



5 BENEFITS OF PODCASTING FOR YOUR BUSINESS

1 CONNECT

- CONNECT WITH YOUR AUDIENCE ON A PERSONAL LEVEL
- A VOICE BUILDS TRUST
- A VOICE ENGAGES BETTER THAN WORDS

2 ESTABLISH BRAND AUTHORITY

- BUILD BRAND CREDIBILITY THROUGH NUANCED CONTENT
- BE RECOGNISED AS AN INDUSTRY EXPERT

3 REACH NEW AUDIENCES

- AUDIENCES THAT FOLLOW PODCASTS CAN BE DIFFERENT FROM THOSE FOLLOWING BLOGS ETC
- RECOMMENDATIONS/SHARING INCREASES DIVERSITY OF AUDIENCE

4 IT'S FLEXIBLE!

- AUDIENCE CAN LISTEN/DOWNLOAD AT THEIR CONVENIENCE
- CAN BE PRODUCED ON A SHOESTRING BUDGET

5 CAN GENERATE INCOME.

- THROUGH SPONSORSHIPS/ ADS/PAID INTERVIEWS