

Corporate Podcasting

Christopher Penn, The Financial Aid Podcast and The
Student Loan Network

Why?

- Channel saturation
- Pulse point
- Conversion

How

- Establish your emotional aftertaste
- Choose a voice
- Make podcasts
- Promote podcasts
- Measure results

Ze Frank

- Brand = emotional aftertaste
- What do you want your audience to remember about you after you're done?
- Example: The Student Loan Network
- Apophatic meditation is helpful, too

Who Speaks

- Good tonality
- Creative
- Someone with a voice and something to say
- Belief in the brand, flexible with the message
- Zealotry helps

Who Shouldn't

- Anyone who believes that you must always stay “on message” and never, ever speak as an individual

Make Podcasts

- See the rest of PodCamp

Promote Podcasts

- See Podcast Marketing session.

Measure Results

- Define actions and funnels
- Define goals
- Define success
- Student Loan Network - guess what the benchmark is?
- Measure with analytical tools

Tools

- Feedburner, downloads, trackable calls to action (I <3 the 301)
- Site analytics
- Sales
- Brand management tools (Google Alerts, Technorati, Blog search)

Change

- If it's not working, change it
- The Financial Aid Podcast May 2005: daily, 35 minutes, 3 segments, 3 podsafe tunes
- The Financial Aid Podcast Sep. 2006: daily, 15 minutes, 3 segments, 1 tune
- Result: from 45 peak listeners to 3,000

Results

- \$5M - \$8M in loan volume
- Multiple colleges placing the Financial Aid Podcast on their site
- 3,000 average listeners, 13,500 peak

Conclusions

- Brand is important, voice is more important, measuring results is the most important
- No measurement means no success