.
- <itunes:owner> This is the information iTunes will use to contact you if they have questions. They ask that you use it like this: Put the email address of the owner in a nested <itunes:email>element. Put the name of the owner in a nested itunes:name>element.
- <itunes:subtitle> If you have a subtitle for your podcast
- <itunes:summary> A summary description of your podcast can be listed here. Look to the other summary descriptions on iTunes to get an idea of how these generally look to your audience.

Here are some more important tags to include in your code:

<itunes:keywords> You're allowed a maximum of 12 keywords and are required to use commas to separate them. So for example, you're podcast is about dog training. Your keyword line might look like this:

<itunes:keywords>dog training, agility training, pet care, house training</itunes:keywords>

<itunes:duration>   is the length of your podcast. The code will look like this: <itunes:duration>4:34</itunes:duration>

<itunes:category> relates specifically to the categories listed by iTunes. You'll need to know where you want your podcast to be listed. You can choose multiple categories and subcategories.

A complete list of the current categories can be found here: http://www.apple.com/itunes/store/podcaststechspecs.html#categories. It's important to choose the right category – you don't want your puppy training podcast to accidentally end up under the yoga listings!

<itunes:explicit> This tag is used to indicate whether or not your podcast contains explicit material. The three values allowed are "yes", "no", and "clean".

These are the basics of what you need before you sit down to submit. If it isn't already included in your code, you may want to take a step back and rework your code. It isn't required, however if you want folks to be able to find your podcast, these tags are extremely helpful.

Once you have your iTunes account, your artwork, and your categories, keywords and other tag specific items ready, you're ready to submit to iTunes.

Submitting to Yahoo

Yahoo makes submitting quick and easy and they don't require all of the metadata iTunes does however skipping the metadata means missing out on valuable search engine traffic and a better page ranking.

Again, FeedBurner and other relevant feeds will walk you through the steps you need to take and they'll include the data each major directory requires. So…for Yahoo all you need to do is visit http://search.yahoo.com/mrss/submit? And enter the URL of your feed.

Writing your Podcast Description – The lure to reel them in.

What is your podcast about? If someone were to ask you on the street what your podcast is about what would you tell them? Could you give it to them succinctly enough to generate their interest in less than 30 seconds? What's your elevator pitch? You'll need this pitch to include in your marketing materials.

Step One. Write down one or two sentences that describe your podcast. Don't worry about being clever or grammatically correct. For now, just tell it like it is. What is your podcast about? What problems does it solve and why would someone want to listen to it? Answer the question – what's in it for me?

Step Two. What makes your podcast unique? Why is it different from other podcasts? Is your approach to the topic different? Is there nothing else like it on the web? Make a list of what makes you unique. You don't have to put it in sentence form just yet. Also, take a few minutes to read the descriptions of relevant and competitive podcasts. Listen to them too. This will give you a good idea of how to position yourself.

Step Three. What words will people use to find your information? Yep, we're talking about good old fashioned keywords here. Remember all that metadata you placed in the code of your podcast feed? Use those keywords here too. Make a list of a handful of keywords. Make sure your description is accurate and specific using one or two powerful keywords.

Step Four. Putting it all together. Setting the keywords aside for a moment, sit down and rework what you have written until it can be contained in 5 sentences or less. Once you have a good description, go

back and see where you can fit your keywords in. Try to fit your best keyword into your first sentence. Many descriptions on iTunes also give subscribers a way to contact you, say via email or to direct them to your website. Since you're podcasting as part of a marketing strategy, include your URL here too.

Visit iTunes and read the descriptions of several podcasts to get a feel for how it's done. They list the most popular podcasts. Pay particular attention to those as they're attracting the most fish.

A quick summary thus far.

Let's step back and take a look at the steps to this point.

You have created a format for your podcast, determined frequency, chosen keywords and given your podcast a name. You've also found artwork for your podcast, which can be something as simple as your logo or a more intricate graphic. You've created a podcast description which includes your keywords and you've actually recorded at least one podcast.

You've either taken care of coding your podcast for RSS or you've taken advantage of a Feed service like Feedburner.com and used their step by step approach to creating the required metadata for the various podcast directories. You're either hosting your podcast on your website or you've contracted a podcast hosting service.

Finally, you've submitted your podcast to iTunes, Yahoo and perhaps a few other relevant directories.

Marketing and promoting your podcast.

Once you have a podcast published the next question you're likely going to ask is "How do I market my podcast? How do I increase subscribers/listeners?

#1 Submit a press release. Press releases are generally fairly straightforward to write, the key is to have a hook and to demonstrate that your release is both newsworthy and compelling. You accomplish this by demonstrating that your podcast solves a need. There are a few good press release distribution websites and they have great tutorials on how to write a press release. Of course if you don't want to write it yourself, you can always hire a writer to do it for you.

#2 Cross promote. Include a link to your podcast in your email signature, promote it in your newsletter, on your blog and every forum or social networking site you visit. Include a link to your podcast in every single piece of marketing material already in your comprehensive marketing plan. Don't forget to do the same thing with your podcast, mention your blog in your podcast and any promotions you're running. Don't go overboard promoting yourself in your podcast or it'll turn people off. Instead keep it to a short 30 second message at the end, or very beginning, of your podcast.

#3 Tag your podcasts. Here's how to do it:

Tags are added in the text description associated with your podcast. The links look something like this with the tags being organic gardening

organic gardening
organic gardening

The rel="tag" designation is what tells search engines that link is a tag. For two word tags, using the '+' sign designates a space.

Marketing your podcast encompasses many of the strategies you've likely already applied to your other marketing tools. You can partner with another relevant podcaster to cross promote each other, be a guest speaker on a podcast and invite a guest speaker for your podcast. In the long run it's about creating valuable and interesting content for your target audience and then positioning that content where they're likely to search for it.

When creating your podcast consider this word "infotainment" and create an informative podcast which also entertains. It's the fastest way to generate word of mouth and increase your subscription list. Consider thinking out of the box with your podcast marketing strategy once you achieve a small number of listeners. Host contests, challenge your audience to get involved by emailing you topics they'd like to hear you talk about or invite them to create a podcast themselves.

The tools and strategies to market your podcast are only limited by your imagination.

Quick summary:

- A descriptive and compelling podcast name is a great start to catching those fish
- Keywords and tagging will help drive traffic to your podcast
- Submitting your podcast to iTunes requires specific metadata that Feedburner and other services can simplify.
- Make sure you choose the correct category so prospects can find you.
- A podcast description is like a 30 second elevator pitch. It answers the following questions: What's in it for me? What makes you unique? Why should I listen?
- Market your podcast by cross promoting it with your other marketing tools
- Don't forget a press release
- Partner with others for double the exposure

Podcasting can be a very valuable tool to add to your marketing mix. It broadens your audience, adds another means to communicate with prospects and create a community. Podcasting also helps you provide information in a personal manner and is a great tool for many topics.

If you're looking to connect with your audience on a new or different level or you simply want to enhance your credibility as an expert in your industry podcasting gets the job done.

It is one of the few marketing tools which has a very high ROI. Podcasting tools are inexpensive and much of the work can be outsourced including script writing and submitting to directories. A virtual assistant can even follow the process to make sure your podcast is coded appropriately for RSS feeds.

In short, podcasting is a superior tool to find prospects, create loyal listeners, and convert them to customers. Start fishing for customers with your own podcast.