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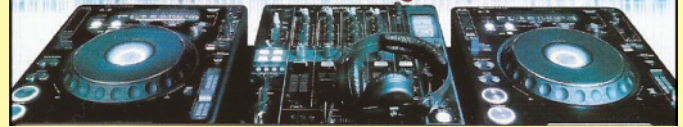
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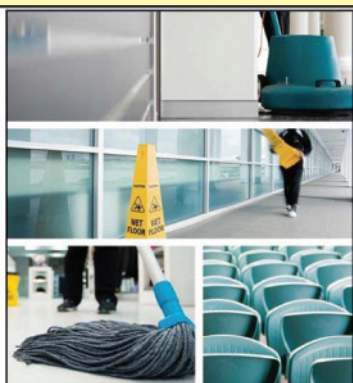
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# WHY YOU NEED TO BE PODCASTING AS A BUSINESS OWNER



By Justin Schenck, SBRA Member

Podcasting has become one of the fastest growing mediums for small businesses. With over 700,000 active shows, people are quickly discovering the power of the podcast. So why are so many small business owners now using them in their bag of marketing tools? It's simple really, their target market is tuning in, in droves, to hear what they have to say.

Forty-percent of Americans age 54 or younger are listening to podcasts, and, according to statistics, are a relatively affluent group with half of them earning over \$75,000 a year. Is that a target market you'd like to reach?

Podcasting is currently the only long form medium that individuals are consuming these days and since they're listening to hour-long podcasts on a weekly basis, it is an easy way for business owners to build strong relationships and develop trust with potential customers.

Here's why as a small business owner it's time to get started podcasting.

**Podcasting is a more cost effective alternative to video marketing**

Producing good marketing videos can be extremely expensive due to the hours spent editing, the cost of video equipment, lighting, sound and backdrops, all to produce a 2-3 minute video. With podcasts you can get started for less than \$100 and still produce high end quality sound.

(Continued on page 26)



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