

PODCAST Service

How a podcast can benefit your business

As the media environment has changed doing a simple press release or post on social networking sites is no longer the only viable option to grow your business. By doing a professional podcast about your business/service - an additional way to market yourself and your business is now available to you.

A podcast allows you the opportunity to chat to a professional journalist about your business and truly unpack what you do and how you do it.

In today's age, its more than just your business, it's your network, your experiences, the way you as the Entrepreneur approach both your customers and your products. None of this can be achieved with a simple press release; you need to ENGAGE with your clients and potential customers.

Podcasts enable this and much more.

BENEFITS

- Podcasts include company branding and contact details.
- Podcasts are yours to share and distribute on any network.
- Podcasts can be uploaded to any social network or your website as well as released to local media as part of a press release
- Brings your brand to life with an actual person/you explaining the way the business operates and how it functions in its economic niches.
- You get to establish your business acumen through conversations with a dedicated business journalist.
- The podcasts are professionally edited and are between 12 – 15 minutes.
- They are recorded via a landline – so you don't even have to leave your office to do it
- Cost effective- once off cost per podcast, no fuss or worries – R600 (all inclusive)



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