



CISION®

PODCASTS
FOR PR

As technology evolves, people are looking for new ways to get their information beyond the traditional forms of TV and web articles. Cue: the podcast. It's the word on everyone's lips and the sound in everyone's ears. And with more and more people owning smart speakers in their home, the rise in podcasts is only going to continue.

[Around 7.1 million people in the UK listen to podcasts each week. That's one in eight people and a 24% increase over the past year, according to communications regulator, Ofcom.](#) With listenership building, and many of those listeners having an intention to learn, there's never been a better time to consider podcasts as part of your PR strategy.

So, what is this exciting and relatively new medium? To simplify, a podcast is a digital audio file, usually consisting of episodic series. They're on-demand, downloadable and free. They're easy to create and anyone can record one using their mobile phone. Some say the podcast is democratising the once-regulated world of radio media.

Connecting with relevant and new audiences has been made easier in the age of podcasts, with interviews, guesting and mentions serving comms outreach needs. Podcast reach is certainly growing, but the numbers are still relatively low, which begs the question: "What is the point?". However, it's not about having a big network in numbers, but rather about how engaged and relevant the network is. Studies have shown that podcasts target a niche demographic. Individuals have chosen to download it because they are captivated by a specific topic, suggesting that they are a more actionable audience.



Podcasts are transforming the ways people listen to audio content, just as on-demand video is changing how people watch television. It's fantastic to see how UK radio broadcasters as well as newspapers and other media companies are embracing podcasting and offering more choice about what we listen to than we've ever had before.

Ian Macrae, Ofcom's Director of Market Intelligence



GUESTING

IN A PODCAST

As a growing platform, the power of podcasts for PR is becoming more evident. It's a modern and effective way to share your brand message and establish being a thought leader in your field. For brands wanting to increase exposure, grow their following and connect to audiences in a meaningful way, being a guest on targeted podcasts should be top of their PR objectives.

You don't have to have your own show to build or enhance a successful business. Appearing as a guest on numerous podcasts suggests you are a trusted source and provider of quality information to listeners. Your message and expertise are valuable enough to have been chosen by a host to feature on their show. And more likely than not, listeners have already invested and put their trust in that host.

Targeting the right shows is crucial. To guest on a podcast, you'll need to demonstrate how you will add value to that specific audience, rather than promoting your product or service. Be sure to do your research by listening to podcasts and creating a list of potential shows that relate to your brand. The shows you decide to pitch should speak about your subject area. For example, if you own a fitness business and have knowledge of exercise and diet, pitch yourself to guest on a podcast that provides health advice, hosted by an established doctor or other qualified medical professional.

TOP TIP:

Podcasts are about storytelling and teaching as opposed to selling, so you can forget getting chosen to be a guest if your pitch is too 'salesy'.

STARTING

YOUR OWN PODCAST

Podcast popularity has boomed over recent years thanks to accessible, high-quality content at the click of a button. With potentially small costs and big opportunities to stand out from the crowd, PR pros are already trying their hand at podcast production and reaping the rewards.

Before producing an episode, comms pros need to understand **why** they are starting a podcast. Is it to position yourself as a thought leader in your niche? Or maybe it's to show some creativity? There are many ways that a podcast can be implemented into your PR strategy in order to work for your brand. [Bengo Media](#) says that there are three different types of 'branded podcast'.



The first concentrates on creating a space to show off expertise in a topic or industry. For example, Tinder started a dating show podcast named '[DTR \(Define the Relationship\)](#)' that dives deep into aspects of dating in an internet-obsessed world.



The second looks to align the topic with company values, rather than expertise. [TGIM \(Thank God It's Monday\)](#) podcast by Shopify tells inspirational stories of people harnessing their passion to build incredible businesses. These entrepreneurs follow the same enthusiastic "Let's get the week started!" view as the Shopify brand.



The third is experimental and uses storytelling in order to build brand affinity. McDonalds produced '[The Sauce](#)' - a mystery podcast following a PR nightmare when the brand axed Szechuan sauce. It investigates what went wrong in a 'Serial' inspired, creative way.

Pre-production

- Plan the content and subject matter you want to dive into. Remember that podcasts can be downloaded at any time (often years) after the publish date, so make sure your content is as evergreen as it can be.
- [Be detail orientated](#). Research thoroughly and pull out facts that can steer the conversation.
- Book an expert guest to add more depth and insight to your show. Your guest will certainly do some promotion and may add the podcast link to their own website.
- Include the podcast promotion in your existing marketing/PR strategy by partnering with the media and pushing it out to popular channels, social media outlets, press releases, and blogs.

Production

- Start by choosing a podcast hosting provider such as Buzzsprout, Podbean, or Libsyn. These companies provide audio hosting and an RSS feed for your podcast.

- Soundproof the room and set up your equipment. Investing in premium microphones and headphones will ensure high sound quality. Badly recorded podcasts won't attract a large audience as regular podcast listeners are used to high quality.
- Record the show. Introduce your topic and the speakers before conducting an interview with them. The episode should take approximately 30 minutes to one hour. Wrap it up with a thank you and call-to-action to subscribe or visit your website. You can even be on your own sponsor and spend a short time mentioning your product or service, and your guest's site and social channels.
- Edit the recording using audio editing software. Aim for a polished end-product by trimming the file and removing any unwanted sounds and silences.

MONITORING

PODCASTS

As one of the fastest growing medias of today, podcasts are beginning to be monitored in much more depth. Communicators can identify mentions of their brand, competitors, products, and people across a network of the world's most popular podcasts.

Gone are the days of targeting podcasts based on reviews and ratings. Cision tools will allow PR pros to find influencers and outlets positioned as brand advocates or engaging with topical themes. Then, use this information for future campaigns or to guest on the most effective podcasts. Monitoring the competition also means you can keep an eye on their involvement in the conversation.

If you've pitched your story, brand or product to a host, or you've managed to guest on a podcast, you can understand the full reach of your coverage and track the show's listenership, much like in radio. Tie it into a wider PR strategy by monitoring podcast mentions and keywords derived from other comms efforts such as press releases or published media articles. Having all broadcast information in a holistic view on the Cision platform means that comms pros can easily align podcast monitoring with print, online, and social etc., and subsequently see how well an integrated PR strategy is performing.



PODCAST MONITORING COMING SOON TO THE UK.



UNLOCKING YOUR POTENTIAL

Request a demo now to learn how to monitor your broadcast media and build better relationships with influencers who matter.

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5 Churchill Pl, Canary Wharf, London E14 5HU, United Kingdom | 020 7074 2560