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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.

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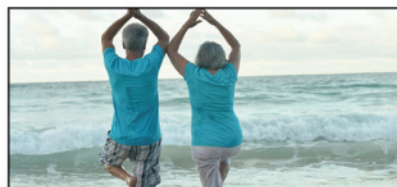
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### WHY YOU NEED TO BE PODCASTING AS A BUSINESS OWNER

*(Continued from page 25)*

Not to mention the fact that a lot of people are not comfortable in front of the camera, which as a result can hurt your business and reputation.

#### **Podcasts are highly engaging**

Even though your listeners aren't a part of the conversation they feel like they are getting to know you on a more personal level. When someone chooses to spend 30-60 minutes with you every single week, they begin to feel like you are a part of their life, creating a lasting bond with the audience. That, of course, translates to sales.

In a survey conducted by INC.com on over 300,000 podcast listeners, more than 60% of them have bought from something that the podcast host was promoting. This is a direct result of building a relationship between the host and listener. People buy from who they trust!

#### **Podcasts increase brand awareness**

Brand awareness is one of the most important things needed for your business. Podcasting helps you by not only sending your episode all over the world but by positioning you as an expert in your field. For example, there are countless real estate agents out there, which one do people choose? They choose who they trust and the ones who they know what they're talking about. You can use the podcast to showcase both of those skillsets to current and future clients.

So, how do you get started podcasting? Simple, buy a microphone and start creating content. If you don't have the time or the knowledge to do it yourself there are a number of full-service podcast production companies out there, or you can do the work yourself. Now as you can see, it's time for your business to start podcasting.



*Justin Schenk is the host of The Growth Now Movement podcast; Founder of www.beginpodcasting-now.com, and a member of Small Business Resource Association.*