



Podcasts

Inexpensive/Effective Marketing Option

What is a Podcast?

pod·cast

[ˈpɑd,kɑst]

NOUN

a digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new installments of which can be received by subscribers automatically.

Podcasts have become incredibly user friendly. Once a listener subscribes to a podcast, the latest episodes of the podcast will be downloaded automatically. The listener will be able to listen to the podcast at anytime and anyplace.

Who's Listening to Podcasts?

- Industry experts have been keeping an eye on podcasts for quite awhile...The Smartphone has now moved podcasts into the “mainstream”
- The podcast audience is increasing every year--last year more than 98 Million Americans listened to podcasts
- 51% of Americans ages 12-54 listened to podcasts in 2016 that number is expected to rise significantly in 2017 & beyond
- The number of vehicles with in dash entertainment systems is also increasing every year and has more than doubled in the last 3 years

From Edison Research 2016 Infinite Dial



Conclusions and Observations

- The Smartphone has rewritten the media landscape

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



Conclusions and Observations

- Nearly 100 million Americans have ever listened to a podcast—it has made the jump to mainstream

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Podcasts Will Reach Your Targeted Demo

- 51% of the Podcast Audience has a 4 year degree or higher
- 62% of the Podcast Audience has an annual income above \$75K
- 72% of the Podcast Audience is between 18 – 54 years old
- 52% of the Podcast Audience listens in the car
- 76% of the Podcast Audience is Engaged in Social Media

Why Podcasts are Attractive Marketing Option?

- Podcasts are incredibly personal...much more personal than any other form of media
- Podcast Listeners are also very loyal
- About 90% of Podcast Listeners listen to most or all of each episode
- About 60% of Podcast Listeners have made a purchase resulting from a Podcast Advertisement

Benefits of Advertising on a Podcast

- Engagement: Podcast Listeners are incredibly engaged—they don't tune out or change the station
- Mobility of Podcasts lead to listeners making podcasts part of their daily routine
- Selectivity: listeners actively choose to listen to specific podcasts and this leads to them being more “invested” in the host and products being talked about
- Buying Power: Podcast Listeners have real buying power and loyalty to the hosts of their chosen podcasts