

Making the Case for Podcasting

A whitepaper on podcasting and how you can use this new media to market your products and services to the large and diverse audience on the new web.

Published 2008/02/25

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INTRODUCTION

Podcasting is part of the new social media that is sweeping the online marketing landscape. It's all about communicating with a new audience using a new media and engaging them on their turf. Blogs, podcasts, video and social networking sites are becoming the new way to talk to prospects and customers.

NEW MEDIA DEFINITIONS

What is a podcast?

Podcasts are audio files that can be listened to online or downloaded to a computer or iPod or portable MP3 player. Listeners "subscribe" to them via RSS feeds using feed readers like [MyYahoo](#), [iGoogle](#) and [Apple iTunes](#). Think of a podcast as portable internet radio. A podcast feed or channel is made up of individual episodes.

What is a blog?

A blog, or web log, is an online dynamic journal. Entries in a blog posting can contain rich media such as photos, audio, video and links to websites and other blogs. Like podcasts, your audience can subscribe to your blog and can leave comments at the end of each blog posting.

What is social networking?

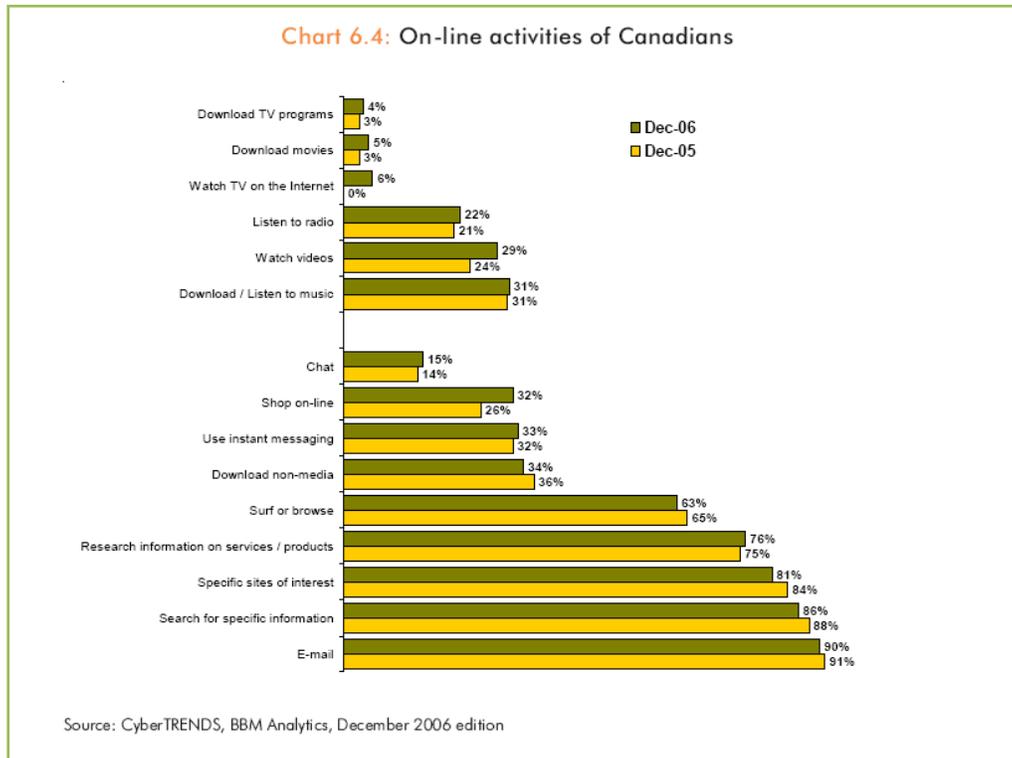
Online social networking involves connecting and sharing information with other like-minded people via the web. It allows people to talk to people. More and more people are turning to social networking for news, information, reviews, entertainment and product information.

What is Web 2.0?

There are many definitions of Web 2.0. The simple and non-technical is this: *Web 2.0 is a new way of using the web to share, interact and talk to others.* The new internet culture uses the interactive web to connect with customers, prospects and employees. In other words - people talking to people.

PODCASTING TRENDS

With the use of iPods growing by leaps and bounds, podcasting is becoming an effective tool to reach the new generation of news and information gatherers. You don't need an iPod to listen and view podcasts but they are a key indicator of audience acceptance of this media usage.



Excerpt from the [CRTC Broadcasting Policy Monitoring Report 2007](#).

**note the high percentage of time spent on searching for specific information and the growth in percentage of time spent watching videos.*

Who is listening?

The adoption of podcasts is growing exponentially and is quickly becoming a mainstream media challenging traditional media including movies, television, radio, newspapers and magazines for audience attention.

Arbitron and Edison Media noted a nearly even gender split between male and female US podcast listeners, with 25- to 34-year-olds making up the largest single age bloc with 24% representation in the study.

US Podcast Listeners, by Age and Gender, January-February 2007 (% of respondents)

Gender	
Male	51%
Female	49%
Age	
12-17	16%
18-24	12%
25-34	24%
35-44	19%
45-54	16%
55-64	9%
65+	4%

Note: who have ever listened to audio podcast
Source: Arbitron and Edison Media Research, "The Infinite Dial 2007: Radio's Digital Platforms," April 19, 2007

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www.eMarketer.com

How many are listening?

Here are some facts and figures on this new medium.

- Forrester Research has suggested that by the end of the decade, 12 million people will be listening to podcasts as part of their media diet,
- The CRTC (*Canadian Radio & Television Commission*) in their 2007 annual report stated that, "*new media are becoming an increasingly important part of Canadians' lives*",
- Podcast audience numbers are doubling every 3-4 months,
- 119 Million iPods were sold since they were first introduced in 2001... (*Wikipedia*),
- 3 out of 4 college students own an iPod,
- 18.5 million US based podcast listeners in 2007 ([according to eMarketer survey](#)),
- 65 Million people will be listening to podcasts by the year 2012,

- 25 Million of these 65 Million will be active listeners - *tuning in to at least one podcast a week,*
- 1 Billion - podcast episodes were downloaded in 2007...*(from the [Wizzard Media hosting service](#) alone).*

eMarketer estimates that the total US podcast audience reached 18.5 million in 2007.

US Podcast Audience, 2007-2012 (millions)

	Total podcast audience*	Active podcast audience**
2007	18.5	6.5
2008	28.0	10.0
2009	38.0	14.0
2010	47.0	17.5
2011	56.0	21.5
2012	65.0	25.0

*Note: ages 3+ from any location; *individuals who have ever downloaded a podcast; **individuals who download an average of one or more podcast(s) per week*

Source: eMarketer, January 2008

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www.eMarketer.com

Furthermore, that audience will increase by 251% to 65 million in 2012. And of those listeners, 25 million will be "active" users who tune in at least once a week.

Canadian Podcast Listener Survey

*Conducted and published by **Sequentia** and **Caprica Marketing**, Toronto Canada*

June 30, 2006

(note: this survey was conducted online so the respondents were already web users)

- Fifty-two percent (52%) of podcast listeners in Canada are women,
- Fifty-nine percent (59%) of Canadians who filled out the survey are between 25 and 44 years of age,

Other findings in this survey...

- Podcasting is now moving away from the early adopters and into the mainstream,
- The baby boomer generation in Canada is embracing podcasting at almost double the rate of those under 24,
- To obtain information on news and entertainment 31% of Canadians use the Internet, 28% television and 17% newspapers.

DISTRIBUTING YOUR PODCAST

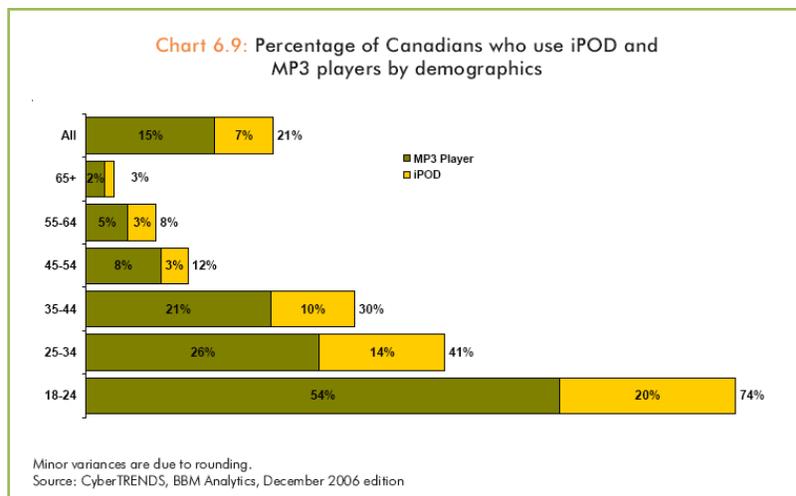
Each podcast is distributed in a variety of ways to maximize its exposure.

Podcast Sites:

A number of podcast directories exist which let users promote their audio podcasts, usually without a fee. A video version can also be created and posted on sites such as [YouTube](#) and [Google Videos](#). As well as up to another ten niche video distribution directories.

MP3 Players:

MP3 players like Apple's iPods are proliferating. Users of these portable devices will be able to download them directly from the web. Newer cell phones, known as *smart phones* allow users to download and play audio and video podcasts. As of late 2007, the smart phone or mobile device audience has been defined as the next hot trend in digital distribution.



Excerpt from the CRTC Broadcasting Policy Monitoring Report 2007

RSS /XML Feeds:

RSS (Really Simple Syndication) and XML feeds allow internet users to subscribe to your “feed” of podcasts and add them to their “feed reader”, such as iTunes for listening. Since subscription through RSS is anonymous, your audience feels that they are protected from being spammed, which can happen from email subscription services.

Blog & Search Engines:

Your podcasts can be categorized, tagged and posted to blogs. Search engines, such as Google, pick up tags for blogs faster than they do traditional web sites. Being at the top of search listings and getting there faster is an advantage of using blogs to distribute your podcast.

Your Site:

Your webmaster can setup a feed of just your podcasts or they can be posted on a separate blog site.

PODCAST CONTENT – THE MESSAGE***PR***

Consider podcasting news releases, company tours, and behind-the-scenes product development or employee recruitment materials.

By providing an audio interview podcast, where key management comments on the information in a news release, you’re lending a personality and a human touch to the material. What small business owner, president or CEO doesn’t like to talk about their company? Let them have a podcast of their own or feature them in some episodes.

How about other people in your organization? You can feature various experts in your company talking about their expertise. They don’t need to be movie stars, just honest, enthusiastic and open. This gives a face to your company. People like to do business with people.

Investor relations are a popular topic in corporate podcasts. Quite often these are published as special episodes above and beyond regularly scheduled podcasts.

Marketing

Promote your company as an expert in your field. Use a podcast to become known as a knowledge leader.

Promote new products to prospects but also to existing customers, maintaining and supporting that relationship you have with them and at a lower cost than direct mailings, advertising or having sales folks call on them.

Showing demonstrations on how to use your product or services helps customers become familiar and comfortable with them. Here's an example... a scrapbook supplier in the US had a brick and mortar retail outlet. She wanted to increase her sales, but wasn't willing to invest capital in another brick and mortar location so she opened up an on-line store...selling to folks within and outside her geographic area. She started Podcasting tips, tricks, and projects for scrap bookers with the ultimate goal of bringing them to her physical store and her on-line location to purchase their supplies and materials. It worked! She has since closed the brick and mortar location and is now quite busy with the online outlet and her podcasts are popular throughout the scrapbook community.

Make podcasts part of your marketing mix. Podcasts have a lower cost to produce and deliver compared to other media such as TV, radio, print or mass mailings. It certainly does not replace these other methods, but it is cheaper to produce an ongoing podcast, say once a week than repeat placements in some of the traditional media.

Podcasts are environmentally friendly ... no wasted paper!

Marketing gurus are talking more and more about the value of fine tuned marketing efforts due to the diverse interests of the consuming public. Through the use of syndicated subscription a podcast is delivered to a very narrow target market. When someone subscribes to your podcast, they are giving permission and inviting you to talk to them.

Podcasts have longevity and persistence and are always there for new prospects or customers to view or listen to...unlike other media that are only viewed once and then end up in the blue bin.

CONCLUSION

Companies that want to be seen as forward thinking organizations need to start using this new technology. Adopting these new techniques can become a competitive edge that your company needs to connect with a savvy web audience.

Can your company afford not to participate?