

The
6P'S
of Podcasting

A quick & easy start-up guide for
the corporate podcaster.



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Introduction

Unless you've been hiding, you're already aware that podcasting is a huge trend with no signs of slowing. The latest research shows that 44% of Americans listen to podcasts, averaging 6 hours and 37 minutes per week per listener. That's almost a full work day just consuming podcasts!

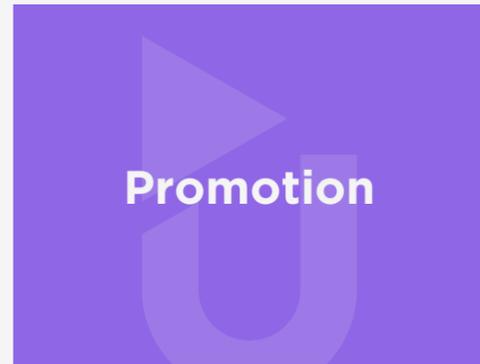
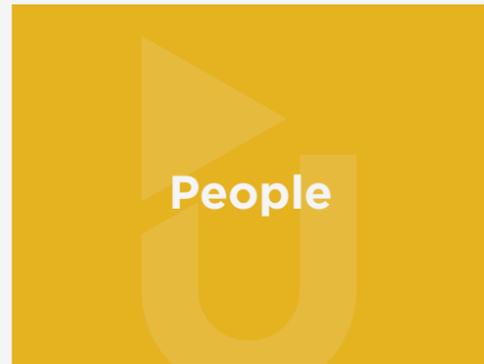
It's no wonder that creative types and businesses alike are keen to leverage this popular medium to reach new audiences or communicate in new ways. But can anyone start a podcast? How hard is it?

The short answer is: It's easy! Anyone can do it. While the contents in this eBook are geared towards enterprises who are using podcasts for strategic communications, the 6 P's in this guide can be used by anyone to plan your approach to podcasting.



The 6 P's of Podcasting

An Overview



People

When you're just getting started, the entire team might consist of only you wearing many hats. But as you gain traction, your success with podcasting will likely require a dedicated team with specialized roles. As you plan, it helps to know the types of team members who will need a seat at the table. What titles do they typically have? What skills do they need? What are their typical roles & responsibilities? What motivates them? How will they measure success? Here are the most common categories of stakeholders and the roles they play in the success of your podcast.

Stakeholder Profiles

Identify the people who need a seat at the table.



Executive Sponsors

These are the people who underwrite your show and/or allow it to exist. Maybe they fund it directly, or maybe they simply give you permission to spend time on it. What all investors have in common is that they expect a ROI. This return may be monetary (e.g. cost savings, revenue, or another performance goal), or perhaps it is cultural (e.g. reach or engagement). Either way, the KPIs should be measurable and map to a larger business strategy or priority.

Titles: C-suite, SVPs, Executive Directors

Cares about: Clear KPIs that support defined business priorities.

R&Rs: Monthly/Quarterly updates and/or feedback



Producer / Creative Team

These are the ideators and makers who are great at translating what needs to be said into the best way to say it. They brainstorm content ideas, come up with innovative ways to engage the audience, make the content, and release it according to a schedule or editorial calendar.

Titles: Producer, Audio Engineer, Editor, Creative Director, Content Manager, Host

Care about: Quality content, listener feedback

R&Rs: Show & Episode Production and Distribution



Strategist

These are the messaging mavens who are looking for new or better ways to reach or engage their audience. They translate company goals into communications objectives that are observable and measurable. Sometimes, they will take an active role in content creation; other times, they will brief a creative or content team. But their driving motivation is to ensure their message gets through and has the desired impact.

Titles: Communications, Enablement, Engagement or Strategy

Cares about: Correct Message, Reach, Listenership, Frequency, Engagement

R&Rs: Key Message Definition, Editorial Calendar, Creative Briefs



Audience

Treat your audience as part of the team! Done right, your audience strategy shouldn't merely be about acquiring listeners. It should be about creating feedback loops between you and your audience. How will you create participation and engagement? Your audience isn't just someone you make content *for*; they should be thought of as part of the creation team.

Titles: Employees, Partners, Customers

Care about: Easy access, helpful content, good use of time

R&Rs: Tuning In, Commenting, Sharing, Participating, Benefitting

Team Communications

Define the KPIs that matter for each stakeholder.

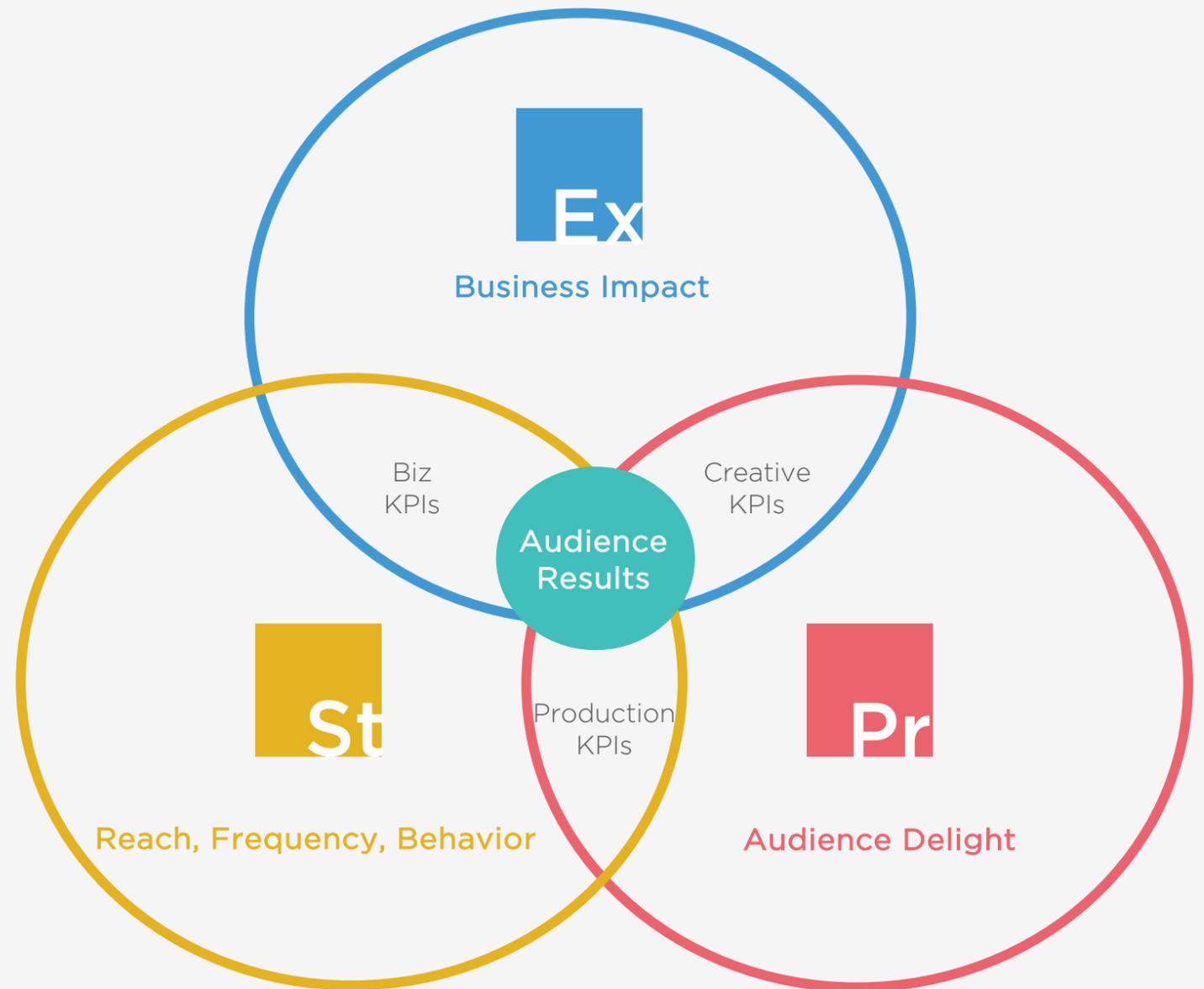
If the stakeholders from the previous page are the parts that make up a high-performing podcast team, then effective communication between those groups is the oil that greases the skids. Each stakeholder group cares about something a little different. The creative team wants to delight the audience; the communications team wants to elicit a certain behavior from the audience; and the executive team wants to be sure those behaviors have the desired business impact. At the center of all these groups is the audience itself, with all stakeholders united in their desire to nurture the audience, but each with a slightly different lens as to what that means.

As a result, communication between teams will benefit from clear, shared KPIs based on mutual interests.

Business KPIs: Net impact of audience behaviors

Creative KPIs: Content’s ability to drive behavior

Production KPIs: The cost and speed of content



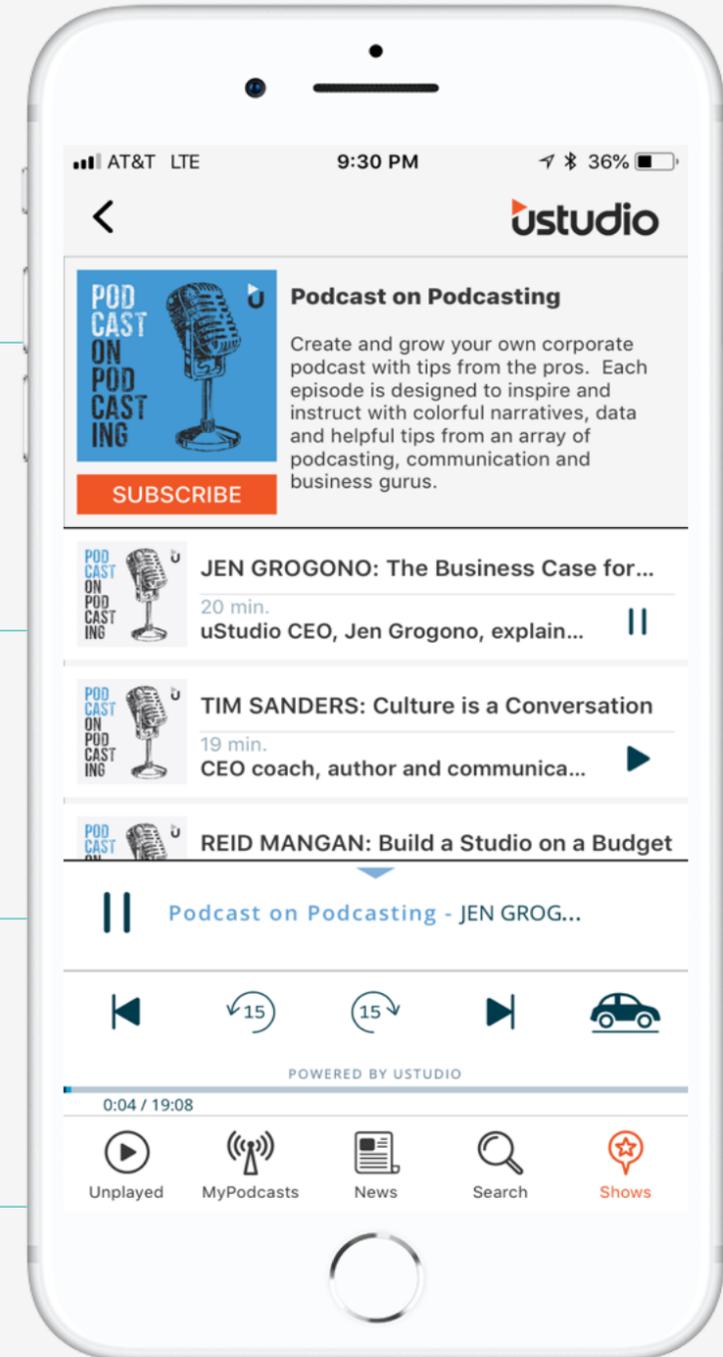
Programming

Your company's content calendar probably already includes channels such as web, email, blog or social. Now with podcasting at your disposal, you have a unique new way to distribute audio and video messages to your audiences. Programming your podcasts is a cinch. Podcasts can simply slot in to your editorial calendar next to the other content you are already producing to expand your messaging reach, frequency or engagement. Just make sure you know the correct terminology, clearly define your target audience, and provide a clear brief to the production team.

Podcast Terminology

Standardize channel, show and episode definitions across the team.

<p>CHANNEL</p>	<p>A set of users and/or a group of people with shared attributes.</p>	<p>e.g.</p>	<p>Business Units Job Function (e.g. Sales Rep) Regions (e.g. EMEA) Departments (e.g. Marketing) Interest Groups (e.g. Agile)</p>
<p>SHOW</p>	<p>A multi-episode series contributing to a thematic whole.</p>	<p>e.g.</p>	<p>Weekly Sales Round-Up Women in Tech Customer Success Stories CEO Forum</p>
<p>EPISODE</p>	<p>A single installment of a themed show.</p>	<p>e.g.</p>	<p>Timeline-driven (daily, weekly) News-driven (launch, announce) Guest-driven (who's who)</p>



Creating a Show

Write a simple creative brief.

Strategist

- Target Audience
- Content Objective
- Desired Outcome
- Key Messages to Convey
- Publishing Frequency
- Editorial Calendar & Themes
- Budget
- Legal restrictions (if any)



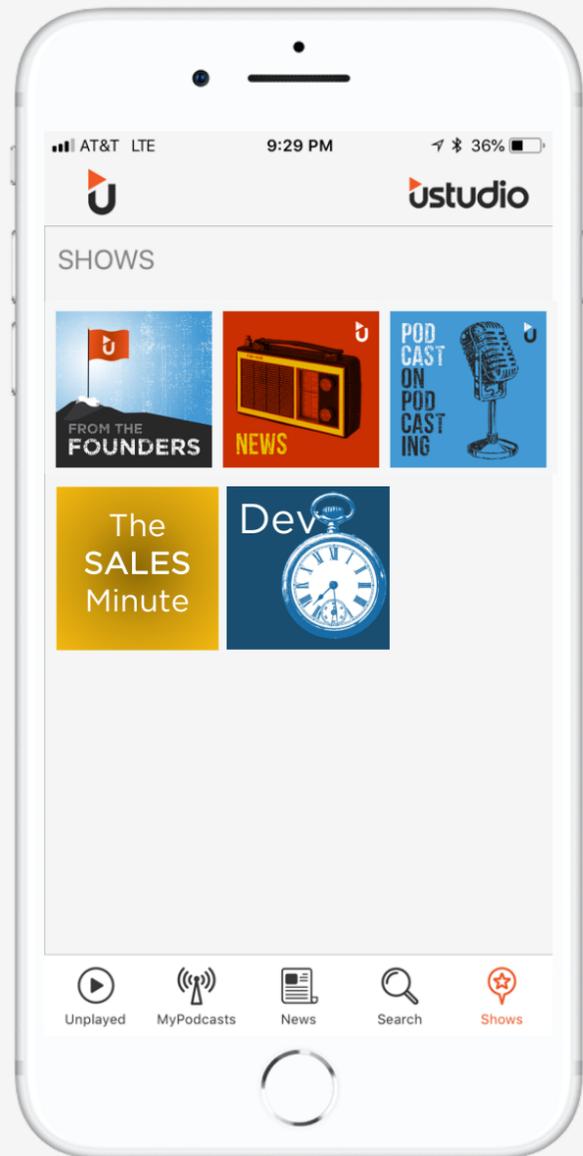
Creating a new show can be as spontaneous as hitting record on your phone, or it can be a planned affair between a strategist and a production team. If the latter use these checklists to help guide roles and responsibilities.

Producer

- Show Name & Description
- Show Identity & Graphics
- Format, Style, Tone Details
- Quantity & Length of Episodes
- Talent Requirements
- Location & Tech Requirements
- Theme Music
- Production Calendar

Planning Multiple Shows

Make an Editorial Calendar.



PODCAST SHOWS					
Audience	ALL	ALL	MARKETING	SALES	ENGINEER
Frequency	Monthly	Weekly	Biweekly	Daily	Weekly
Length	10 min	7 min	15 min	3 min	20 min
Release Day/Time	Last DOM	Mon	Wed	Daily 7am	Fri 3pm
Format	Video	Audio	Audio	Audio	Video

Production

Production practices vary widely and can consist of simple audio recordings to carefully-crafted audio or video pieces with studio-quality sound. Several factors influence production including the type of show you're making, availability of space and budget, and the unique constraints of individual episodes. Remember that audiences will always choose a great story with average production quality over an average story with great production quality. So, don't lose sleep trying to make perfect-sounding episodes; the main focus should be nailing those great stories or key messages. If you do that well, the rest will fall into place.

Producing an Episode

Keep this checklist handy and review it before recording each episode.

1

Pre-Production Checklist

- Production Brief, Budget, Timeline
- Guests & Locations Booked
- Episode Research
- Gear Tested & Ready

2

Production Checklist

- Capture Main Action / Audio
- Ask Guests for Referrals & Co-promo
- Tease Future Episodes
- Grab Social / Promotional Material
- Go Off Script / Get Outtakes

3

Post-Production Checklist

- Transcripts
- Pick-Ups (if needed)
- Creative Reviews & Approvals
- Legal Reviews & Approvals
- Archive Raw Footage-> Final Cut



Ask your uStudio rep for the [Podcast Gear Guide for Every Budget.](#)

Publishing

A good publishing workflow can make or break your podcast operation. This is true if you are a one-man-band, but it's especially true if content is being produced across teams and departments. Without proper planning, things can get messy quickly. But there are a few simple things you can do to ensure you get speed, scale and high-performance. These include designing and communicating a clear workflow and standardizing processes across teams so that everything from file naming, to tagging, distribution and archiving is done uniformly. The small investment up front to define a process can save a lot of pain and lost productivity later.

Designing a Workflow

Create a simple how-to guide that documents each of these steps.



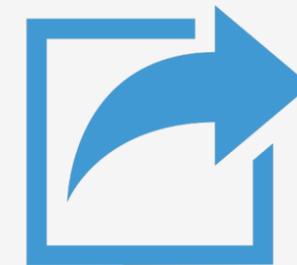
Creating a new show

- Naming your show (title, description)
- Uploading show/episode graphics
- Audience access/permissions
- Administrator access/permissions



Creating a new episode

- Uploading a new file
- Naming your file (title, description)
- Tagging your file
- Adding links to your episode
- Adding graphics files



Publishing an episode

- How to publish
- How to unpublish / recall
- Modifying a published episode
- Updating metadata
- Retiring / Archiving old episodes



Ask your uStudio rep for the [Quick Start Guide to Podcast Publishing](#).

Promotion

Getting a podcast up and running can feel like a victory in itself. When your first episode goes live, it's certainly a milestone to celebrate. But the release of a single episode does not an audience create. Promotion of your podcast is one of the most important – and most overlooked – steps to audience engagement. Letting people know you exist, incentivizing content sampling, and monitoring your listenership numbers early on will be important to gaining traction. The good news is: it's much easier than it sounds. Here are a few tips and tricks to help avoid the “if you make it they will come” mistake.

Attracting an Audience

Try these tricks for building awareness and engagement.



Announcing Podcasting

- CEO announcement
- Townhall presentation
- Email Blast
- Signage (Digital/Physical)
- Human Signage
- Launch Event & Swag
- First ### downloads get...



Announcing New Shows

- (the previous list +)
- Email Blast
- In App Banner Announcement
- Auto Subscribe
- First ### listeners get...
- First ### shares get...



Announcing New Episodes

- In App Notifications
- Auto-add to Unplayed List
- Teasing future episodes in current episodes
- Reliable release cadence (e.g. weekly on Thurs 10am)



Ongoing Engagement

- Leaderboard w/ prizes
- Reward for # of episodes or mins
- Guest spot on episode
- Ask for feedback/comments
- Read comments on air
- Contests

Tracking Audience Growth

Use these simple dashboards to keep a finger on your audience pulse.

Pulse Metrics

AUDIENCE GROWTH.

Growth in Active Users, Avg Min/User

SHOW APPEAL.

Growth in Avg Plays/Episode, Avg % Consumed, Repeats, Shares, Total Plays, Total Minutes

EPISODE APPEAL.

Top Episodes by # Plays or % Consumed, Shares

OVERALL ENGAGEMENT.

Growth in Total Plays, Episodes/User, Total Minutes, Minutes/User

CONVENIENCE.

Device Type, Time of Day



Profit

Executive stakeholders need more than feel-good content to appreciate the value of a podcast program. They need evidence that demonstrates how podcasts impact business goals such as revenue, cost-savings, productivity or cultural change. Providing monthly or quarterly updates that tie content performance to business objectives will keep executives excited about the power and potential of this medium. To determine the profitability of your content, start by understanding the business objective, and then identify the key metrics you need to track to show impact on that objective.

Outlining Business Objectives

These are just a few business goals that podcasting can impact. Identify yours.



REVENUE

- Increased sales
- Increased customer satisfaction scores
- Increased Net Promoter Score from customers



COST-SAVING

- Increased first-call resolution for service calls
- Reduced time-to-resolution for service calls
- Reduced employee churn
- Increased employee referrals for open job reqs



PRODUCTIVITY

- Reduced onboarding / ramping time for new employees
- Reduced training time for new products
- Reduced time to first revenue for new sales employees
- Increased engagement from remote employees
- Increased productivity from field agents



CULTURAL

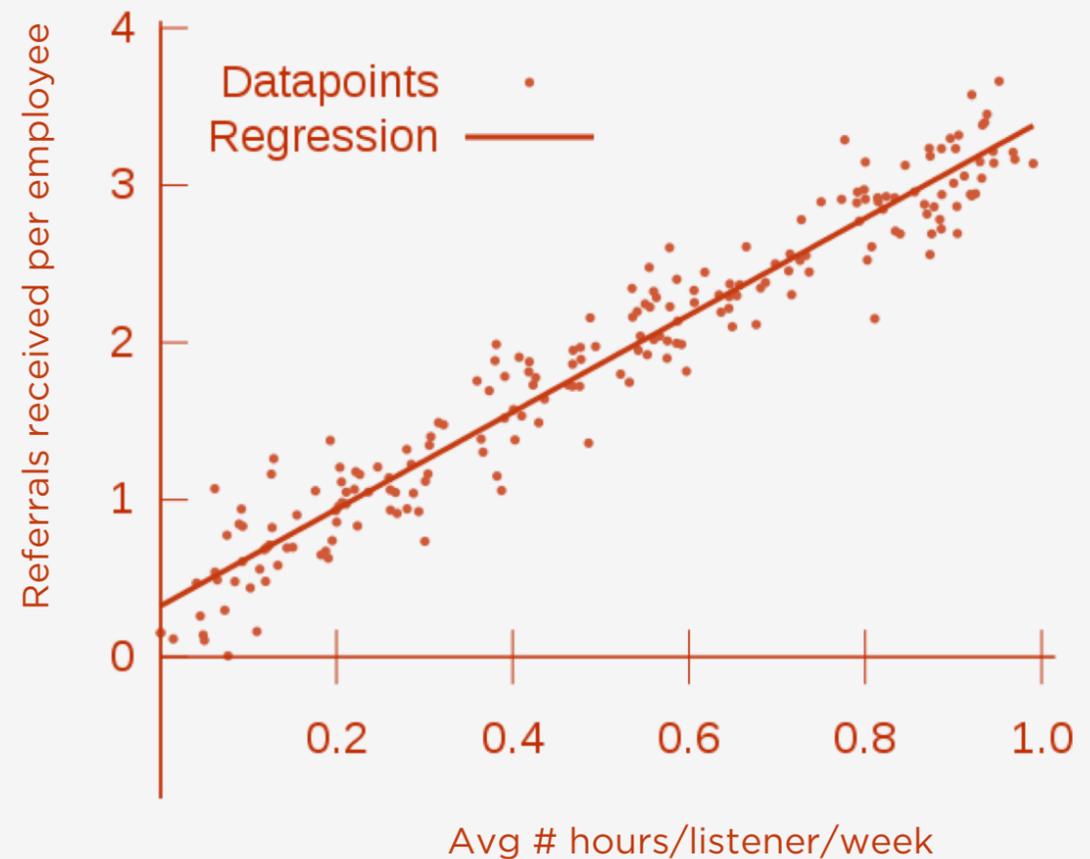
- Higher Net Promoter Score from employees
- Increased understanding of organizational programs/priorities
- Improved diversity & inclusion scores
- Increased feeling of shared company culture / identity
- Increased confidence / trust in leadership
- Increased “promote from within” scores

Measuring Business Impact

Export and analyze your data.

Example: Podcast Impact on Employee Referrals

Impact is the relationship between your content and the business objective. One easy way to express this is with a simple regression analysis. These are easy to construct with a quick data export from uStudio. The example to the right illustrates the relationship between podcast consumption and employee referrals. The X axis shows average number of podcast hours consumed per listener per week. The Y axis shows number of referrals received for open job reqs per employee per quarter. The regression line demonstrates a strong correlation between increased podcast listening and increased employee referrals. You can take things a step further by estimating how much money each incremental referral is saving the company in candidate search expenses or faster time-to-hire.



Calculating ROI

Use a simple calculator to show financial gains.

Example: Podcast Impact on Field Rep Productivity

The ROI Calculator example to the right illustrates the total organizational impact of podcasting on a core business metric: sales productivity. It estimates the financial gains from reclaiming “windshield time” – the productivity lost when field agents are driving or in transit. You can use a calculator like this one to estimate the impact of your podcasts. Simply identify the metric you are trying to influence and the key input variables, and voila! You’ve got a solid business case for podcasting that your executives will appreciate.

Sample Organization		
# of Field Reps	10,000	
Avg Annual Cost Per Field Rep	\$ 100,000	
Field Rep Productivity Loss Due to Transit	UNIT ECONOMICS (per Rep)	TOTAL (all Reps)
Avg Time in Transit (Hrs/Week)	10	100,000
Avg Time in Transit (Hrs/Year)	490	4,900,000
Avg Hourly Cost per Field Rep	\$ 48	\$ 478,927
Avg Weekly Productivity Loss	\$ 479	\$ 4,789,272
Avg Annual Productivity Loss	\$ 23,467	\$ 234,674,330
Reclaimed Productivity Due to Podcast		
Podcast Play Time (Hrs/Week)	1	10,000
Podcast Play Time (Hrs/Year)	49	490,000
Reclaimed Productivity (\$)	\$ 2,347	\$ 23,467,433



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