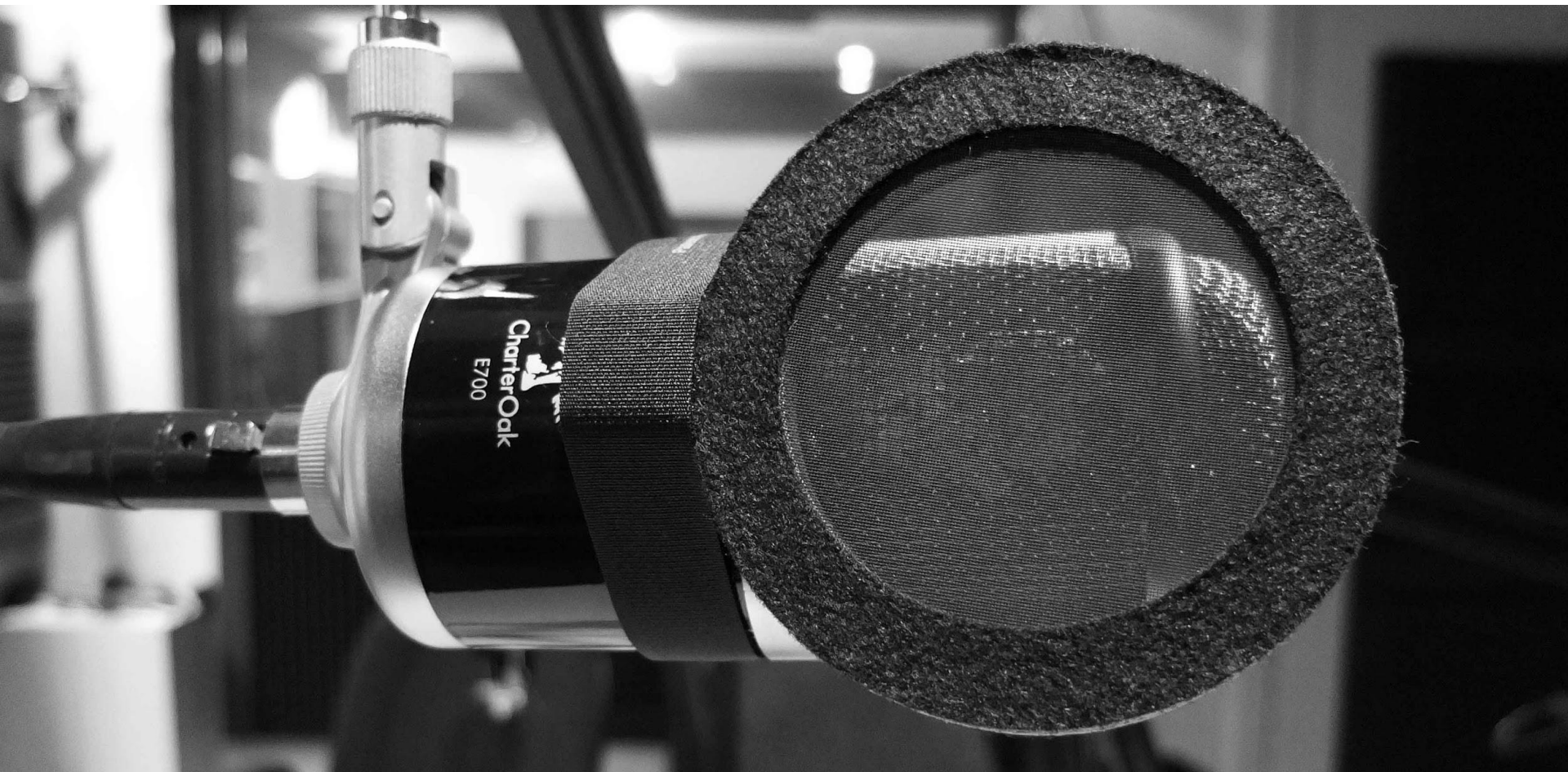


Podcasting

in

Content Marketing & Content Strategy

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What Consumers Want in Content

- Accurate and useful information
- Authoritative sources
- On demand
- Multiple platforms - mobile first
- Multiple channels

Why Podcast

- Assert thought leadership
- Promote brand awareness
- Build communities around product/service
- Catalyze social media engagement
- Capitalize on (captive) commute time

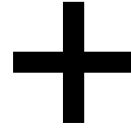
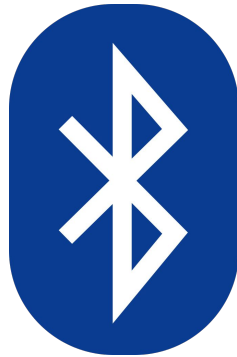
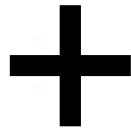
Growing Popularity

- Serial
- This American Life
- Panopoly (by Slate)



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What's Driving the Growth?



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Who is Podcasting - Corporations



Exchanges

Goldman Sachs



Variety Pack

Slack



The Message

General Electric

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Who is podcasting - Professional associations



[Spectrum Podcasts](#)

IEEE



[Talking Psychology](#)

Australian Psychological Society



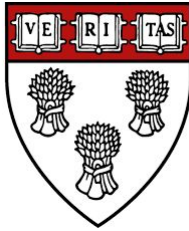
[Pomegranate](#)

RACP

The Royal Australasian
College of Physicians

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Who is podcasting - Research institutions



[Radio Berkman](#)

Harvard Law School

UP CLOSE



[Up Close](#)

University of Melbourne



[Asia Rising](#)

La Trobe University

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Podcast vs Video



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Podcast vs Video

When to use which

Podcast	Video
Helps you process information	Appeals to your emotions
Great when driving, commuting, cooking	Great for couch time
Idea-rich subject matter	Visually rich matter
Longer form: 15 - 60 min	Very short: 30 sec - 3 min
Remote talent (e.g. via Skype)	Local talent
Cost: \$140-\$250 per minute	Cost: about \$1000 per minute

Our Services

- Assess if podcasting fits in your content strategy
- Create, produce and manage your podcast show
- Start-to-finish production of audio products
- Connect to podcast distribution channels:
SoundCloud Pro, iTunes, Stitcher
- Advise on modifying your website for podcasts
- Advise on developing podcast metrics
- Advise on promoting through social media
- Provide training on podcasting
- Synergize your podcast show with SEO

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3 Key Considerations

- Theme and Audience
- Frequency and Format
- Editorial and Production Values

Theme and Audience

- Purpose of the podcast
- Theme - focus and weightage?
- Demographics
- Audience personas
- Competitors?

Achievements

Up Close - the Research podcast

- 480,000 downloads in a year
- listeners in:
 - 170 countries
 - 334 of China's 660+ cities
- Publication of national significance and lasting cultural value - National Library of Australia

Frequency and Format

- Frequency: fortnightly or monthly
- Format: Interview, Documentary, Panel
 - Documentary - most costly to produce
 - Panel - scintillating on-mic personas
- Duration: about 20-25 min

Editorial and Production Values

- Substantive
- Contextualization
- Drill downs
- Audio quality - recording
- Editing
- Mastering

Editing

- Coherence and flow
- Listenability
- Guest characteristics

A

B

Producing a Podcast Episode

- Develop the story
- Record
- Edit + Master
- Transcribe
- Distribute
- Promote
- Engage
- Measure - analytics

Distribute, Promote, Engage

- SoundCloud Pro Unlimited
(SC is blocked in China)
- Website
- iTunes, Stitcher, TuneIn
- Email newsletters - can non-members subscribe?
- Social media



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About Kelvin Param

- Kelvin has more than 20 years experience in Digital Media and Info Comm Tech (ICT)
 - Co-creator and former Exec Producer of Up Close, the weekly research podcast of the University of Melbourne (UoM)
 - Digital Media practitioner who introduced digital media capabilities to UoM
 - Digital practitioner for media-rich online publications
 - Chinese social media advocate

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