

PODCAST FOR **PERSONAL BRANDING**

Why Marketers should care
& include Podcast while
**Building a Successful & Powerful
Personal Brand.**



*A helpful guide for the ambitious yet
down on their luck future digital icons.

EXCLUSIVE 2020 GUIDE

By Digital Pratik



WHY YOU SHOULD INCLUDE PODCAST WHILE BUILDING PERSONAL BRAND

Why Audio Content Strategy Is A Must?

Creating audio content can no longer be considered an optional extra.

It should play a central role in any forward-thinking marketing strategy.

The rise of audio content will be like the blogging revolution - but faster.

Lots of brands are already dipping their toe in the water, from audiobooks and Alexa Skills to podcasts and voice SEO and as the audience's figures grow, this trend is set to continue.



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Businesses that still consider audio content as an optional “nice-to-have” risk are falling behind the curve.

So if you haven’t already started thinking about audio-specific content marketing, now is the time to start.

In this guide, we’ll explore the factors driving the growth of audio, how audio content can boost on-page SEO performance, current podcasting statistics, and why businesses need to focus on creating valuable podcast episodes consistently for massive growth.



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With the internet today, both consumers and marketers, are increasingly surfing information digitally and connecting with each other through the technological platform.

The availability of content, seems to grow exponentially every single second.

The need for selectivity of new media and information that matters is becoming more important.

In podcasting, the right audience matters the most because they're the ones who are going to be benefiting the most from



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your broadcast content .

The more engaged your audience, the higher your conversion rates for whatever product or service you're going to put in front of them eventually!

But how do you capture the right audience?

The answer to this may surprise you: you need a podcast that talks about a specific niche.

The more specific your niche, the more you're able to target the right kind of



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people you want to help.

The most successful podcasts are those which cover a specific niche.

The hosts of these shows know their niche inside and out.

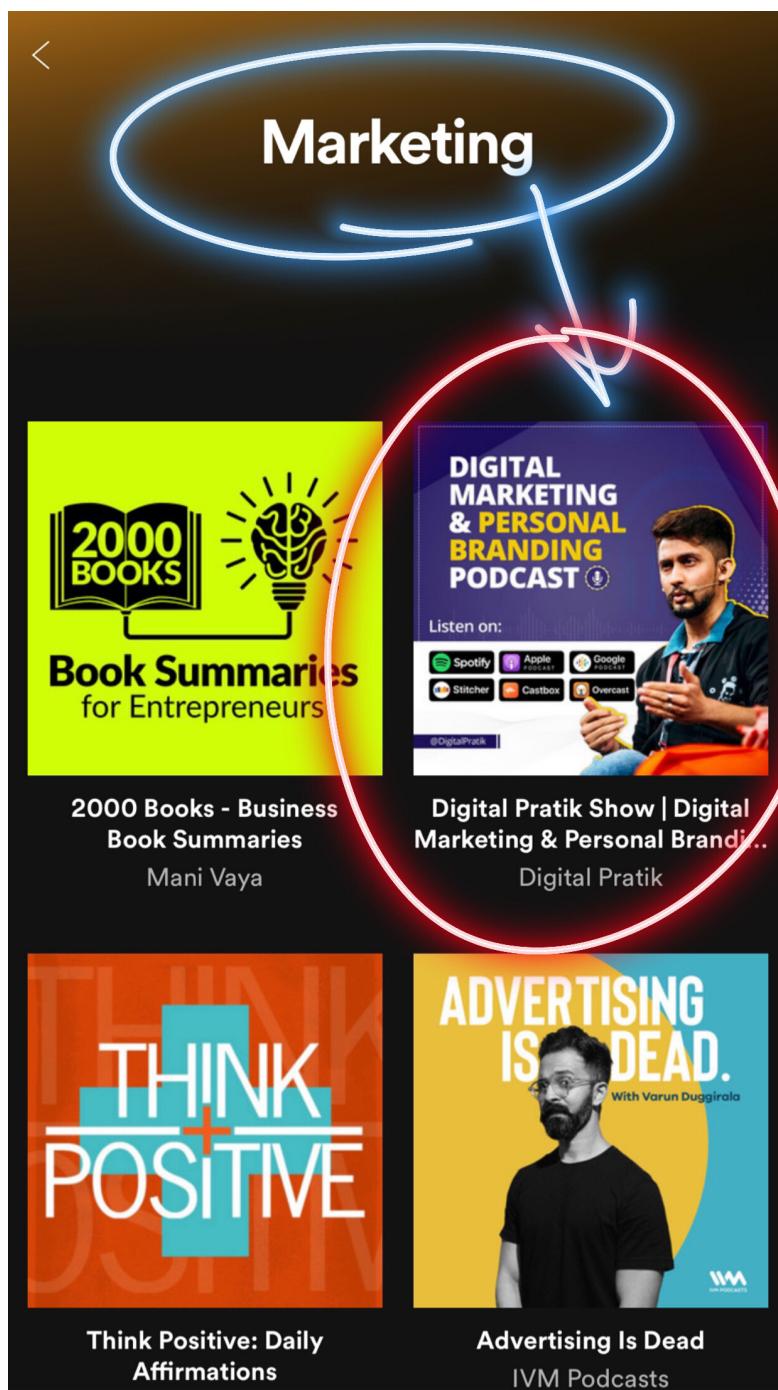
Thus they're able to provide tons of value to their listeners.

Over time, as more and more people tune in to their show, **they eventually become known as THE podcast in their niche, or at least one of the popular ones.**



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SPOTIFY SEARCH:





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APPLE PODCAST SEARCH:

The screenshot shows the Apple Podcasts interface. At the top, there is a search bar with the text "digital marketing" and a "Cancel" button. Below the search bar are two buttons: "All Podcasts" and "Your Library". A red oval highlights the search bar and the "All Podcasts" button. The search results are displayed in a grid format. The first result, "Digital Pratik Show | Digital Marketing & Personal Branding Podcast" by Digital Pratik, has a larger red oval around its thumbnail and title. Other results include "The Digital Marketing Podcast" by Ciaran Rogers and Daniel, "Marketing School" by Eric Siu & Neil Patel, and "Accelerating Business" by GOWLING WLG.

Podcast Title	Host(s)	Description
Digital Pratik Show Digital Marketing & Personal Branding Podcast	Digital Pratik	Digital Pratik Show Digital Marketing & Personal Branding Podcast
The Digital Marketing Podcast	Ciaran Rogers and Daniel	The Digital Marketing Podcast
Marketing School	Eric Siu & Neil Patel	Digital Marketing and Online Marketing Tips
Accelerating Business	Digital Marketing	GOWLING WLG



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If you want to make it in the digital media arena niche, then **you need to create a podcast** that talks about your specialised niche and build your supportive audience list.

Podcasting lets you choose to distribute and broadcast the digital media content and then it allows your audience to download new shows as they are updated to your host program.

This open wide many opportunities with option for the podcaster to try many different ways on monetizing their podcast.



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Whichever method you may choose, remember that it shouldn't affect **your responsibility to provide value to your followers.**

It should always be **your top priority** as you need more audiences following your show, but you also need to earn some money so you can continue giving value.

Putting together a Podcast is no small matter, it is about the same level of undertaking that building a Blog requires.

Like any media production you have to know what you are doing.



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There are many sharks offering podcast services, and like any trend it tends to attract both the best, and worst elements of society.

A podcast can reach people in ways that visual media cannot.

The portability, and ready access of podcasts make them an ideal package.

If you can make your podcast worthwhile for specific audiences to take the time and trouble to listen, **you have the potential to build a dynamite**, and genuine marketing platform.



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This does not mean you should plaster your podcast with cheesy call-outs and advertising cliches.

You can make suggestions, and have guests who can influence your audience (you have to build your audience first).

- Podcasting Is an Alternative to Video.
- Helps in Building Better Relationships.
- Easy to Create and Start.
- Highly Engaging.
- Great Method for Teaching.
- Creates Brand Awareness.
- Increase in Traffic Generating.
- Builds Authority.



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Why are so many entrepreneurs and bloggers, so keen to create a podcast these days?

Podcast consumption has been on the rise.

As per May 2020, there are more than 850,000 active podcasts and more than 30 million podcast episodes.

According to Apple at WWDC 2018, these numbers stood at 550,000 and 18.5 million respectively.

So, the figures are increasing rapidly!



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Top 5 most popular podcasting genres:

- Society & Culture
- Business
- Comedy
- News & Politics
- Health

According to the stats, 49% of podcast listening is done at home, **22% while driving**, 11% while at work & remaining in other situations.

80% of the listeners listen to the entire podcast episode or most of the episode.



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Podcast listeners subscribe to an average of 6 shows.

Podcast listeners listen to an average of 7 different shows per week.

19% of the listeners increase the speed (listen faster).

Podcast listeners are much more active on every social media.

Podcast listeners are more likely to follow a company or brand on social media.

Podcast listeners are more likely to



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subscribe to Netflix or Amazon or both, meaning they are less likely to be exposed to TV ads.

69% agreed that podcast ads made them aware of new products or services.

Podcast ads lift the purchase intent for a variety of advertisers across a wide range of niches:

- Society & Culture: 9.2% lift
- News & Politics: 12.8% lift
- Comedy: 7.3% lift
- Sports: 9.3% lift
- Business: 14% lift



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Few more podcast stats:

- Smartphones are driving podcast consumption by demonstrating an 157% increase in usage for podcast consumption since 2014, compared to marginal increases in case of PCs, tablets, and laptops.
- Podcast listeners spend an average of 6 hours and 37 minutes listening to podcasts every week. 16% listen to less than one hour of podcasts, and 25% listen between 1 to 3 hours of podcast content every week.



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- 77% of podcast consumers prefer to click on a podcast and listen immediately. 41% of them prefer to download podcast episodes manually and listen later. 27% of them prefer to subscribe to a podcast to download automatically to listen later.
- 65% of monthly podcast listeners have been listening to podcasts for less than 3 years.
- At 64%, right now more people know what a podcast is than knowing who the vice-president is (40%).



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- There are currently more than two million podcasts currently indexed on Google.
- Podcast ad revenue is expected to reach \$1.6 billion by 2022. 61.2% of podcast listeners spend more time every week listening to podcasts than they do watching TV.
- When it comes to podcast listening platforms, 52% people use Apple Podcasts, 19% Spotify, 4.6% Stitcher, and 21% use other platforms.
- In India, Spotify is more.



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Why I'm betting positive about the future of podcasting?

See, podcasts aren't a new format, but they have exploded in popularity over the past three to five years, thanks to advances in mobile connectivity, streaming, easier discoverability, and an influx of high-quality content.

Tech companies like Apple and Spotify have helped, with a heated competition, to be the single point of listening for podcasts.

Both are making great strides in,



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addressing discoverability; one of the biggest obstacles still in the way for those that don't listen to podcasts yet.

But the number of people that listen, is only rising.

Podcasting is not a silver bullet for revenue woes, nor will it replace advertising as a revenue stream.

But what publishers are proving is that they can bring in healthy income as part of a diversified revenue strategy.

That's the opportunity for publishers.



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Spotify Strikes Podcast Deal With Joe Rogan Worth More Than \$100 Million!

A whole new audience is about to experience Joe Rogan.

The popular podcaster sold his 11-year-old “The Joe Rogan Experience” series to Spotify in a licensing deal that’s reportedly worth more than \$100 million, The Wall Street Journal reported on Thursday.

Rogan’s full library - which adds up to almost 1,500 episodes, which weren’t available on the streaming service before - will hit Spotify beginning Sept. 1.



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Episodes of the video podcast are currently available on YouTube, but will move off the Alphabet platform to be exclusive to Spotify by the end of the year.

Rogan, 52, told his millions of fans via Instagram that “it will be the exact same show” that they’ve come to love, emphasizing that, “I am not going to be an employee of Spotify,” and he’ll be working with the same production crew.

“The only difference will be, it will now be available on the largest audio platform in the world,” he added.



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"It will be free to you; you will just have to go to Spotify to get it."

 joerogan 
9.8m followers [View Profile](#)



[View More on Instagram](#)

Heart Comment Share 

716,374 likes

joerogan

Announcement: the podcast is moving to @spotify!
Starting on September 1 the podcast will be available on Spotify as well as all platforms, and then at the end of the year it will move exclusively to Spotify, including the video version.
It will remain FREE, and it will be the exact same show. It's just a licensing deal, so Spotify won't have any creative control over the show. They want me to just continue doing it the way I'm doing it right now.



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Why Audio Consumption Will Continue to Increase?

Looking ahead, the future looks bright for audio.

The rise of smartphones, 4G, and streaming services have made on-demand listening easier than ever before.

On top of that, voice-assistants and smart speakers are already facilitating a new area of listener growth.

By 2022, Juniper Research predicts in the US alone there will be more than 900



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million voice enabled devices in use - a 95% increase over today.

These smart and interactive tools change the whole dynamic of the listening experience.





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Following smart speakers, the next area of predicted listener growth is connected cars.

The commute is the last remaining stronghold of traditional radio.

But as internet-connected cars become commonplace, listening to podcasts will be just as convenient as switching on the radio.

This is likely to cause another big spike in the consumption of on-demand audio content.



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How Audio Can Boost On-Page SEO Performance?

Humans have been listening for thousands of years.

Long before the invention of reading and writing.

So audio is the medium we're most naturally wired for.

It's easy and effortless.

For that reason many people prefer to listen to content rather than read it,



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(if you're in any doubt, consider the meteoric rise of Audible).

So if your content marketing strategy relies solely on blogging, you're probably missing out.

Written blogs are of course essential to drive SEO traffic, but it's important to also consider the preferences of visitors who arrive at your website.

With the latest BERT update to their search algorithm, Google emphasised content creators should focus on



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delivering great on-page experiences for humans, not robots. Creating audio versions of your articles is one of the best ways to make your content more human-friendly.

And while Google can't index audio files just yet, this is something they are actively working on.

When this functionality is rolled out, businesses with lots of pre-existing audio content will gain a significant advantage.

Audio content currently offers better cut-through than other media.



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So just imagine where this audio or podcasting industry is heading towards.

There is a lot of opportunity in the near future for podcasters who bring value and a mass a great community.

As podcasts mature and integrate to become a full part of publishing strategies, I'm optimistic that the next decade will be a golden one for the format.

so now...



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... do any of these Questions Sound Familiar?

- How to develop a podcast concept?
- How to identify podcasting goals?
- How to pick a podcast theme or topic?
- How to effectively use keywords?
- What are different podcasting formats?
- How to launch my podcast quickly?
- How to get my first 10,000 listeners, subscribers for my podcast in less than 10 days?

... and much more!!! **Hope you have got the audiobook + BONUSES!**



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Then you're in the right place at the right time.

Join this 1 week Podcast Roadmap

where I will guide you step by step through video tutorials in launching & growing your podcast.

Visit:

https://www.digitalpratik.vip/1weepod_roadmap

Looking forward to guiding you with your podcast roadmap! See you inside :)

- Digital Pratik

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