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Client Podcast uses

- Employee Communications
- Customer/Employee Education
- Marketing (including PR/CSR)



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Ensuring success

- ROI
- Don't 'wing it' – not improv
- Audience 'CTA'
- Branding - style, voice, music



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Client examples

- EUFIC – Dr Jo Wills
- CIT – Michael Grant (video)



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Marketing Environment

- Traditional media in fast decline
- Global economy – Global Village
- Fragmented information access
- Reducing ‘attention span’
- Time shifted audience consumption
- Reduced deference
- Lower trust of PR, politics and ‘spin’



Marketing - WOM

- Small World Experiments (Milgram)
- 150 (Dunbar)
- Connectors & Advisors (Gladwell)



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Marshall McLuhan (1911 –1980)

- Not so much the message as the messenger that is sent
- Global village
- Global tribe



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CIT ROI analysis

- 636 members
- 49% 'response'
- 1010 'plays'
- CPP = 52p



ROI CTA 'drill down'

- 62% Took Action (eM = 20%+)
- Analysis
 - 87% Activities
 - 72% Project updates
 - 65% Strategy
 - 28% Hall Team



'WOM' champions

- 1.5% 10+ contacts (Highest = 21)
- 3.2% 5 – 9 contacts
- 5.7% 2 – 4 contacts
- 89.6% Nothing



Key to success

- 1% and 5% Club Members
- Innovators & Early adopters (Moore)
- Connectors (Milgram & Gladwell)



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Thank You