



PODCAST POWER

March, 2018

It's not just Podcasting, it's Adapting!

There are many factors behind the growing success of podcasting, but most prominently is how intrinsically podcasting culture fits into today's society. Our cultural values are centered on immediacy. We like minute to minute updates, right at our fingertips. Podcasting is the perfect match for these values because it provides information that is easy to update, easy to access, and easy to multitask with.

easy to use - portable - information at our fingertips

You have already recognized its potential and jumped on the podcasting bandwagon, so kudos to you! Now let's make sure you are completely aware of just how relevant podcasting is, and the many ways it can be used to leverage your business.



- **Podcasting and the rise of Smart Speakers:** The ability to play podcasts with smart speakers is a huge opportunity for the podcast industry. The value of a podcast subscription goes that much further with the ability to play episodes with simple voice commands. It seamlessly fits into our hands-free, technology dependent lifestyle.



- **Spotify Streaming:** Spotify is the leading video and music directory available for free and for paid subscription. With podcasts now listed here, potential podcast listenership has increased exponentially.



- **Google Analytics:** In 2017 a new version of Apple's podcast app rolled out that provides basic analytics to podcast creators. It includes the ability to see when podcast listeners play individual episodes, what part of each episode they listen to, which parts they skip over, and when they stop listening to the episode.



- **Niche Genres and Topics:** From entertainment to news, to sports, and even science, there is a podcast market for any genre, industry, topic, hobby, and trend. This individualized and specific platform has a potential program for any person in any topic they are interested in hearing about.

We are storytelling and communicating better than ever with this medium that fits our lifestyles and our thirst for info!



NAWB Forum: Podcast Zone

We are so excited to head to DC at the end of this month for the NAWB Forum! Make sure to visit us at the **Podcast Zone** and do some recording on site!

Click [HERE](#) for more info and to register for an interview appointment!



Download 180Podcast!

We are really proud of our Follow The Leader Series featuring inspiring business leaders. Catch the latest episodes by clicking the icon above!



New Customer Spotlight!

Welcome to our newest podcast customers.

- Madera County Workforce Investment Corporation
- WorkSource Coastal