



Creative Podcast Production | Storytelling | Audio Marketing Strategies



Hi. I'm Daren, Head of Content & Operations at Pod Paste.

You should trust me because

I've done a lot of cool things in Audio & Podcasting.



# How To Create Great Audio Content From Home?

## Three Lenses

- 1. How Audio is Produced Remotely
- 2. How To Read The Numbers
- 3. Why Audio Content Works
  - \*In Particular - How It Can Work For Your Brand In The Future + How To Frame The Messaging\*



# Part 1. How Audio Is Produced Remotely



## ▶ Similar To Other Content Mediums Process

- Planning
- Ideation
- **\*Recording\***
- Editing
- Publishing/Marketing



## ▶ Recording.

High end podcasts record in nice studios  
Indie/DIY Podcasts record in home or offices  
Covid-19 created a hybrid



## ▶ Bonus Audiophile Sound Tip

High-quality sound isn't best achieved by an expensive microphone  
It's the recording room and space  
We created a video, blog and podcast about this misconception here





# What Pod Paste Is Doing In Australia

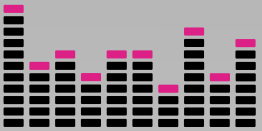
## Our Systems Are Remote

- Due to nature of clients & contractors
- Clients had to pivot
  - Events company turned into a podcast
  - Remote recordings
  - Sending gear to guests for web video call interviews



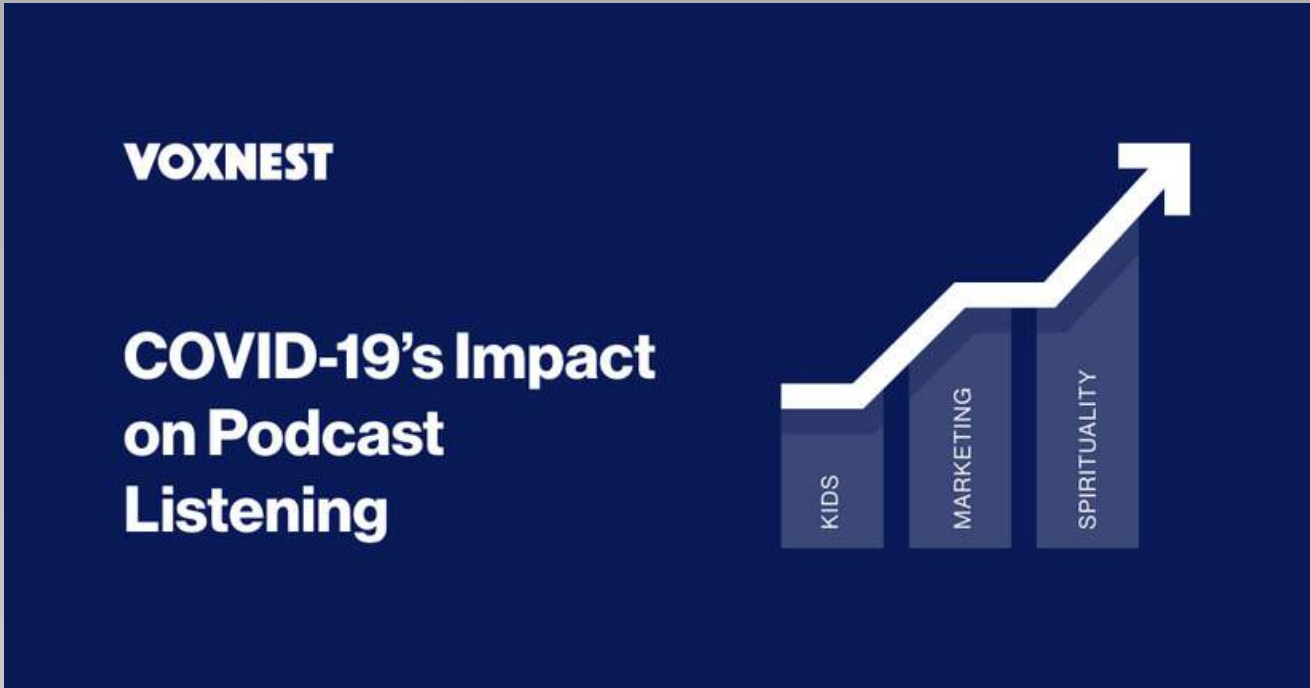
# Part 2. Metrics & Listenership

- ▶ **Did Numbers Go Up or Down During Covid-19?**  
Globally listens went up by 42%  
 Zooming in, there is more to the data  
 It all depends on the genre and your brand

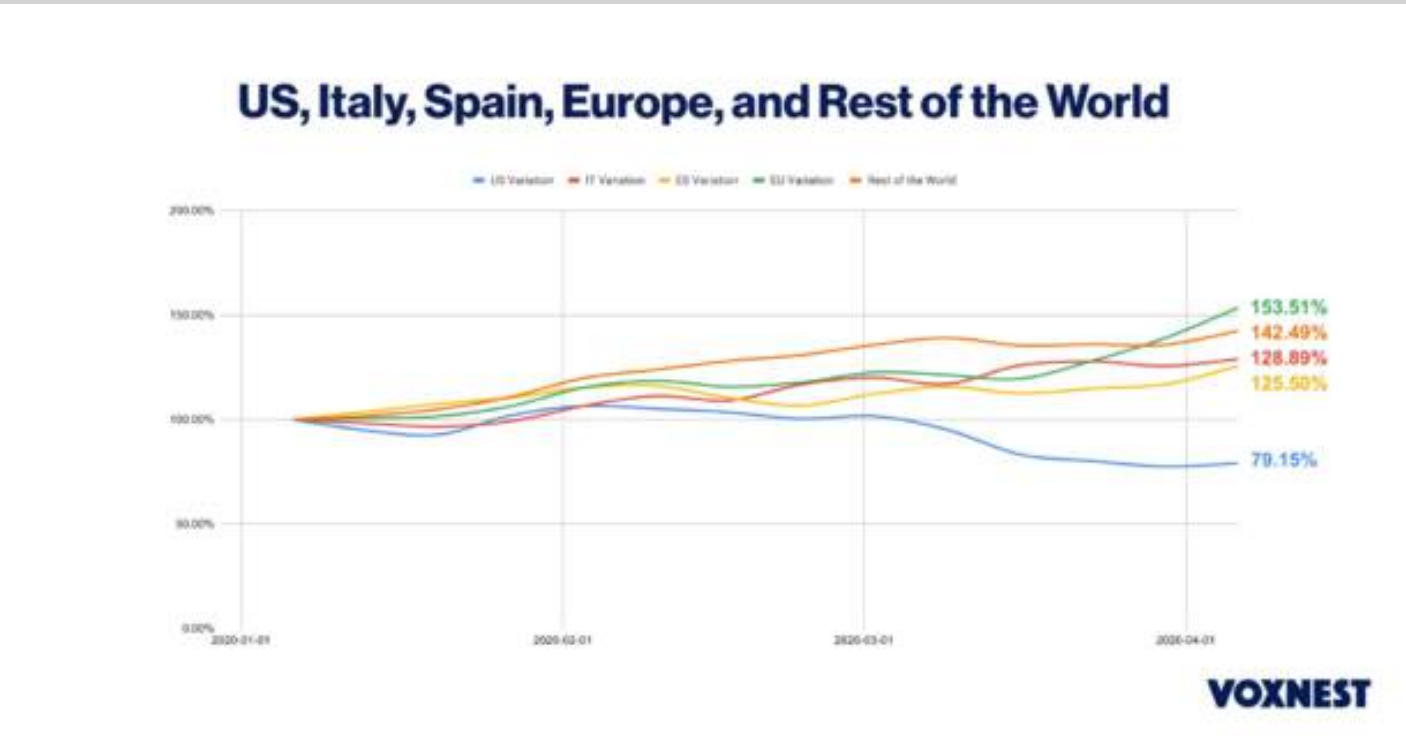
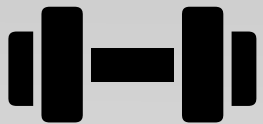


- ▶ **Podcast Categories Growth During Covid-19**  
***DIRECT LEARNING***

- Kids & family
- Politics
- Science
- Medicine



- ▶ **Related Learnings**
  - Health & fitness
  - Spirituality
  - Self-Improvement
  - Design
  - Society & culture



- ▶ **Escapism**
  - Comedy
  - Fiction
  - True Crime
  - Food
  - Music Interviews/History



## ▶ Downloads Don't Clearly Track Success

- Doesn't account for niche shows and genres
- Marketing limitations of the podcast

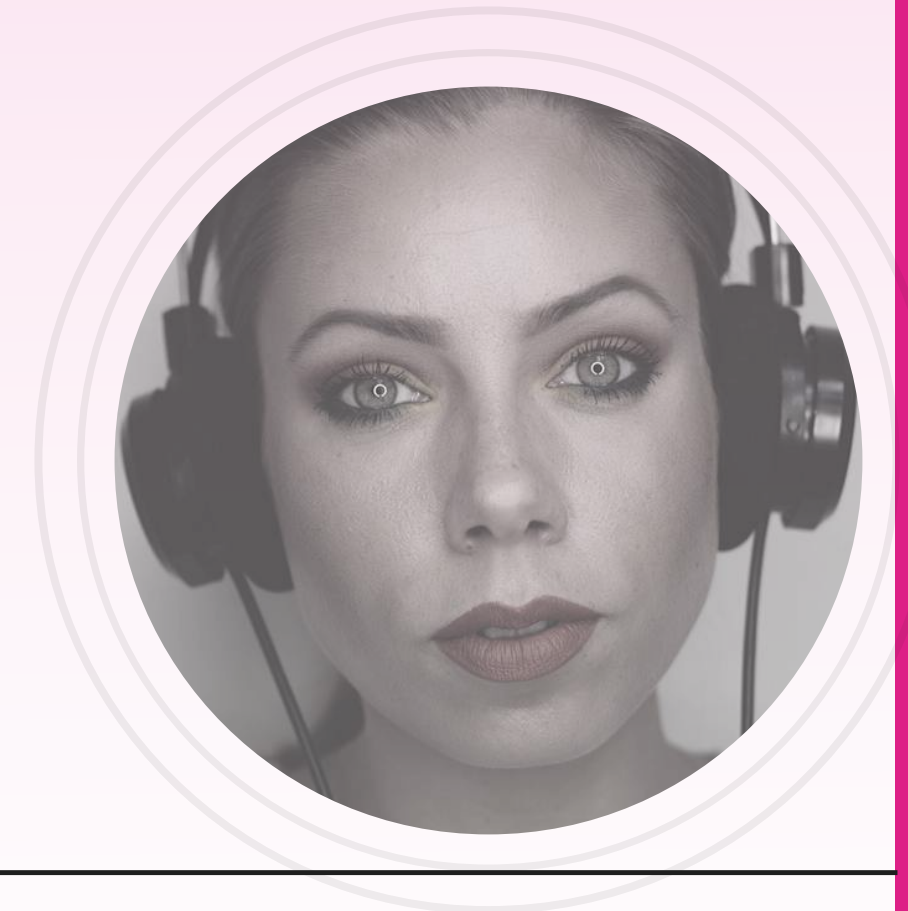
## ▶ The Best Metric To Use In Audio

- Average Consumption Rate (Stitcher)
- Episode Completion Rate (Spotify)
- This is how long the listener is engaging with the content

## ▶ Audio's Engagement > All Other Content

- Long form nature of audio is its strength
- Trust in the host, podcast, and brand
- Deeper reach = more sharing
- The cycle continues
- Quality over Quantity

# Downloads And Listens A One Sided Story



# Part 3. Why Audio Works & How To Frame The Message

## Passive Content

- People can listen while doing other things
  - Cleaning the house
  - Working out
  - Commuting

## Evergreen Content

- News sources are over-reporting
- Leaves other brands "speechless" with no direct Covid-19 relation (Non-health, medical, or politically related)
- Not saying anything makes you tone-deaf or insensitive
- Evergreen vs Topical/Timely
- Podcast value is back catalogue

## Change The Copy

- This American Life example - They changed their introduction to tie in with the podcast theme's stories
- Story themes are universal and timeless
- Other podcasts are using dynamic ad insertion technology to change introductions, endings and even transitions





# Audio Is Finally Getting Respect



## Advantages

- Small file size
- Self-Isolation is in its DNA
- Modern technology benefits it



## Affordable

- Low cost
- Convenience
- Still a high quality product



## Stand Alone or Supporting

- It's a great medium by itself
- Also pairs well with a full stack of content
  - Words
  - Video
  - Images



Audio is no longer the black sheep of media!

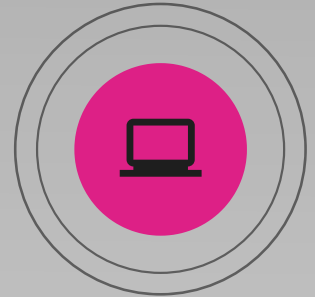


# Thank You

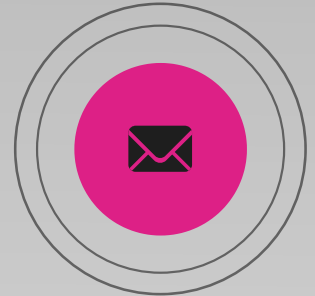
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