



# Why You Should Start A Podcast

**This Year**

# Benefits of Podcasting

- Podcast are easy to listen to at home, during your commute, & even at work
- One production day could be a month worth of episodes
- Podcasting is a great way to be consistent with content for your followers, keeping them engaged
- It's a less saturated market than other creative mediums, so find your niche & become a leader in the industry
- Add another valuable metric to show potential sponsors, while also driving traffic to your website & social media channels

# Growing Medium - by the Numbers

- 75% of the US population is familiar with the term “podcasting” – up from 70% in 2019
- 55% (155 million) of the US population has listened to a podcast – up from 51% in 2019
- 24% (68 million) listen to podcasts weekly – up from 22% in 2019
- Podcast listeners listen to an average of 7 different shows per week, up from 5 in 2017
- 80% listen to all or most of each podcast episode
- Only 17% of podcasters record video along with their podcast

# Simple Distribution Strategy

- Upload an Audio file via Anchor.fm to distribute to:
  - Spotify
  - Apple Podcast
  - Google Podcast
  - And many others
- Video via YouTube (not necessary, but could make you stand out)
- Upload Clips via Social Media
  - Teasers to drive traffic to full episode

# Production Needs

- Doing it yourself
  - Getting Started
    - Show topic & run of show structure
  - Gear Needs
    - Audio: as simple as your phone to a pro setup with a mixer, microphones, & headphones
    - Video: as simple as your phone to a pro setup with a camera, switcher, & lighting
  - Post Production
    - Editing, graphics, posting, & promotion
- Partnering with a production company like us
  - We will handle **ALL** production needs - no worries on your end
  - No need to invest in gear, we got you covered
  - All you have to worry about is being creative
  - No risk - We only make a profit if the podcast makes a profit

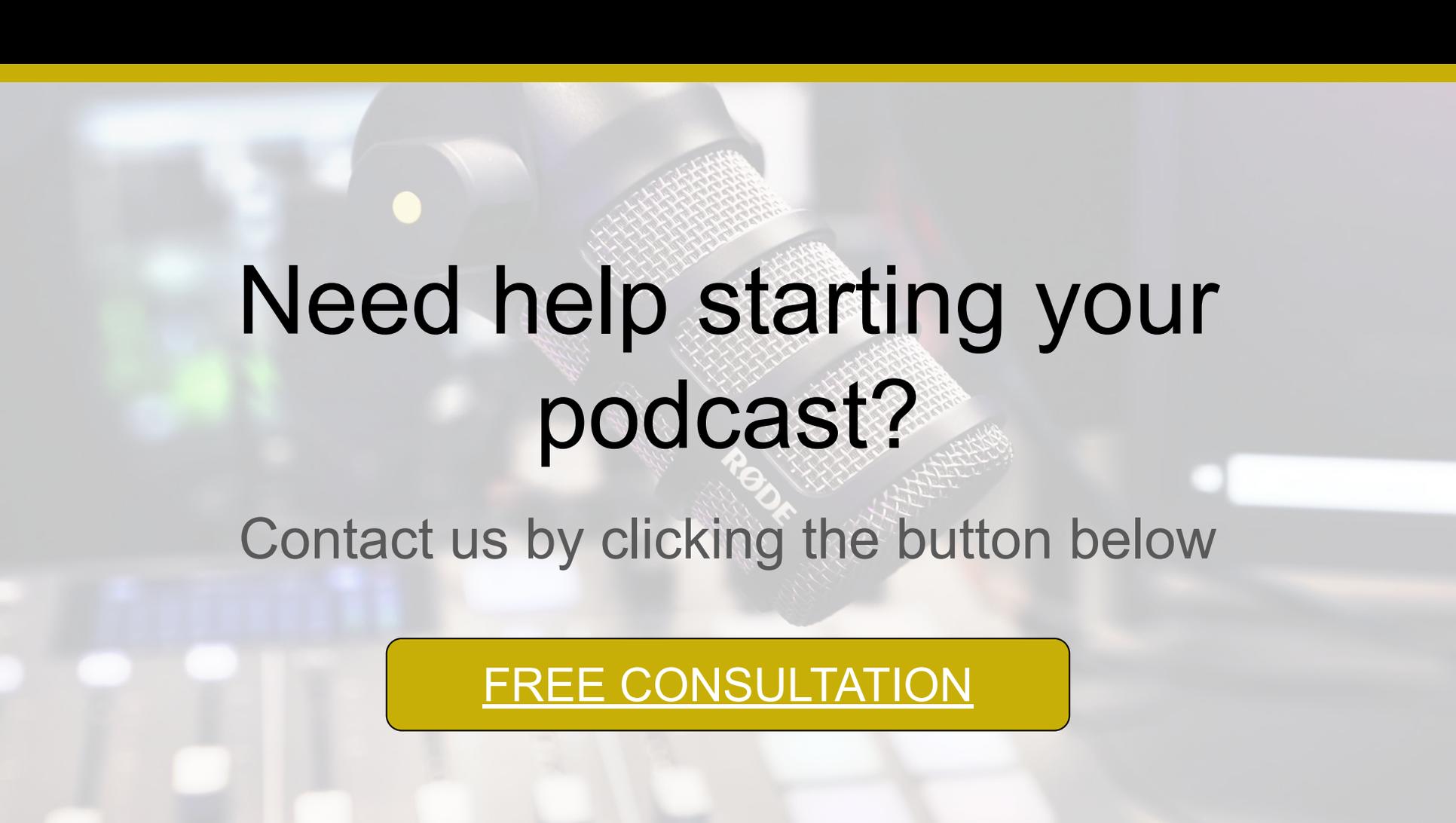
# Monetization

69% agreed that podcast ads made them aware of new products or services

- **Anchor Sponsors**
  - Anchor allows sponsorships no matter the listenership size, so you could be paired with a sponsor from the very beginning.
- **YouTube AdSense**
  - You must have 1,000 subscribers and 4,000 view hours to become eligible for YouTube monetization. This will take some time to achieve but with a promotion plan it will come with time and consistency.
- **Private Sponsorships**
  - Nothing stops you from finding private sponsors for either the audio or video version of the podcast, your options are endless.
- **Passive income as listeners can have access to old episodes**

# Summary

- Podcasting is a growing medium for content creators
- Consistent content for your followers
  - One production day could be a month worth of episodes
- Low risk of entry
  - Start with just your phone
  - Partner with a production company to get a pro setup with no budget
- Passive income source with consistency and growing episode catalog
- And most importantly share what you're passionate about!



# Need help starting your podcast?

Contact us by clicking the button below

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