

# PODCAST POWER

February, 2018

## Spotify Announcement!

### Workforce180,LLC adds Spotify to it's growing list of podcast distribution directories!

Spotify is a music, podcast, and video streaming service launched in October 2008 with over 140 million users.

Our hosting service has now partnered with Spotify to increase distribution and reach. The Spotify app has been downloaded over **100 MILLION times**, and is available on desktop and mobile devices. We will be working to get your podcast approved for their directory so new listeners can search for your podcasts!



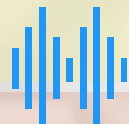
#### Podcast Pro: tips and tricks

This month's pro tip is **Podcasting for Brand Awareness**

Increasing Brand Awareness through Podcasting is both smart and effective, WHEN it is done right. Think of your podcast as an information sharing platform, rather than a sales pitch or advertisement. Use your podcast to show your expertise and establish industry authority. Entertain and inform your audience, to build a trust that will eventually become a hallmark of your brand.

For more on Podcasting and Brand Awareness check out the blog post below!

[Click here!](#)



#### Podcast Pick : episode of the month

This month we are featuring a great episode from the **The Dignity Of Work** podcast!

In this episode George Iranon, CEO of Career Path Services, compellingly and clearly discusses the power of OJT, or "on the job training". He provides tips on how to maximize on the job training and achieve success.



[Click here for the full episode!](#)



#### Customer Benefits: 2018 Promo!

Enjoy a 25% discount on ALL staff enrollments to Workforce180 national webcast series throughout 2018!

Promo code: **PP2018**

**\*Client must contact us and provide the promo code to receive discount to each webcast series. Partner webcasts are not eligible for discounts.**



#### New Customer Spotlight!

Welcome to our newest podcast customers.

- Department of Education Services, Washington,DC
- Southwest Ohio Region Workforce Investment Board, Cincinnati, OH