

Shifting gears to podcasting

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Why podcast ...

Did you just receive another email about podcasting?

When my podcasting emails started streaming in, quite frankly I was more than dismayed. I was just getting a handle on Facebook, Twitter, Google +, Instagram and Pinterest marketing and here comes podcasting.

Business wise I know that podcasting is a valuable social media marketing strategy. But, mentally I wasn't certain if I was ready – that is to dive into another great, new way to get more leads, followers, sales, and members. Especially, since I'm working of all those other social media courses promising the same thing.

Despite reservations, I not only gave into a free seminar, but also, I gave in and signed up.

Why I signed up

I signed up not because of the webinar contents, nor the course offering with great bonuses, but because I saw the social media marketing potential.

Podcasting is a natural outgrowth of radio, the same way the music world opened up to anyone who purchased early home

versions of electronic keyboards. But, what makes podcasting unique is a social media environment that allows anyone on earth with access to a downloadable, electronic device to hear your podcast.

The Business Perspective for Growth

Looking at podcasting from a business perspective, two key elements should be there.

One is “potential growth” and the second is “sustainability.”

CCNet reported –

... Apple is going to end up selling 1 billion iOS devices by 2015 and already 410 million of these devices have been sold

... 500 million Android devices have already been activated

... 97 million people drive alone every day to work

By [2013] ... 37.6 million people download[ed] podcasts monthly, more than double the 2008 figure of 17.4 million.

As a percentage of Internet users, podcast downloaders are expected to grow from 9% in 2008 to 17% in 2013.”

<http://davidjackson.org/2012/12/10-reasons-why-you-should-start-podcasting-in-2013/>

Now that we’re well past 2013, it’s already estimated that 21 million units of the newly releases iPhone 6 have been sold.

These charts suggest Apple has already sold a ridiculous 21 million iPhone 6 units

The Business Perspective for Sustainability

Growth is great but I also want to know about sustainability – meaning is it going to be around long enough to have a positive effect on my business.

Two key elements of sustainability are –

1. What makes an audience want to listen to podcasts?
2. Is it brain addictive?

Let's look at some of the audience benefits of podcasts –

- Convenient listening anytime
- Goes everywhere you go
- Able to multitask and feel productive
- Receive timely updates
- Accessible cross platforms
- Listen again and again
- Personalize relevant information
- Easy to share with others
- Free from or limited commercial interruptions
- Immediately satisfies changing needs and preferences

Is It Brain Addictive?

When the Sony Walkman first appeared, people thought Walkman users were rude and uncivil for choosing to disengage by wearing headphones and being oblivious to those around them. Today, no one seems to care as it's pervasiveness finds eyes are glued to screens and ears responsive to Pavlovian ringtones.

Consequently, information and entertainment has shifted to a personalized brain experience.

Brain addictiveness comes in many forms. However, neuroscience has shown that our needs, preferences and what we value also have an addictive quality.

When given a choice in different variation of monetary gain studies, a greater proportion of people will want an immediate reward rather than deferring for a period of time for a greater amount.

In other words, in general, people want the reward of

satisfaction and pleasure sooner than later.

And, that's what their favorite podcasts give them – an immediate reward.

So, I'm sold, and it's off to adding podcasting to my social media marketing. If you're not sure if it will work for you, just follow me and I'll be posting more on how to start doing podcast interviews that will move your business out to a worldwide audience.