

Podcasting: what is it?

Podcasting got its start on the web, basically by using audio and making shows only utilizing recording topics in audio. It became self-evident that podcasting was the wave of the future for various reasons. One of the big reasons for podcasting was that you could take the podcast with you and listen to it or consume it when it was convenient.

Unlike television, which is scheduled, which makes you reorient your world around the television schedule to view your favorite program, podcasting is mobile. Podcasting allows you to take the podcast with you, wherever you go, on your mobile devices, and listen to it when you want.



Podcasting can be both Audio or Video

This is very powerful because if you want to listen to a podcast, you're more apt to agree with it and even purchase from it, in contrast to having to listen to a show based on someone else's schedule. People search for podcasts to download to their iPods, iPhones, mobile devices, and take with them to the gym or their commute.

Podcast shows or genres started to crop up all over the place. Many struggled with the format of the show but never the content. There are now podcast shows on gardening, vegetarian cooking, and even needlepoint. Some of the shows have even made money, where others serve a different purpose altogether.

The most important aspect of the podcast is that you are trying not to sell something. It's not a commercial but rather an educational tool, at least from a consumer standpoint. This historically got started and has continued to this day; if the consumer smells that a podcast is really a slick infomercial, they will remove the show from their podcast list.

Podcasts essentially create a relationship between you and the listener. You become a subject matter expert (SME) about whatever topic it is you are podcasting. When the listener needs your kind of expertise, because you have established yourself as a subject matter expert and a subject matter leader, they will contact you before anyone else. You also tend to become a miniature

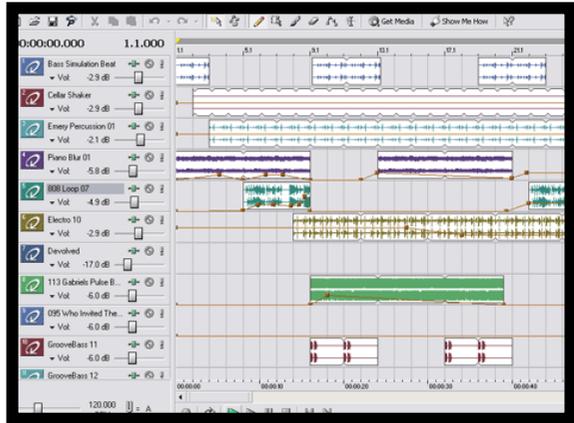
rock star as people who listen to your show will recognize you in the real world.

You can also use podcasts as a marketing tool in the following fashion. If you have a hit list of individuals you wanted to do business with, you could invite them onto your show as guests. This is very powerful as they will get to know you and build a relationship with you. When the podcast is finished and uploaded onto the web, they will listen and tell all their friends to listen to the show. This will allow you to open the door to do business with them and to have them again as a guest on the show.

Podcasts come in several flavors. To be exact, there are three types of podcasts.

Audio

The first type the podcast is an audio podcast usually served on the web as an MP3 file. MP3 is a compression scheme, which compresses your large audio file into a very small and manageable, or even portable, if you will, file that can be downloaded easily. Usually connected to the audio file, or rather where it served, show notes that discuss the show's nature, the guests, and website URLs: don't forget your keywords!



Multitrack audio editing

The audio podcast usually has lead-in and lead-out music and can contain advertisements or product placement to generate cash flow. On that note, never have a sponsor, which you don't believe in or don't use. This would distract from you establishing yourself as a subject matter expert, but instead, you become someone who will sell something to people or your listeners just for money. Remember you're a subject matter expert, and they trust you. Trust is something you have to earn, so don't blow it by getting a sponsor where you don't use their product.

One reason to have an audio podcast is that you can't watch video podcasts in your car while you're commuting. Audio formats certainly do have their place in the marketing mix of podcasting. The video podcast is very sexy and also has longer legs when compared to pure audio.

I mean that other podcast aggregators look for content on the web, and they prefer video content that they can pull to their website in contrast to just audio. So I always suggest that you have both audio and video plus enhanced podcasts as part of your marketing mix.

Enhanced podcasts

Enhanced podcasts are somewhat like a PowerPoint presentation. It's usually an audio file that has video pictures running to illustrate the audio content. This allows people to have something to look at while you're discussing your podcast. Also, enhanced podcasts still have show notes and connectivity on the websites or e-mails just like their brothers, audio podcasts.

Video podcasts



Use one camera for your podcasts!

Video podcasts utilize an excellent video that has float over illustrations in the video. If you're from a video background, you have probably been schooled in shooting video programs with three cameras, commonly known as a three-camera shoot.

I tend to stay away from the three-camera shoot for various reasons, one of which is it looks too slick and isn't as "relationship building" as I

would like to have. A single-camera, which focuses on you or the guest or both, can perform a far better job of focusing the viewer onto the subject matter rather than the camera angle.

Another great benefit of a single camera shoot is the length of time for podcast production. If you have to pull in three cameras worth of data and

then try to work your way through and integrate those into a show, your post-processing time jumps up dramatically. This post-processing ultimately means three times the expense of the one camera shoot.

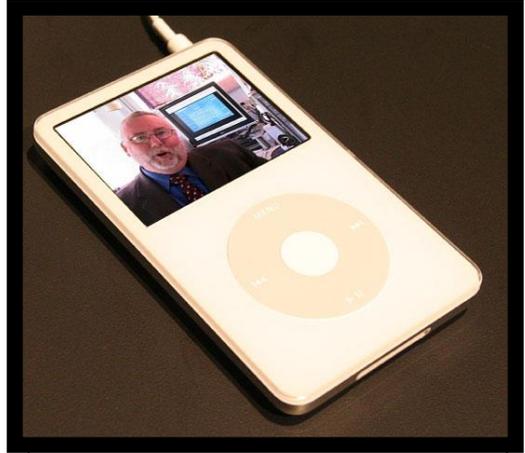
As mentioned above, it is also essential to have float over pictures or other videos to illustrate the video podcast concepts. For example, if you're discussing something out of a book, getting a close-up picture or video of the book and then floating it over your conversation would help the viewer understand the concepts.

As with the audio podcasts, a video podcast will have lead-in and lead-out music plus the credit roll at the end. All music, by the way, must be royalty-free or don't use it. Video podcasts can also be placed upon other sites, which help to market your main website. You can even use a channelized approach to maximize your impact on the web and, therefore, your relevance score with Google. Also, realize in a video shoot that you can start and stop your shoot and use float-overs to help any editing issues, making for a compelling video podcast.

I forgot to mention podcasts, which is part of the revolution of podcasting because it uses push technology. By this, you can subscribe to a podcast

series, and when a new podcast is uploaded, the consumer gets it right away without ever having to ask for it again. It's much like your daily newspaper when they were delivered to your house; once you had a subscription or a valid subscription, your newspaper shows up every day. You don't have to think about it anymore.

And this is what the RSS feed feature on podcasts do that helps to revolutionize using podcasts as a marketing tool. I hope that this has been an enlightening conversation on podcasts!



Podcasts are mobile and go with the listener where ever they



Just like a newspaper the RSS feed will push new content to your listeners!

Also, please take a look at my new book: <https://www.amazon.com/How-to-make-money-while-sleep-ebook/dp/B08HJ6GV6Q/>



I hope you enjoyed this business tip...

Peter Brusso, CEO <https://Infocard.cc>

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