

Podcasting as a Business Promotion Tool

Jason Van Orden

Adoption of Podcast Consumption

1. Awareness of the term podcast up from 22% to 37%
2. Persons who had 'ever' listened to an audio podcast up from 11% to 13%
3. Persons who had 'ever' watched a video podcast rose from 10% to 11%

Source: EdisonResearch.com

NOTE: The demographic slides have been removed. For the referenced demographic information, please visit EdisonResearch.com

Benefits of Podcasting

1. Generates qualified leads
2. Builds customer relationships
3. Extends your brand
4. Establishes thought leadership
5. Reputation management

NOTE: Publishing your podcast with a blog makes the following strategies much, much easier



March 09, 2007

Changing Perceptions

A Progress Report on GM's Turnaround

By Steve Harris
Vice President GM Global Communications

A big part of accomplishing a corporate turnaround is changing people's perception. It wasn't long ago when it was tough to find a story about General Motors that didn't mention the possibility of bankruptcy — a possibility that we were never willing to entertain. Instead, we've been working on quality, innovation and design; improving our products and cutting our costs. The signs are visible in our showrooms, in our new concept vehicles and our new fuel efficient vehicles.

And it's begun to pay off. Yesterday, — a jump of 21% "America's Most Admired Companies" and GM moved up significantly in all categories of performance and jumped from ninth to fifth in overall rankings. If this were a political campaign, this shift would be all over the news — it's huge. We still have a long road ahead of us, but we're gratified to know that we're gaining ground where it counts. But there's no time to stop and enjoy it. There's a lot more work to do.

Posted at 10:32 AM | [Permalink](#) | [Comments \(0\)](#)
[TrackBack \(0\)](#)

Bob Lutz Meets With Peers at Chicago Auto Show

In what is fast becoming an auto show tradition, Bob Lutz sat down with fellow bloggers for a question-and-answer session. Here are the highlights. *Bill Rette, GM Blog*

[Syndicate this site \(RSS 2.0\)](#)

[Syndicate this site \(Atom\)](#)

Search

Search this site:

Categories

- [Auto Shows](#)
- [Business](#)
- [Cars & Trucks](#)
- [Design](#)
- [Podcasts](#)
- [Photo Albums](#)

Daily Posts

MARCH 2007						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				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

Archives

[March 2007](#)

[February 2007](#)

Lead Generation

Pull Marketing

- Your prospect has more power than ever to edit you out
- Attention is getting harder to claim
- Interruption is working less and less
- Give the consumer what they want
 - Content they can't live without
 - Convenience: digital, on-demand, portable
 - Snack-sized media

Two-step marketing

- A time-tested direct marketing technique
- Make it easy to take that first step without pressure
- Offer a free report, white paper, free CD...and now podcasts

Customer Relationships

Trust is the New Branding

- People do business with those they know and trust
- Mindshare is now about relationships
- They no longer trust the one-way message
- Dialog with the customer

Sales/Relationship Funnel

Suspects

Prospects

Listeners/Subscribers

Customers/Clients

Evangelists



Use the podcast to progress this process

The Relationship Triad

1. Entertain
2. Inform
3. Include/Interact

Dialog

- Direct communication
(no middleman)
- Conducive to feedback
 - Blog comments
 - Audio comments
 - Email
- Your listeners/viewers will speak back to you

Extend Your Brand

Syndication

- The web is becoming decentralized
- RSS feeds give your content legs

Viral Potential

- Video sharing
- Inbound linking
- Blog readers and podcast listeners are influencers

Establish Thought Leadership

Be an Expert (or even a celebrity)

- Provides regular quality content to your target market
- Has cachet of being the media
- Freely offers value up front

Reputation Management

PR on the Web

- Where do consumers get their info?
- Who do they trust?
- Who has authority?

Markets are Conversations

- Conversation are happening. You can participate or ignore them.
- The only way to influence is to participate
- You can't control it

Influence the Conversation

- Podcasting = Interesting Content
- Interesting Content = Links
- Links = Authority = Search Rank
- Search Rank = Reputation

Contact

Phone: 801-918-5148

Email: jason@jasonvanorden.com

Web: JasonVanOrden.com

Skype: JasonVanOrden