

# Podcast (Advertising medium)

A podcast is a regularly published digital audio or video file that companies can use to target their audience in a specific way and communicate their marketing messages effectively. Podcasts offer a personal and authentic way of communicating and can take various forms such as expert interviews, discussions or guides.

They can be used as stand-alone advertising media or in combination with other marketing channels.

An example of the use of podcasts in online marketing is a company that publishes a weekly podcast in which it shares expert tips and insights on a specific topic relevant to its target audience.

Other advertising opportunities include native advertising where brands are mentioned within the episode, adverts before, after or during the podcast and guest posts.

## Booking options

- ✗ Demo booking tool\*
- ✓ Service provider
- ✓ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✗ Marketingportals, Marketing automation platforms

## Media segment

- ✓ Internet
- ✗ E-commerce
- ✗ Social media
- ✗ Mobile
- ✗ Out of home, digital out of home
- ✓ TV, cinema, moving image
- ✓ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

## Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

## Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

## Marketing objective

- ✓ Brand awareness, increased audience reach
- ✗ Customer care
- ✓ Employee recruitment
- ✓ Lead generation, new customer acquisition
- ✓ Sales increase

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | × Purchase  | × Advocacy |
| ✓ Consideration | × Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | × Google Business Profile              | × Roof objekt                       |
| × Advertorial                            | × Influencer                           | × Sales talks                       |
| × Annual report                          | ✓ Landing-page, microsite              | × Self service terminal             |
| × Appointment calender                   | × Location Based Service               | × Shopping cart                     |
| ✓ Audio, radio spot, audio file          | × Mobile payment systems               | × Sign, labelling                   |
| × Augmented Reality                      | ✓ Newsletter                           | × Social media advert               |
| × Beach flag, flag, roll-up              | × Newspaper, magazine, periodical      | × Social media company page         |
| × Book, E-book                           | × NFC                                  | × Social media posting              |
| × Brochure, flyer, inserts               | × Offer, quotation                     | × Social media profile page         |
| × Catalogues, price lists                | × Office equipment                     | × Sponsoring                        |
| × Chat, chatbot                          | × Office files                         | × Spontaneous event                 |
| × Company entries                        | × Operating instruction, user manual   | × Structured company data records   |
| × Configurator                           | × Passers-by addressing                | × Survey                            |
| × Contact form                           | × Petrol pump nozzle                   | ✓ Telephone and video call service  |
| × Content SEO-optimised                  | × Postcard                             | × Unboxing                          |
| × Credit card                            | × Poster, billboard, pillar            | × V-card                            |
| × Customer card                          | × Product live demo                    | ✓ Video spot, moving image          |
| × Display, monitor, citylight, megalight | × Product packaging, product labeling  | × Virtual Reality                   |
| × Display stand, light box               | × Product sample                       | × Virtual, voice assistant          |
| × E-mail, signature banner               | × Programmatic print                   | × Vouchers, coupons, discount cards |
| × E-paper                                | × Promotional items                    | × Web layer                         |
| × Event                                  | × Push, text messages                  | × White paper                       |
| × Exhibition stand, event modules        | × Quality seal                         | × WLAN for visitors                 |
| × FAQ                                    | × QR code, link                        |                                     |
| ✓ Games, competitions                    | × Rental addresses, target group areas |                                     |

## Connected media channels

- App (Advertising medium)
- App (Brand, topic)
- Audio streaming platform Spotify
- Audio streaming platforms
- Community
- Consulting, support, training
- Influencer marketing
- Online shop (Brand)
- Point of sale (POS), Showroom
- Product, service experience
- Radio
- Recruitment platform
- Reviews, recommendations

Social media platforms

Video streaming platform YouTube

Voice assistant, voice marketing

Website (Advertising medium)

Website (Brand, topic)