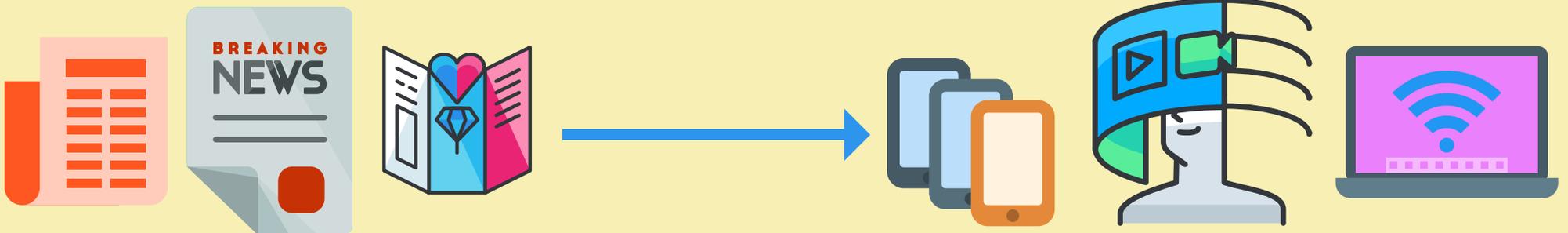




# PODCAST POWER

May, 2018

## That Was Then, This Is Now!



Brochures, pamphlets, flyers, posters...we all had them. But with technology constantly changing and evolving, the way we communicate is shifting as well. Information sharing is faster paced than ever and your marketing techniques must be able to keep up.

Enter **PODCASTING**. The audio information sharing platform that shifts as fast as you can hit record. **THIS is NOW.**

### 2018 Podcast Statistics

- According to recent statistics; there are over 525,000 active podcast shows and over 18.5 million episodes
- 44% of the US population has listened to a podcast
- 49% of podcast listening is done at home
- 31% of podcast listening is on the computer while 69% of listening is done on a smartphone
- 94% Podcast listeners are very active on other social media channels
- Podcast listeners listen to an average of 7 different shows per week



Google has a new podcast strategy that aims to double audiences worldwide. Podcasts will soon show up in Google Searches alongside the text, image, and video results you are used to seeing. Audio SEO will allow keywords from your episodes to be searched and found through the Google search engine! This REALLY changes the game and makes podcasts a viable source of information on any topic!

[READ MORE](#)

### So What Does This Mean For Workforce?

Whether your target audience is jobseekers, workforce professionals, or fellow employees, a podcast helps you engage, educate, and share with consistency.

Discuss upcoming projects, market future events or resources. Get your community excited and engaged.

Podcasts are consistently proving their efficiency in communicating information to a desired audience. The portable audio format is what we crave in our multitasking, chronically plugged in society.

Don't fight the technological and social age. Join it! As you can see from the statistics above, your audience is very likely to already be listening to a podcast. Become a part of that space and connect on a whole new level.



### New Customer Spotlight!

Welcome to our newest podcast customers.

- Workforce Board Lehigh Valley, PA
- Santa Clarita Valley Economic Development Corporation, CA

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