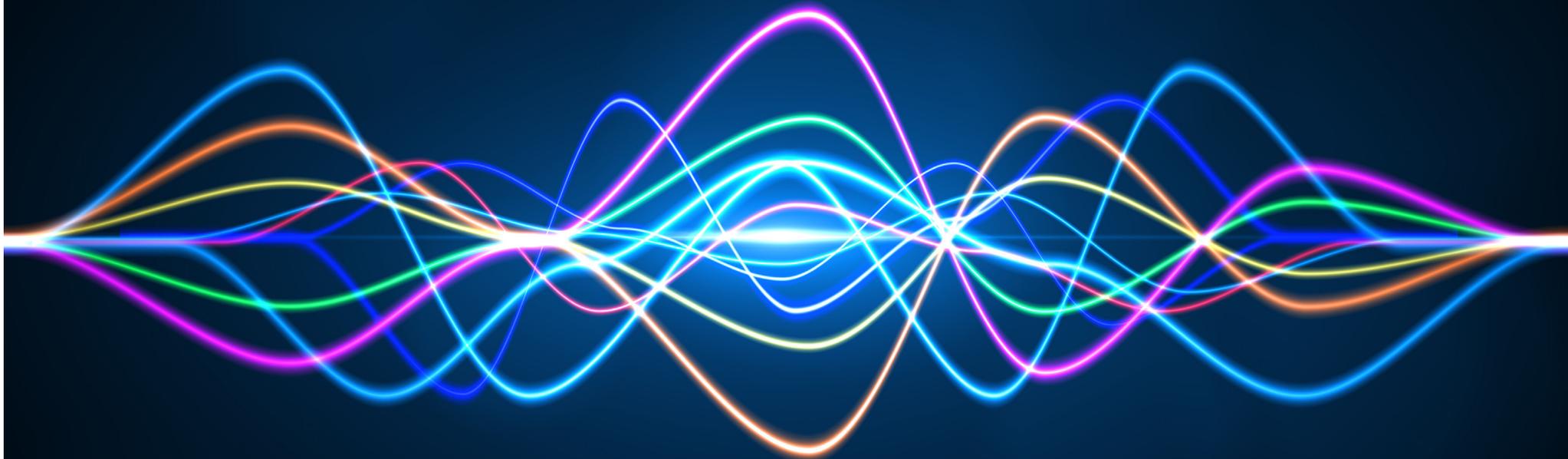


A podcast primer



dotkumo

Podcast 101

What's a podcast?

A digital audio file usually posted in episodic format. The name comes from the Apple iPod audio player, and listeners subscribe to hear shows.

How do I listen to a podcast?

Several different ways. You can listen to podcasts on a laptop, desktop computer, mobile phone, smart TV, car via bluetooth or smart speakers.

Why do I need to subscribe?

You don't. Although if you do subscribe to a podcast you will receive new episodes when they are available.

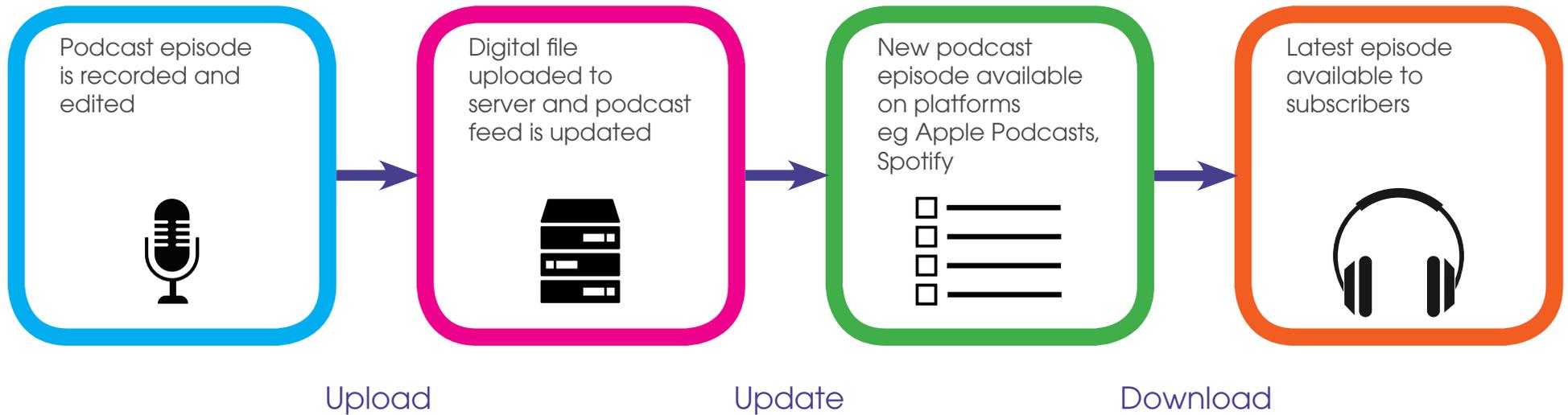
Who's making podcasts?

Everyone from large media companies including the BBC and New York Times, through to small businesses and hobbyists. There are currently over 700,000 podcasts publicly available.



How podcasts work

The technology is fairly simple and feed based. Let's take a look...



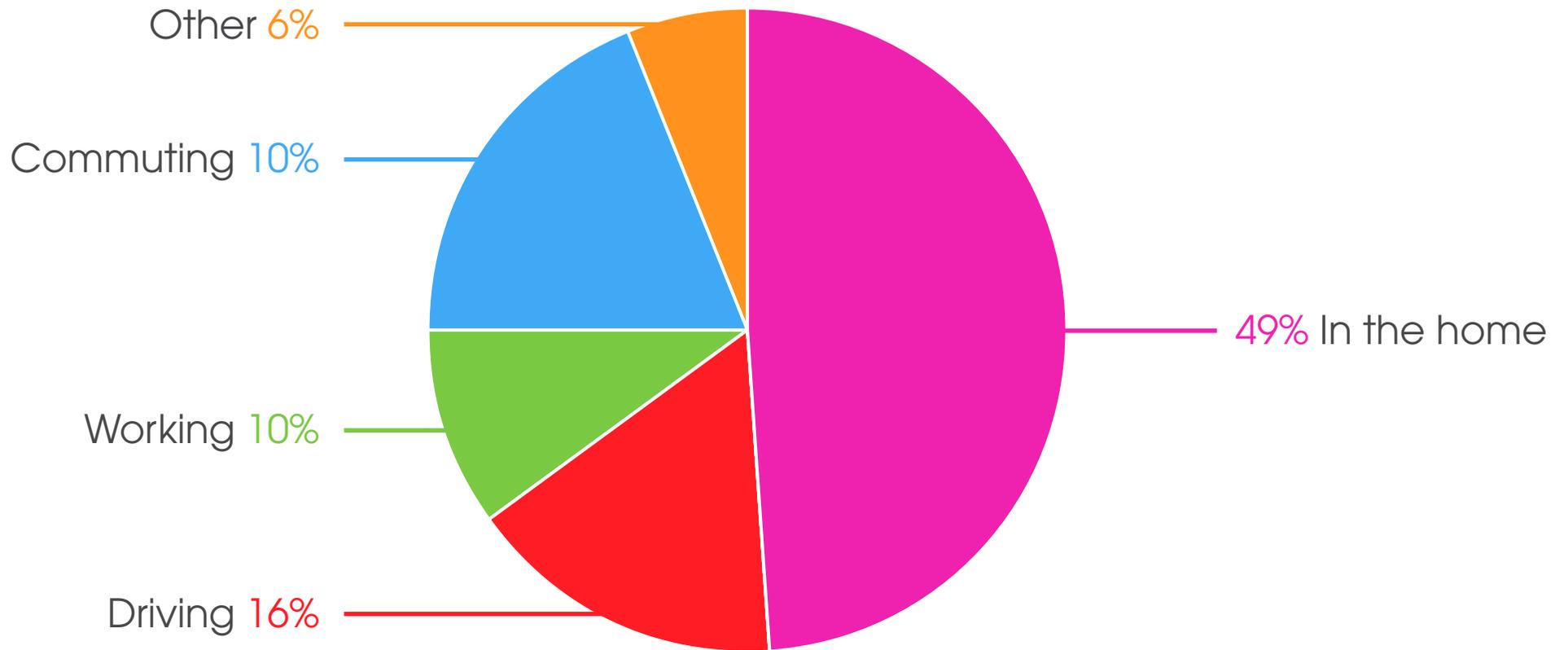
Five reasons to podcast

1. Build brand awareness
Podcasts are an excellent way to create buzz around your brand and act as an additional marketing channel.
2. Showcase your services
Nobody likes a hard sell, with podcasts providing a relaxed and informal way to promote your business.
3. Effective ROI and data driven insights
Podcast production costs are low, with the platforms offering excellent analytics.
4. Reach an affluent audience
Data suggests podcast listeners are frequently high earners with significant levels of disposable income. *
5. Remain competitive
As an increasing number of brands embrace audio, it is vital not to be left behind.



* Source: [Acast UK audience data](#)

Where we listen to podcasts



Source: RAJAR MIDAS (Measurement of Internet Delivered Audio Services)

How Dotkumo can help



Podcast training

Group and 1-2-1 training packages available.



Audio editing

Production, editing and music licensing.



Audio advertising

Reach new customers via Spotify and Acast.



Podcast promotion

Boost your reach with paid social media.



Get in touch

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