

Social Audio Revolution

“Live Training Sunday Apr 11”

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Why You Should Be Using Audio

- *Americans listen to at least one podcast each month*
- *125,000,000 people will listen to a podcast each month in 2022*
- *Clubhouse has been downloaded 8,000,000 times*

Why You Should Be Using Audio

- *There are around 2M podcasts and around 1.2B websites*
- *600 websites / 1 podcast show*
- *Benefits*

Benefits Of Using Audio

- *Convenient, portable*
- *Less time on production*
- *Deeper connections, easy to consume*
- *Visibility, authority, community*
- *Continuity*
- *A shift in content consumption*
- *Engagement*

Benefits Of Using Audio

- *Interactive*
- *Enormous opportunity, less competition*
- *A major marketing/business tool*

Podcasting

- You can host your own show
- You can appear as a guest on other people's shows

Podcasting - 6 Main Types

- *Monologue*
- *Conversational/with co-hosts or guests*
- *Interviews with one guest or a group of guests*
- *Storytelling (fictional/non fictional)*
- *Repurposing existing content*
- *Hybrid (you can be creative)*

Social Audio

- Rooms
- Clubs
- Topic-related
- Group of people oriented
- Private
- Public