



Podcasting

PODCASTING TRENDS

64% OF AMERICANS HAVE HEARD OF PADCASTS

44% OF AMERICANS HAVE LISTENED TO A PODCAST

26% OF AMERICANS LISTEN TO PODCASTS MONTHLY

1/3 OF AMERICANS AGES 25-54 LISTEN TO PODCASTS MONTHLY

23% OF AMERICANS HAVE LISTENED TO A PODCAST IN THEIR CAR AND 49% OF PODCASTS ARE LISTENED TO FROM HOME

69% OF PODCASTS ARE LISTENED TO FROM A MOBILE DEVICE

IN 2018 SIX MILLION MORE AMERICANS LISTENED TO PODCASTS WEEKLY THAN IN 2017, WHICH AMOUNTS TO 48 MILLION AMERICANS

Stats from the Infinite Dial 2018 report by Edison Research



R.O.I.

Return On Investment

Brand awareness and building relationships with customers with minimum investment.

Using Podcasting For Content Marketing

WHAT WDLR OFFERS

We make podcast production effortless by handling the entire process for you. Plus, we have studios with the latest sound and podcast equipment. Let our experts make your life simple.

Our team includes marketing strategists, radio journalists and sound engineers. With more than 25 years of experience in these fields, WDLR will help you define your strategy, produce your podcast and amplify your message to achieve your content marketing goals.

We create content which not only sounds great, but also aligns with your marketing objectives and reaches your target audience. Our approach utilizes our experience in marketing strategy, radio journalism and sound engineering.

WHY MARKET WITH A PODCAST

Podcasts are one of the most intimate forms of storytelling, and that's very powerful for marketing.

A podcast provides a format for sharing your expertise in your industry. Audio files allow you to inject your enthusiasm and authenticity which adds an air of authority to the information, that is often lacking in the written word. Customers want a company that knows the industry, so the **podcasts help build trust.**

A podcast is a more personal way to reach out to potential clients. Hearing a voice of the presenter gives the audience a stronger connection than simply reading information on a web page. They get a better idea of your values and way of running the business. Your audience also has more flexibility on when and how they listen to the podcast. With traditional print articles and websites users must focus more attention on the task and with podcasts they can listen while doing other things.

People Buy...

From People They Trust

Podcast Production Procedure

1. STRATEGY

We collaborate with you to develop the overarching content strategy for your podcast.

2. PRE-PRODUCTION

We call and work with you to establish the best show format, write a show outline and plan the interview or infomercial. Then we schedule a PRODUCTION time.

3. PRODUCTION

You come to 501 Bowtown Road, Delaware, OH 43015 and work with our radio journalist/sound engineer in a studio equipped with our broadcast-quality equipment and software to create your podcast.

4. POST-PRODUCTION

Our sound engineers edit, mix and master the recording for the most compelling listen. Then we post it on our website and send you a link to send to your clients and embed on your website.

Important Tip

At the end of each podcast episode, include a CALL TO ACTION. Give listeners a clear direction, and make sure your landing page, email subscriber list or other tools are ready in advance. Make it as easy as possible for potential customers to follow through and create your desired result.

FYI

Hosting a podcast can help you immediately stand apart from rivals in your marketplace and position you as the go-to authority in your field.

Podcasts help your target market feel as if they already know you on an individual level. This makes it easy for them to meet, like and trust you.

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STRATEGY - How to prepare for a podcast

It is good to prepare by creating an outline, but not to script out everything. When concentrating too much on hitting points in a script, often times it does not come across authentic. Podcasts are about having a conversation.

To start we have a few questions for you to answer and then we can put it into an outline for the podcast which we will use as a script.

BUSINESS PROFILE

- What industry are you in?
- How long have you been in business?
- Why do you like the business?
- What services/products do you provide?
- Who is your audience for those services/products?
- How do those services/products help your audience?
- What are the top three to five reasons someone hires you or buys your products?

F.A.Q.

- How do you educate a client about the benefits of your services/products?
- What type of customer service do you provide?
- Do you provide training?
- What are the questions your customers ask shortly after the initial purchase and how are they answered?
- What is an area that you find you are always telling people that they usually do not even realize they need?
- What information do you want to make sure to get into the podcast?
- What is your contact information?

Send answers to questions to podcast@wdlrradio.com. Then someone will call you to begin the PRE-PRODUCTION portion and schedule a PRODUCTION time.