



Successful Podcasting

Presented by Jason Cormier,
Co-founder of Room 214, Inc.

November 5, 2008



Podcasting: Why We Care

- **Markets are Conversations:** (Thesis #1 in the best-selling online marketing book, the Cluetrain Manifesto). Markets are dynamic, ongoing conversations where fluctuations in credibility and visibility are common. Podcasting puts a real voice beside or behind your content.
- **Podcasting is On the Rise:**
 - 37% of the US population heard of podcasting one year ago (Arbitron/Edison 2007 Internet and Multimedia Study)
 - Apple has sold over 100 Million ipods
 - Podcasting will generate more than \$400 million in advertising by 2011 (Media Week)
 - Now over 40 million podcast listeners in the US (Forrester mistakenly predicted only 12.3 million households before end of decade in 2005)

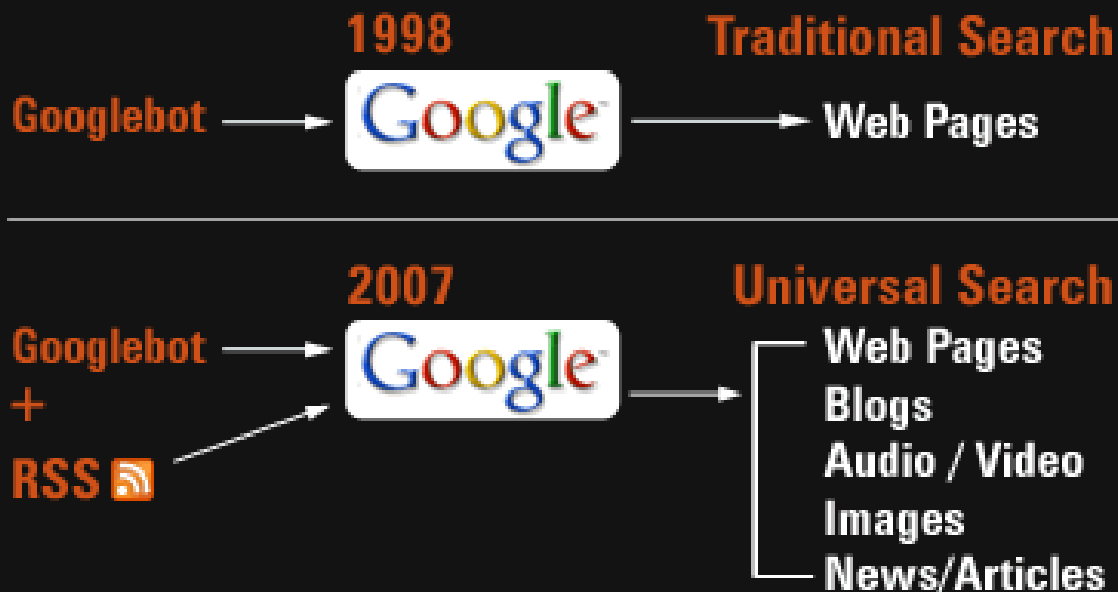


Understanding the Pieces

- **Podcast Consultation:** Show format, recording options, equipment, branding integration, user requirements, competitive analysis.
- **Audio Production / Initial Recording:** Supplied voice talent, audio logo integration and soundtrack (bumpers), onsite support as needed.
- **Technical Integration:** Technology plan and execution for website integration, uploading and managing audio files, transcripts, supporting show notes, RSS feeds and reporting metrics.
- **Podcast Promotion:** Pay per click advertising campaigns within Google, Yahoo! and MSN. Major directory submissions (itunes). Key influencer identification, search marketing tactics and social media outreach campaigns.

Podcasting: The Technology

Google's "Universal Search" update affirmed that companies should be looking to RSS as the future of their own marketing and communications efforts.



What We use: ReadyTalk + PostZinger™

The screenshot shows a web browser window with the URL <http://www.capturetheconversation.com/>. The page features the site's logo and navigation menu. The main content area displays a blog post titled "Leadership in the Era Social Media" by James Clark, dated October 16, 2008. The post discusses a quote from Lao-Tzu's Tao Te Ching and lists several leadership principles. On the right side, there is a "Subscribe to Our Feeds" section with options for Podcast, Blog, and Articles, and a "Learn by Doing" section for social media and online marketing tutorials.

Capture the Conversation Internet Marketing: Blog

Room 214 | J.Cormier | Financial

Recently Bookmarked | Top 10 Social Book... | Social bookmarking ... | Marketing Voices | P... | PR 2.0: The Socializa... | How to Use Friendfe...

Room 214: Search Res... | Capture the Conversati... | 20 Top Social Bookmar... | Room214.com Mail - F... | Twitter / Twitter

CAPTURE THE CONVERSATION

Word of Mouth Marketing - Social Media - Search Visibility

Home | Articles | Podcast | Video Tutorials | About Us

Posted on October 16, 2008 | Blog Feed

Leadership in the Era Social Media

BY JAMES CLARK

I was just on Amazon checking out the reviews on Seth Godin's book: [Tribes: We Need You To Lead Us](#), and came across a quote from Lao-Tzu's Tao Te Ching providing a unique perspective of leadership in the era of social media:

"Learn from the people
Plan with the people
Begin with what they have
Build on what they know
Of the best leaders
When the task is accomplished
The people will remark
We have done it ourselves. "

Subscribe to Our Feeds

Subscribe to all our feeds
Or pick one that you are interested in.

PODCAST | subscribe via email:
BLOG |
ARTICLES |

Learn by Doing

Social Media + Online Marketing Tutorials

Sample Client 1: EAS

The screenshot shows the EAS website's 'Podcasts' page. At the top is a navigation menu with links for HOME, NEWS, SHOP, TEAM EAS, PRODUCTS, ARTICLES & TOOLS, COMMUNITY, and BODY-FOR-LIFE. Below the navigation is a purple banner with the EAS logo and the word 'Podcasts'. The main content area features a large image of Ronnie Brown, a Seattle Seahawks player, with the text 'RONNIE BROWN THE WRECKING BALL'. To the right of the image is a search bar and a 'BUY EAS PRODUCTS NOW' section featuring 'Myoplex Lite Bar' with a 'BUY NOW!' button. Below the image is a 'PRODUCT FINDER' section with a dropdown menu set to 'MYOPLEX LITE BAR'. A yellow banner below that says 'FREE SAMPLE CLICK HERE'. The 'EAS PODCASTS' section lists two podcasts: 'EAS Nutrition Podcast with Matt Hasselbeck' (Posted 10.13.08) and 'EAS Nutrition Podcast with Jen Perez' (Posted 09.09.08). Each podcast entry includes a short description and a set of social sharing buttons for iTunes, RSS Podcast, MP3 Download, FeedReader, and PageFlakes. On the right side, there is a 'TEAM EAS' section with a vertical list of athletes: Ronnie Brown--Miami Dolphins, Just In Daerr--Triathlete, and Larry Fitzgerald--Arizona Cardinals. At the bottom right, there are buttons for 'NEW BOOK' and 'EAS NEWSLETTER', and a small graphic of a pen with the text 'The EAS e-newsletter'.

HOME NEWS SHOP TEAM EAS PRODUCTS ARTICLES & TOOLS COMMUNITY BODY-FOR-LIFE

Podcasts

RONNIE BROWN
THE WRECKING BALL

Don't waste your workout™
30 minutes or less 2 hours or more

SEARCH

BUY EAS PRODUCTS NOW

Myoplex Lite Bar
15 grams of protein 22 vitamins and minerals

BUY NOW!

PRODUCT FINDER
MYOPLEX LITE BAR

FREE SAMPLE
CLICK HERE

TEAM EAS

Ronnie Brown--Miami Dolphins

Just In Daerr--Triathlete

Larry Fitzgerald--Arizona Cardinals

NEW BOOK EAS NEWSLETTER

The EAS e-newsletter

EAS PODCASTS

EAS Nutrition Podcast with Matt Hasselbeck
(Posted 10.13.08)
In this month's installment of the EAS Podcast, Seattle Seahawks Quarterback Matt Hasselbeck discusses his career, his outlook for the upcoming season and what it is like to play for the Seattle Seahawks. Matt also speaks about his training and nutrition regimen and what he does to improve his performance everyday.

ITUNES
RSS PODCAST
MP3 DOWNLOAD (right click to save)
FEEDBURNER
PAGEFLAKES

EAS Nutrition Podcast with Jen Perez
(Posted 09.09.08)
In this month's installment of the EAS Podcast, EAS interviews Jen Perez, Elite Triathlete, about the importance of proper nutrition when training, routine workout techniques to stay in shape all year long.

ITUNES
RSS PODCAST
MP3 DOWNLOAD (right click to save)
FEEDBURNER
PAGEFLAKES

Sample Client 2: Alltel Wireless

The screenshot displays the Alltel website interface. At the top left is the Alltel logo. A navigation bar includes links for MYCIRCLE 500, RYAN'S FAN CLUB, and ALLEL.COM. Below this is a main menu with HOME, NEWS & EVENTS (highlighted), RACES, TEAM, DOWNLOADS, and FAN CENTER. A secondary navigation bar shows 'alltel racing | podcasts'. The main content area features a 'PODCASTS' section with a large image of a blue Dodge Charger race car. Below the image is a text block describing an interview with Ryan Newman. A podcast player is active, showing a 'PAUSE' button and a progress bar at 0:03 of 2:03. Below the player are two more podcast entries: 'Newman, Alltel Team Ready for Martinsville' (dated MAR 19 2008) and 'Alltel Team Looks To Keep Momentum Going' (dated MAR 05 2008). To the right of the main content is a 'PHOTOS' gallery with a large main image and a grid of smaller thumbnails. The gallery is titled '03/16/08 - Food City 500 - Bristol, TN'.

alltel

MYCIRCLE 500 RYAN'S FAN CLUB ALLEL.COM

HOME NEWS & EVENTS RACES TEAM DOWNLOADS FAN CENTER

alltel racing | podcasts

PODCASTS

Ryan Newman sits down for an in-depth interview with PRN host Bret McMillan. You'll hear expert analysis and inside info throughout the season. Plus, listen for surprise celebrity guests along the way.

[rss](#) [iTunes](#)

MAR 19 2008 **PAUSE** Newman, Alltel Team Ready for Martinsville 0:03 of 2:03 [> DOWNLOAD](#)

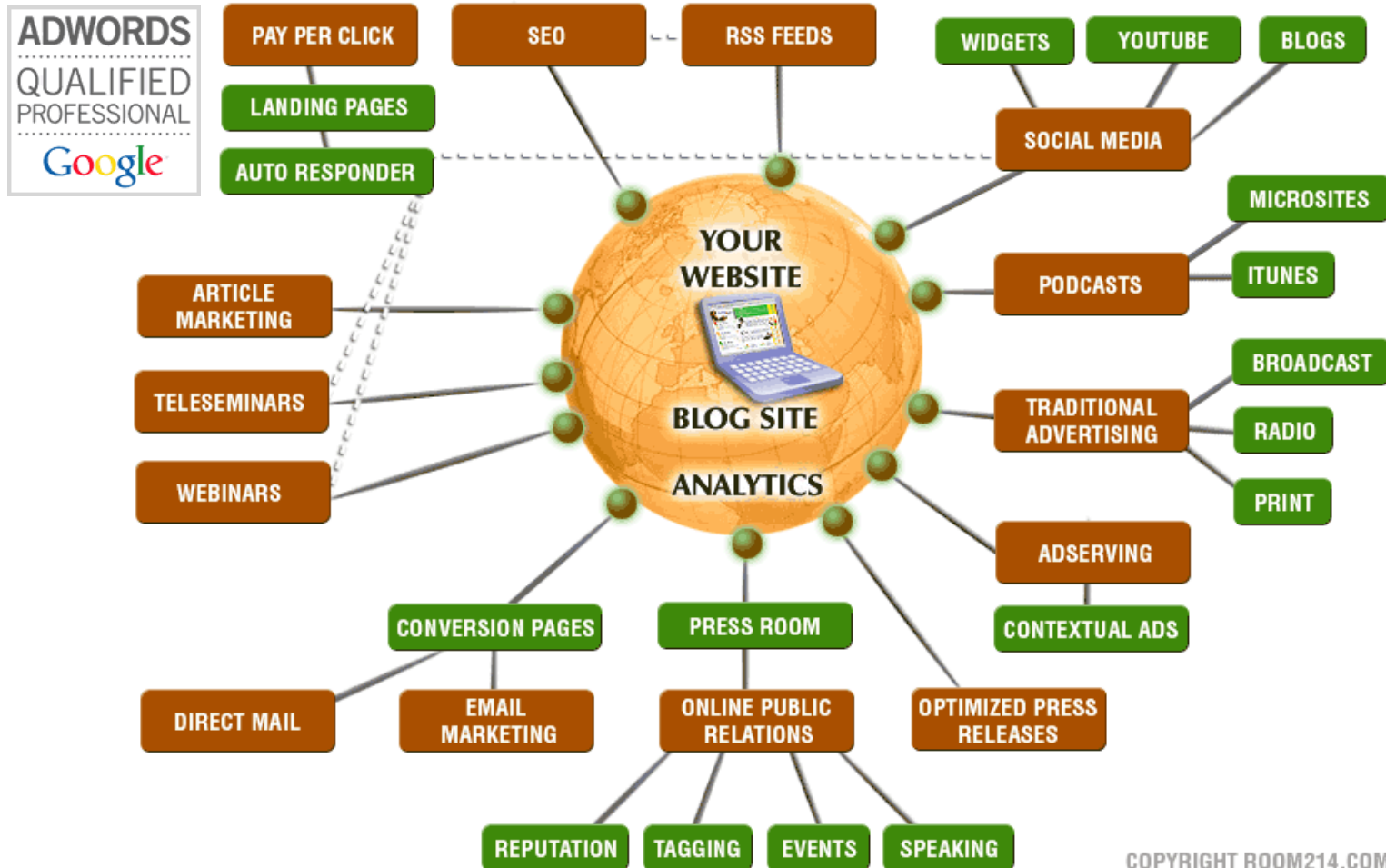
Before heading into the off weekend, 2008 Daytona 500 Champion Ryan Newman and PRN Host Brett McMillan take some time to discuss Newman's favorite track, his first car, and catch up with Alltel's newest "hire," the first-ever Chief Basketball Officer of Fans, Jeff Feller.

MAR 05 2008 **PLAY** Alltel Team Looks To Keep Momentum Going [> DOWNLOAD](#)

PODCASTS VIDEO PHOTOS

03/16/08 - Food City 500 - Bristol, TN

Big Picture View of Online Marketing



COPYRIGHT ROOM214.COM

Podcasting: Promotional Tactics

- **Google Pay Per Click Advertising:** An instant way to drive targeted traffic to your podcast
- **Optimized Press Releases:** Announce your podcasts to get 1-way links, plus guaranteed coverage on Google News, Yahoo! News.
- **Podcast Directory Submissions:** Get your RSS feed out there
- **Feature Guests or Sponsors:** Leverage the participation of influential guests, or contests tied to sponsors that will help promote the podcast.
- **Leverage Simple Social Media:** Facebook and Twitter Updates
- **Grow Your Audience through Advanced Social Media Outreach:** --
 - Key Influencer Identification Specific to Your Cause
 - Influential Blogger and Group Outreach
 - Social Bookmarking and News Site Strategies

Thank You!

Contact: Jason Cormier

866-642-1851 x101 or jcormier@room214.com

Company Website: www.room214.com

Blog/Podcast Site: www.CaptureTheConversation.com

Follow me on Twitter: www.twitter.com/JasonCormier



ReadyTalk Podcasting Package

Everything you need to get started!

Includes:

- Discounted audio and web conferencing pricing
- 5¢ audio and 10¢ web *or*
- \$39 15 user web license
- Hosted RSS feed
- Recording/Editing capabilities
- Simplified subscription page to easily capture subscribers

Contact ReadyTalk Today

800.843.9167

Or

sales@readytalk.com