

# podcasting and beyond

in the social media age

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# about us

- ✦ Video production
- ✦ Campaign strategy and management
- ✦ Digital distribution
- ✦ Promotion & seeding the social media discussion
- ✦ Helping you put the tools to work

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# alaska hdtv

- ✦ Started in 2005
- ✦ More than 150,000 subscribers monthly
- ✦ Over 300% growth in audience in 12 months (not just the Palin effect)
- ✦ Reaches a highly targeted audience of Alaska focused viewers worldwide
- ✦ Brand safe

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# what is podcasting?

more than just video on your website

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# more than just a production

- ✦ Downloadable media (audio/video)
- ✦ Distributed where, when and how your audience wants it
- ✦ Technical jargon and right ways to create, host, deliver and manage your distribution
- ✦ The show is just part of managing the message and your viewers

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**in a content rich world**  
there is a poverty of attention

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# why podcast?

- ✦ The superinfluencers are looking for it
- ✦ Gives you the platform to create the conversation
- ✦ Manage the message proactively
- ✦ Far more measurable than the mass market age model of delivery
- ✦ A highly focused audience with limited interruption gives you a louder voice

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# new channels of influence

## Consumer influence channels – mass market age versus social media age

Mass Market Age

- Talk face to face
- Phone call
- Talk to a shop worker
- Consult a professional
- Readers letters
- Phone in; TV / Radio



Social Media Age

- |                        |                     |                         |
|------------------------|---------------------|-------------------------|
| Talk face to face      | Personal blog       | Comments on blogs       |
| Phone call             | Social network page | Comments on websites    |
| Talk to a shop worker  | Widgets             | Viral emails            |
| Consult a professional | Video sharing site  | Auction websites        |
| Readers letters        | Photo sharing site  | Wish lists              |
| Phone in; TV / Radio   | Chat rooms          | Ratings on retail sites |
| SMS                    | Message boards      | Reviews on retail sites |
| Email                  | Social Bookmarking  | Price comparison sites  |
| Instant Messenger      | Chat room           | Social shopping sites   |

**discussion break**  
before moving to the how to

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You've got a great message, concept  
or even a finished production

**okay, so what?**

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# steps to creating a podcast

- ✦ Consider the podcast to be a real campaign and communication tool
  - ✦ It's just as essential as a website or email
- ✦ Get some professional advice and ask your superinfluencers
- ✦ Be prepared to manage the social media aspects

# functionally speaking

- ✦ Create your production, in-house or work with an agency or digital media specialist
- ✦ Map out your distribution channels
- ✦ Create your distribution “feeds”
- ✦ Find a host for your media files
- ✦ Build in the tracking tools before you launch
- ✦ Seed the social media realm and be prepared to start and stay engaged in a conversation

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# in summary

- ✦ Know **why** you're doing it.
- ✦ Treat as a **real** media campaign. It's as essential as your website and email address.
- ✦ Shoot. Edit. Produce. Compress.
- ✦ **Distribute.** Many times, many places.
- ✦ Measure.
- ✦ **Be engaged in the conversation!**

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