

JAMSTREET
M E D I A

Matty Staudt

President and Founder, Jam Street Media

- Former VP of Podcast Programming at iHeartMedia
- Founding member at Stitcher, Dir of Content
- 25+ Years of Large Market Radio Industry Experience
- Helped produce and launch over 400 original podcasts.
- Launched first university-level podcast department in the US.
- Developed over 70 shows for Branded Clients Including Ford, Pfizer, Estee Lauder, Cisco, and BetMGM
- Board of Governors The Podcast Academy



What We're Covering

- What is a branded podcast?
- Why they work
- Top of Content Marketing
- Production
- Marketing
- Q&A



What Is A Branded Podcast

Not A Sales Tool

- A branded podcast is a type of podcast that is created and produced by a company or a brand with the goal of promoting its products or services, building brand awareness, and engaging with its target audience.
- The aim is to create content that is informative, entertaining, and valuable to listeners, rather than simply promoting the brand or its products..



Types Of Branded Podcasts

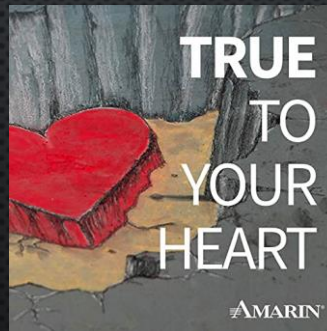
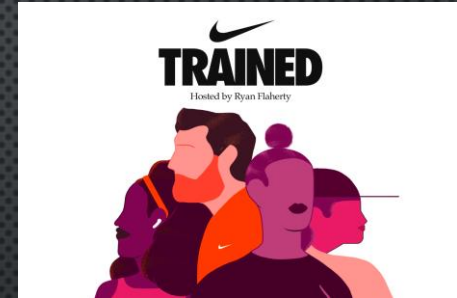
Not Just Talking Heads

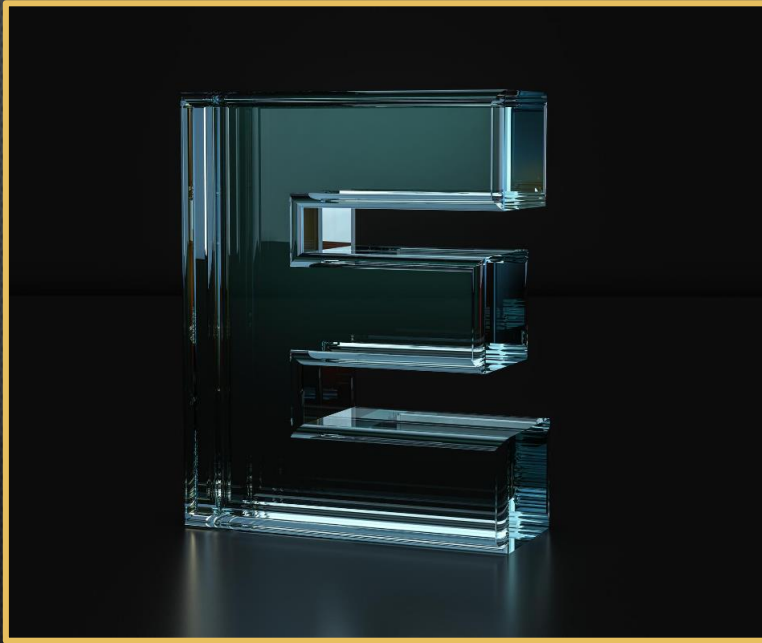
Branded podcasts can cover a wide range of topics related to the brand's industry, values, and target audience, and can include interviews, discussions, storytelling, and other forms of audio and video content

- Thought Leaderships
- Internal
- Conversational
- Storytelling - The heart of them all



Some Great Branded Podcasts





Why Podcasts Work

MATTY'S THREE E'S OF PODCASTING

- **EMPATHY**- PODCASTS ARE AN INTIMATE EXPERIENCE FILLED WITH GREAT STORYTELLING. WHEN DONE RIGHT A PODCAST CREATES A TRULY EMPATHETIC EXPERIENCE FOR THE LISTENER.
- **EDUCATION**- AT THEIR HEART PODCASTS ARE A PLACE PEOPLE GO TO LEARN THINGS ABOUT PEOPLE, PLACES AND THINGS.
- **ENTERTAINMENT**- PODCASTS ARE SAFE AND HAPPY PLACE TO BE ENTERTAINED. THEY PROVIDE FEEL GOOD ENTERTAINMENT.

Top Of Funnel Content For Marketing

So Much More Than Just A Podcast

- One Podcast gives Video, Blog Posts, Social Media Assets
- A season can provide a year of marketing materials
- Much cheaper than traditional video creation
- Saves time and money for entire department



Using AI To Make The Most of Your Podcast

With Today's Tools You Can....

- Instantly create articles and blog posts from transcripts
- Find the top takeaways and clips for each podcast. Video and Audio
- Create scripts for open, closes, and questions for guests
- Create pitches for guests and speakers
- Popular tools: Swell, Capsho, and of course ChatGPT
- A knowledge of how to best use AI is key to good usage



Other Important Tools

There's no excuse for bad audio/video....

- Riverside, Squadcast, Zencaster for remote studios. DO NOT USE ZOOM
- Very affordable USB mics for hosts and guests
- Editing software that uses transcripts like Descript
- RSS feed provider with good metrics like Simplecast or Buzzsprout
- Good computer cams like ones made by Logitech



Pitfalls To Avoid

Time and Energy

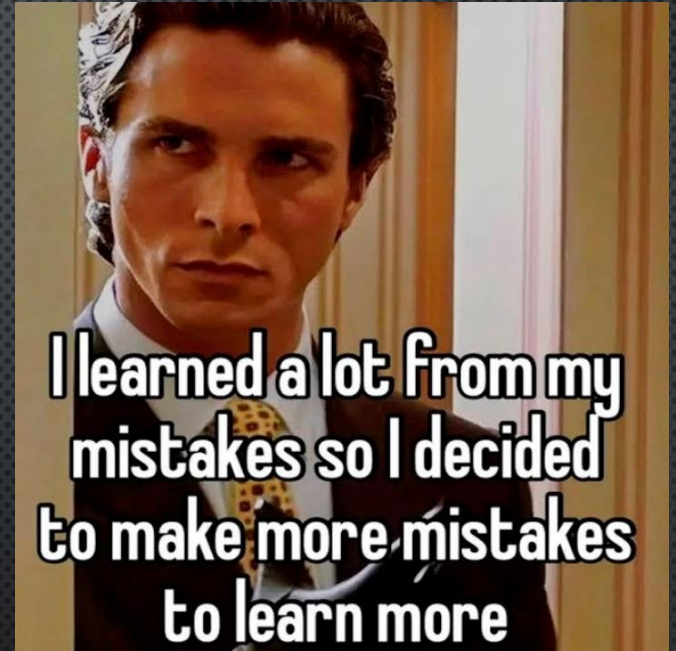
- POOR PRODUCTION VALUE!
- Trying to do in house without a skilled producer is not suggested.
- Time must be devoted to the show.
- Being too self serving in the show
- Not understanding how to promote in a sea of content
- Have no plan or budget for audience development



Audience Development

What Are The Clients Goals?

- Look at how they can promote their show on their channels
- Have fully flushed out persona
- Schedule and use the content on all social media channels
- Do a paid campaign to kick off show and promote key episodes or guests



Tips

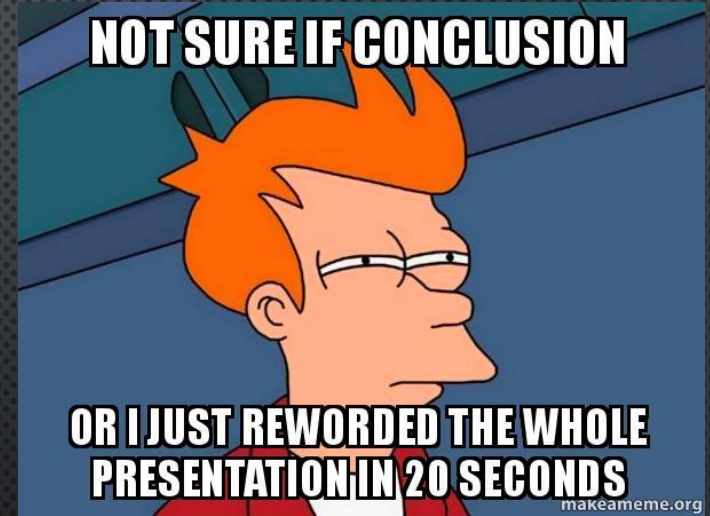
Teamwork With Your Clients

- Remember that the brand is your client and you have to listen and incorporate as many ideas as you can that will work.
- Have a well thought out persona for the show
- Push back on ideas that you know will not work, but give reasons and cite data to backup your arguments.
- Have an open mind for new ideas. Often the best podcasts come out of several ideas morphed into one.
- Be realistic with what you can do with your budget. Don't promise, "This American Life" if the budget is for an interview podcast.



Conclusion

- Branded podcasts are marketing and community building tools, not sales.
- Top of funnel content
- Use today's tools to make the most of you show
- Promote your show
- MAKE GOOD WELL PRODUCED CONTENT





We Are Here To Help

We will connect you....

World Class Audio

Pilots, Network Shows, and Branded.

Expert Consulting

Building networks, branded strategies, new shows, and podcast tech companies.

Our Values

The Three E's Guide Us

Cooperation NOT Competition

Content Creators Are Podcasting's Most Valuable Resource



THANK YOU!

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