



## Introducing Anchorpod, a new browser extension feature for expanding your audience

Include a podcast in your articles, blog posts, or website to engage with audiences in a brand-new way.

By Anchor

We're thrilled to provide a brand-new podcast extension Anchorpod that lets you instantly and seamlessly embed podcasts into your blog or websites. Using the text-to-speech technology, this new feature also makes it easy to convert your written texts, articles, and blogs into audio podcasts.

A website or blog provides a central location where your audience can locate you & interact with your content, both new and old. Developing a hub for collecting & sharing podcasts, pictures, videos, goods, social network feeds, and other content has never been simpler & Anchor's Podcast extension feature surely makes it easier.

Every person prefers to communicate their ideas, thoughts, perspectives in different manner like physical conversations, conferences whereas others prefer phone, email, letters, blogs, articles etc. With the world shifting to a hybrid era, online communication and work culture has boomed and people want more and more things which are accessible remotely. This has ultimately increased the number of content creators today, and the number keeps on rising, leading to fierce competition in audience share to ensure that the creator's thoughts, ideas, and topic expertise reach the masses to establish a significant customer base.

### About Anchorpod

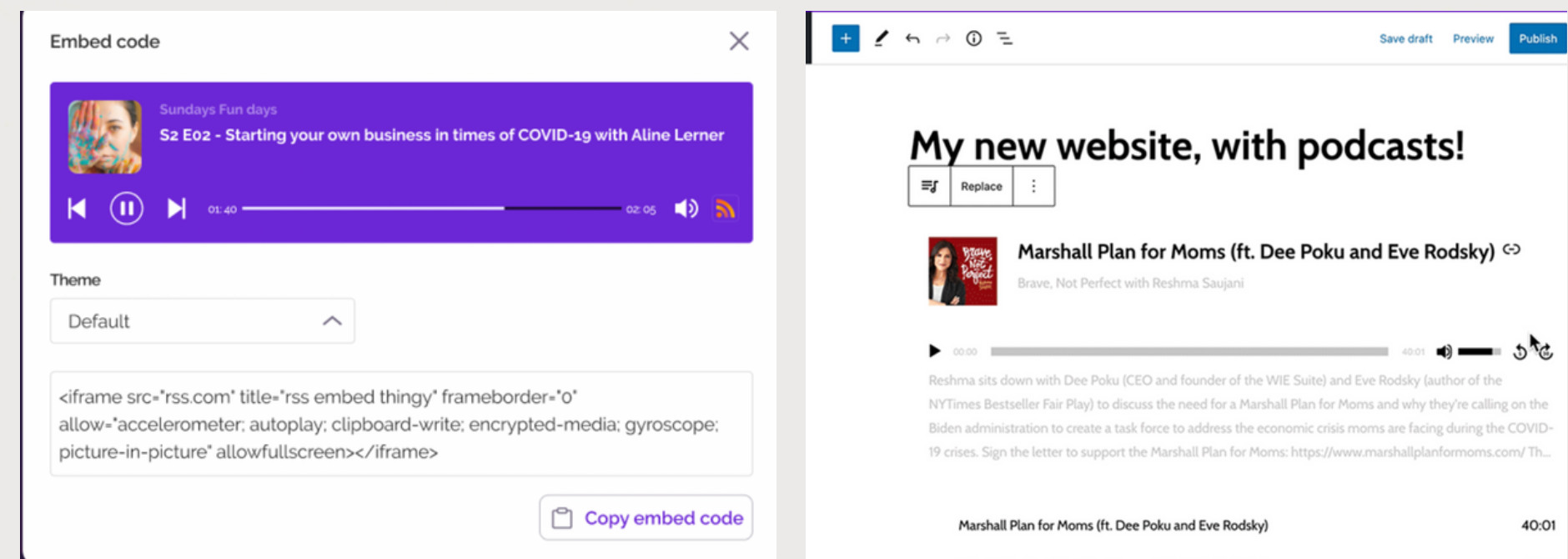
Anchorpod provides an efficient solution to assist experienced as well as budding podcast creators ensure their content reaches to as many people as possible. The browser extension feature provides the quickest and most efficient way to add a podcast to a website/blog that was recorded or made in Anchor so that audience have multiple ways to engage with the content. Additionally, the extension gives an option to convert the blog/article into an audio podcast, which not only helps novel creators enhance their podcasting journey but

also gives an additional option to enhance their podcasting journey but also gives an additional option to bloggers, writers who hesitate to record their content themselves.

Anchor users can start leveraging this feature as soon as next month. All they need to do is download the extension package from Anchor's website, go to their web browser settings, select the Anchor extension, & add the extension to the said browser. Once done, enable the extension on browser and voila!



You can use this simple extension to add podcast to your website or convert your written content into a podcast. Of course, creators always have the option to record a reading of the content in their own voice, if they prefer.



## Hear about Anchorpod from our executives and beta users

- “We are so excited to help our customers become much more efficient and enable them to spread their content to each and everyone in the world with Anchorpod, we are releasing the first of many integrations between Anchor and social media to make a more delightful and engaging product experience.”*

- John Doe, President of Product at Anchor
- “Leveraging ML/AI driven features such as text-to-speech validates that Anchor is evolving to the next stage to make customer experience as seamless and*

*automated as possible.”*

- Doe John Product designer at Anchor
- “Anchorpod is exposing me to a new way of communicating my thoughts to people which I was not confident of doing before. Though just like any other extension, it gives me multiple modes of sharing my content from a single platform as well as the option to convert it into a podcast which is the trend these days.”*

- Joe Reeves, AI blogger

Sign up on Anchor today to download Anchorpod once and enable it on your browser to engage your audience with your latest content on your personal website or blogs

## Customer FAQs

### 1. How can I start using the Anchorpod?

- Download the extension package from Anchor’s website,
  - Go to your web browser settings, select the Anchor extension,
  - Add the extension to the said browser.
  - Enable the extension
- Post this, a small purple icon appears to the right of your browser’s address bar. Whenever you are writing a blog or article you can click on this extension and use the “Include podcast” button to add a podcast to your website/blog or the “Connect Blog to Anchor” option to transform your written material into an audio podcast.

## 2. What browsers are supported with Anchorpod?

Anchorpod will be available to use in the more common browsers like Google Chrome, Safari, Microsoft Edge, Brave browser initially. We will be working to make it compatible with other lesser-known browsers in the futures and we are open to recommendations for other browsers to add!

## 3. How does Anchorpod help me convert my written material into a Podcast?

Anchorpod extends this functionality by having a “Connect Blog to Anchor” button which once clicked, will redirect you to Anchor and all blog posts will show up on anchor as draft episodes. To start creating a podcast hit create episode option and you will then get an option to either automatically convert the text to audio or record the podcast yourself.

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## Internal FAQs

### 1. What will our customers like most about Anchorpod?

Customers will appreciate the efficiency boost that Anchorpod offers in addition to the overall delight of having a variety of alternatives for their audience to engage with their content.

### 2. What will our customers like least about Anchorpod?

Customers will be dissatisfied with Anchorpod’s browser support. Particularly in Asia, a large number of users of both Firefox and Baidu are present. To let them know that making Anchorpod functional with these browsers is a top priority for a future release of the product, we will personally contact these customers in advance.

### 3. Can this feature be integrated with current in-house product that adds value to customers?

The integration of this product with the analytics tools we provide podcast creators is one potential use case. Currently, we only provide podcast creators with insights from the data gathered from their podcasts on Spotify and not from any other distribution channels. By giving them data from their own websites, which contain podcasts made by Anchor, we can strengthen Anchor's analytical capabilities and provide creators with more insights about how to best serve their audience. This may be aided by having knowledge on how much of the audience interacts with their podcasts on blogs and websites.

### 4. How do we compare to our competitors?

Our biggest competitor, Buzzsprout, already has a well-established way to enable their users to embed podcasts on websites as well as they have their own API for any third-party wishing to integrate with their services. However, they do not have any extensions which make it easy for users to add podcasts instead users have to work on a separate Buzzsprout tab and copy-paste the podcast HTML code



Additionally, they do not offer the ability to convert blogs/articles into an audio podcast. Since Anchorpod overcomes both these limitations it is a unique solution which caters to our user needs and gives us an upper hand.

**5. How does Anchorpod contribute to Anchor’s growth, development, and business?**

Anchorpod’s goal is to enable creators with an efficient way to embed podcast in their personal websites/blogs to widen their audience and listener network. This essentially means that their podcast will be included and advertised on several other places too. Since we never considered online bloggers, writers to be our indirect competitors this would be a great way to convert those competitors into Anchor customers i.e., more business. Next, incorporating text-to-speech AI and other Machine Learning features ensures that we are up to date with the most recent trends and technologies while ensuring constant growth and development.

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