



What is podcasting and how can it market my business?

Next time you sit next to someone on the train listening to their iPod, or someone wearing earphones runs past you while you're walking the dog, don't assume they're listening to music – they could be listening to you. To your message, your brand, your service.

Because now so many listen to books, or news podcasts, or last week's favourite radio show and increasing numbers are choosing to use their travel or leisure time to take in selected information about products and services. So isn't it time you thought of putting your message where their earphones are?

Creating your own podcast with Business Uncovered means you're riding the crest of this interactive wave, taking your brand right to your audience with content that they've asked for – it's the ultimate in permission-based marketing.

A podcast can be a one-off, or a series – imagine knowing that your customers, every time they update their iPod, are automatically getting the latest news that you want to give them.

and in case you didn't know... You don't need an iPod to listen to a podcast – any MP3 or MP4 player will do, or a simple audio-player on your PC.

Podcasting is the latest offering from Business Uncovered, known for its ability to stamp your personality back on your business. In partnership with Business Uncovered member Cadence Market Strategy and Unique Creative, the power behind podcasts from The Times, the Daily Telegraph, Universal Music and other top brands, Business Uncovered can now provide podcasting as part of your marketing campaign.

Where does it fit?

If you are selling a product or service to your customers, you might want to keep them informed, cared for, entertained, or simply updated. Up to now your choice has been to keep writing to them, emailing them, faxing them or calling them. Now – with a podcast to which they've subscribed – you can build your relationship and their trust and loyalty to your brand.

Have you developed a customer service that you want to deliver in instalments? Or perhaps there's news that you want them to hear at their leisure, so that they can concentrate on it – a product change, a legal update, the next stage in their health programme. When you use BU's podcasting you know that the information you send out is professionally produced, and quick and simple for your customers to use. The customers themselves can rely on the content, and can choose where and when to listen to it.

But how does a podcast actually work?

We: work with you to produce the content you want to make available. Then we record it in the necessary format. It's hosted on the Web, either your own hosting service or Unique's.

The customer: updates his media player as usual. Then he listens to it at his leisure.

Interested? Contact the BU team on 0845 123 3939 and let's talk!

