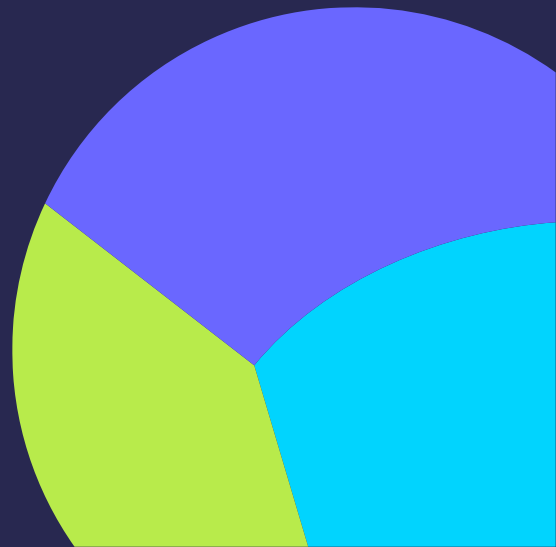




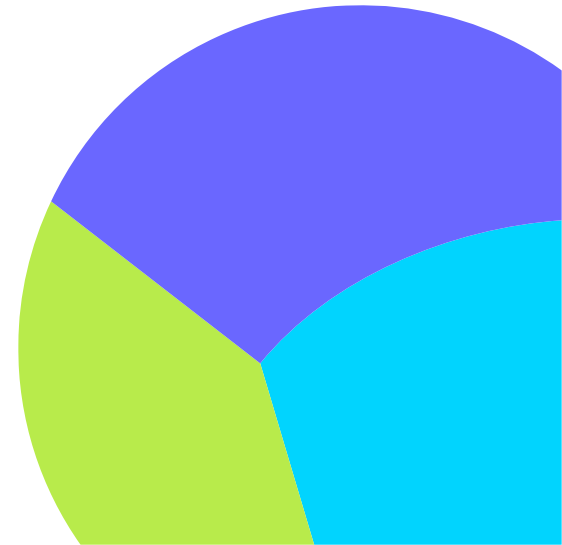
# Podcasts

## Lesson 4



# In this lesson?

- Why podcasts?
- Our podcast strategy
- What we are trying to achieve + measure
- Alternative podcast strategies



# Why podcasts?

- Podcasts, like live events, are another way for you to stay top-of-mind by offering valuable content to your audience repeatedly
- Again, like live events, podcasts offer a big content pillar that you can break up, distribute and reach thousands of buyers post-recording
- It's also a channel people can use in their downtime or commute. You don't just need to reach people during business hours!
- You can use your podcast as an 'in' to start building relationships with companies you might wish to do business with in future.





# How we use 'The Loop' Podcast



## Stay front of-mind

Use the podcast to keep Cognism front-of-mind with buyers.

- Serve relevant, helpful content that builds affinity between our brand and buyers

## Content pillar for media machine

Weekly episodes recorded and distributed across:

- Blog
- Organic social snippets
- Paid social snippets
- YouTube
- Newsletter

## Break into target segments

Invite high-profile guests from target segments on to speak.

- Use their status to attract similar profile listeners
- Leverage their network to help promote the podcast/attract attendees

## Spark conversations related to our narrative

Have guests on to speak on topics within our realm-of-relevancy:

- Guests spread and give credibility to our POVs
- Build more emotional connection with listeners



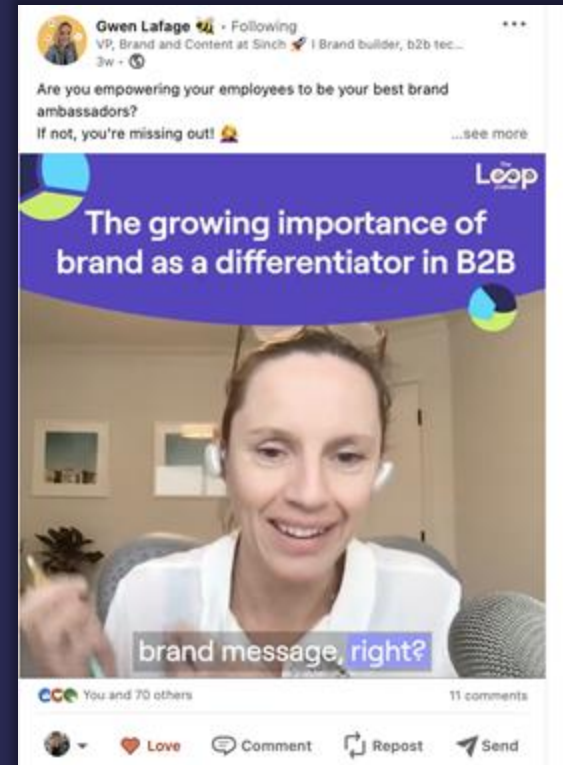
# Tips for building a podcast

We want as many people from our ICP subscribed and listening to weekly episodes as possible. So we want to produce episodes they want to listen to. A big part of this is working with interesting guests.

We cherry pick our guests from organisations that look similar to our ICP - we choose the guest first, and then suggest subjects from within our narrative that they're comfortable talking to. The guest is the strategy.

We maximise our reach by utilising our guests network - asking them to share the episode.

We create short video snippets of key takeaways from the episode for company page, guest and host to share.



# What are we looking to achieve?

# What are we measuring?

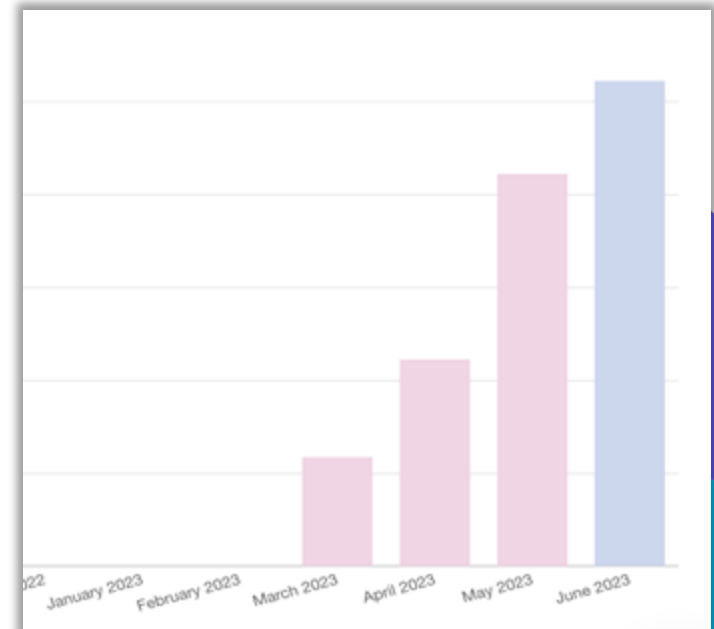
## Engagement

Similarly to our live events, we want as many people from our ICP subscribe, listen and engage with our podcasts weekly. So we track:

- Monthly downloads
- Top performing episodes
- Social engagement
- Qualitative feedback

## Business impact

- Mentions in self-reported attribution
- Mentions on demo calls



# Alternative podcast strategies

## SME led podcast:

- Rather than a guest-led approach, as we have with the Loop Live, this podcast is hosted usually by one expert/SME.
- This SME becomes the face of your podcast and the aim is often to build more of a community around that host.
- They offer valuable advice or information to target customers.
- The podcast helps build the profile of the SME and vice-versa.

## “ABM” Approach:

- Use your podcast as a way to actively engage contacts at target accounts without selling to them
- Invite them onto the podcast to build relationships and have relevant conversations that build awareness and affinity
- You can then ‘multi-thread’ through their organisation by asking them if other relevant contacts would be interested to contribute to other content e.g. newsletter



# Your next lesson: Organic social

