



PODCASTING



WHAT?
WHY?
AND HOW!

Martin Franklin, Podcast Producer
EAST COAST STUDIO

www.eastcoaststudio.com.au

MEET Q
 APPLE 'NEW & NOTEWORTHY'
 FRONT PAGE FEATURE
 THIS WEEK!



<
>

TRIPS
with Mon

12 MINUTE
TRUE CRIME

PodShape True Crime subscribers can start listening now.

New & Noteworthy See All

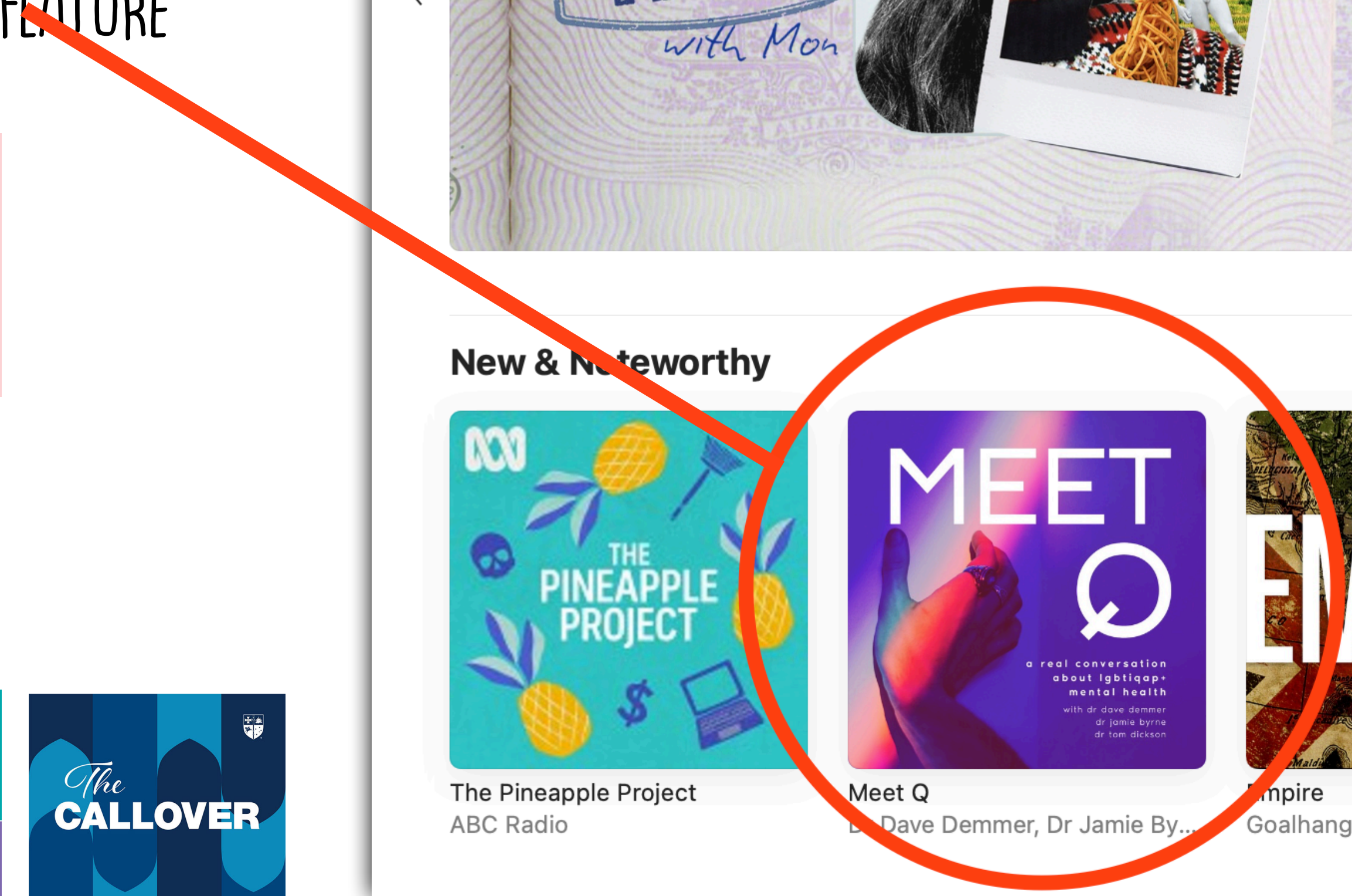
THE PINEAPPLE PROJECT
ABC Radio

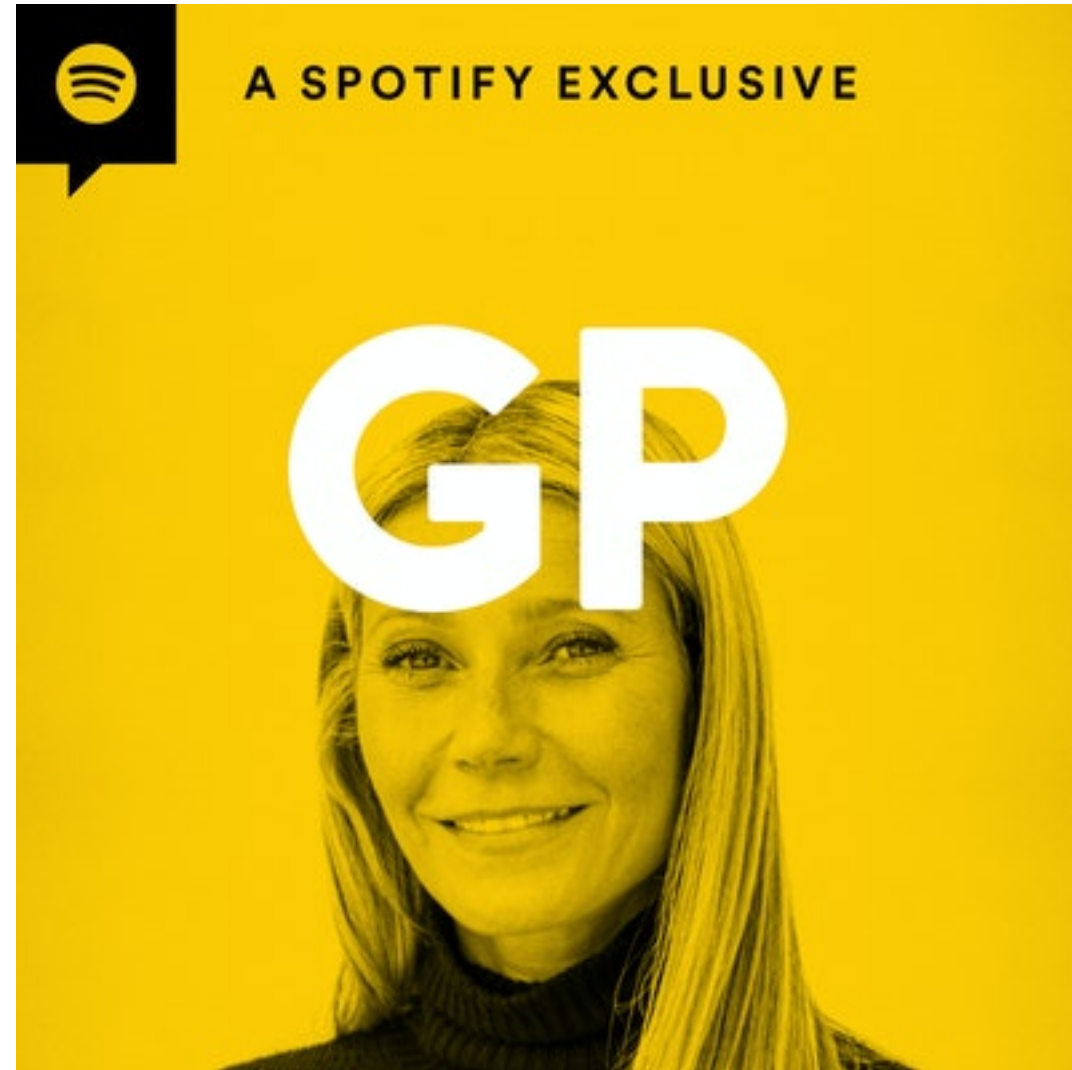
MEET Q
a real conversation about lgbtiq+ mental health
with dr dave demmer dr jamie byrne dr tom dickson

EMPIRE
Goalhanger Podcasts

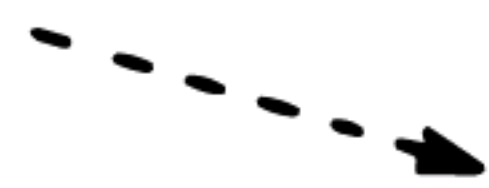
KEEPING GOOD COMPANY
Business Success Through Culture and Leadership
With Jess Rowe
human synergistics

I'VE GOT NOTES
Gabbi Bolt & Floyd Alexandre...





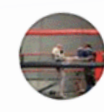
WHAT - LET'S TALK ABOUT PODCASTING



PUBLISH ONCE - DISTRIBUTE EVERYWHERE



WHAT - LET'S TALK ABOUT PODCASTING



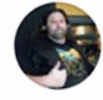
Aaron Wood
Ours is just for fun. We love sport and talk sport, so why not record it and see if people like it. We have a small audience, but honestly, we do it for our enjoyment

Like Reply 18 h



Jamie Bryden
Networking, get to meet a lot of interesting people and hopefully make a bit of coin from it once we build an audience.

Like Reply 17 h



Mark Brosnan
I do mine to hopefully help normalise conversations around mental illness.

Like Reply 15 h



Dylan Behan
try and show off writing/producing/editing skills

Like Reply 20 h



Jamie Apps
Share my passion with the world. All of my other work is focused on highlighting other creatives & their passions so my podcast is for me to share mine.

Like Reply 10 h



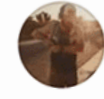
Toosie Sly
Well its mostly to have fun and probably socialise and make professional relationships

Like Reply 18 h



Paul 'Browny' Brown
To help promote and service heavy music to the masses because mainstream still consider it a niche market

Like Reply 18 h



Aaron Harvey
I've heard a bunch of people say and I agree that if you find what you do to be of service to your audience, you will never struggle to stay motivated

Like Reply 18 h



Liam J Cotterill
To share something myself and my team love; gaming and story telling

Like Reply 12 h

GOALS

REPUTATION BUILDING
AUDIENCE ENGAGEMENT
PROMOTION
NETWORKING
SUPPORT YOUR INDUSTRY
FUN

WHY - BENEFITS AND CASE STUDIES

BLOG AND PODCAST AT: 

<https://eastcoaststudio.com.au/how-to-start-a-podcast-goals-topics-and-motivation/>



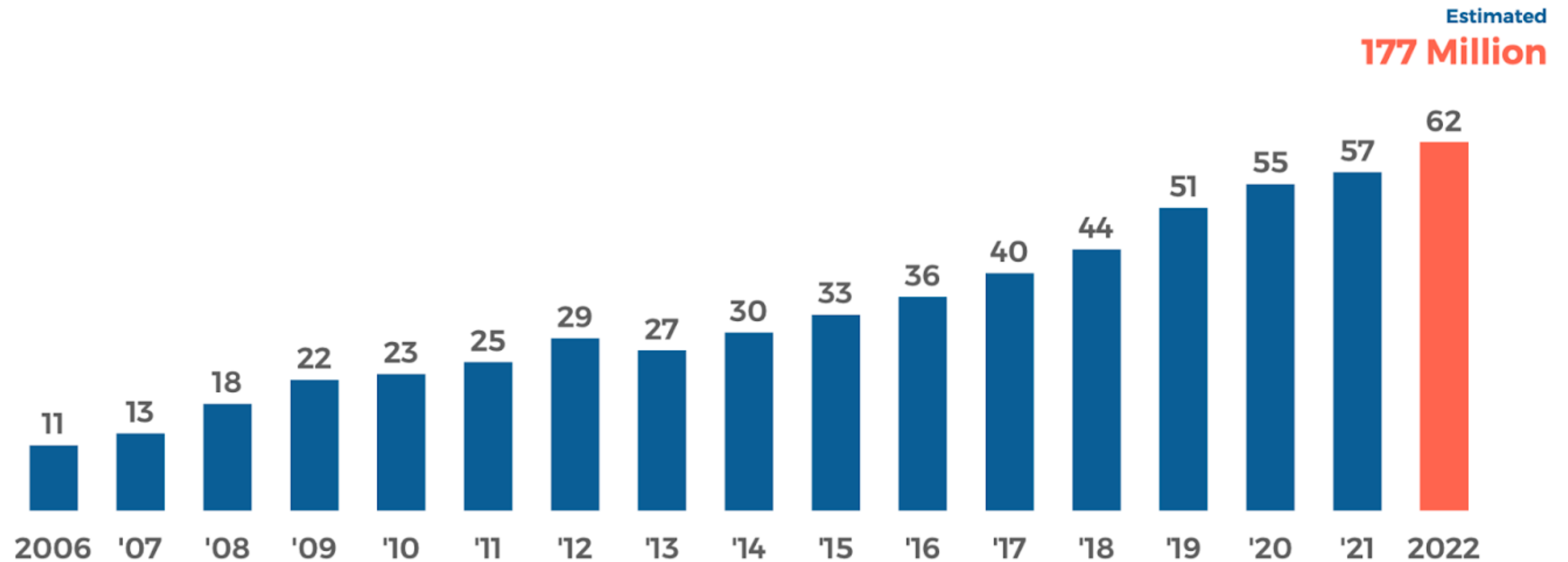
HOW GOOD IS GOOD?

 THE INFINITE DIAL 2022

Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST



WHY - BENEFITS AND CASE STUDIES

BLOG AT: 

<https://riverside.fm/blog/podcast-statistics>

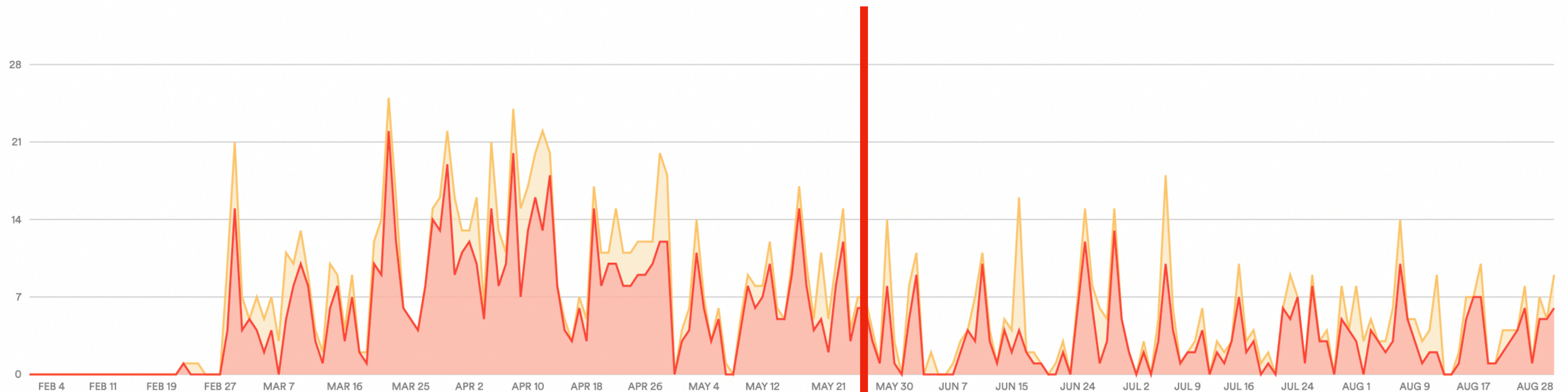


LONG TAIL LISTENS

1 Feb 2022 - 28 Aug 2022



Starts & Streams



← END OF SEASON 1

WHY - BENEFITS AND CASE STUDIES



"HAVING A PODCAST ALLOWS YOU TO AMPLIFY YOUR MESSAGE WHILE ALSO OFFERING OPPORTUNITIES FOR YOUR PARTNERS AND STAKEHOLDERS TO ACCESS A PLATFORM WHEN THEY MIGHT NOT OTHERWISE HAVE ONE.

SO IT'S NOT JUST A COMMS AND ENGAGEMENT TOOL, IT'S A PARTNERSHIP AND NETWORKING TOOL AS WELL."

Mindy Greenwood, NSW Land Services
"Land Life" podcast

WHY - BENEFITS AND CASE STUDIES





AUDIENCE ENGAGEMENT



<https://podcasts.apple.com/au/podcast/reiq-property-brief/id1542722712>



BLOG AND PODCAST AT: 

<https://eastcoaststudio.com.au/extending-the-content-conversation/>

WHY - BENEFITS AND CASE STUDIES



REPUTATION BUILDING



<https://podcasts.apple.com/au/podcast/the-uncool-designer/id1458682200>



<https://podcasts.apple.com/au/podcast/meet-q/id1605523801>

WHY - BENEFITS AND CASE STUDIES



SUBSCRIBER AUDIO

THE ART OF
CONFIDENT
DRIVING
WITH LIZ LAFFERTY

FREE
FREEMIUM
PAID

WHY - BENEFITS AND CASE STUDIES

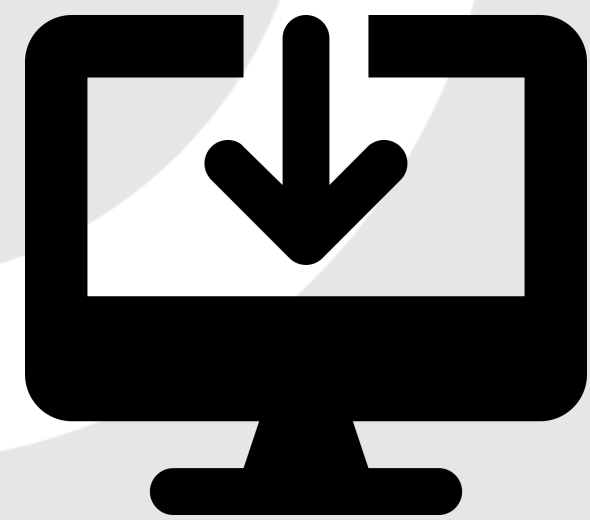
APPLE PODCASTERS: 

<https://podcasters.apple.com/878-subscriptions#>



TECH & TOOLS

WEBINAR METHOD



STUDIO METHOD



HOW - THE TECH & THE TOOLS

BLOG AND PODCAST AT: 

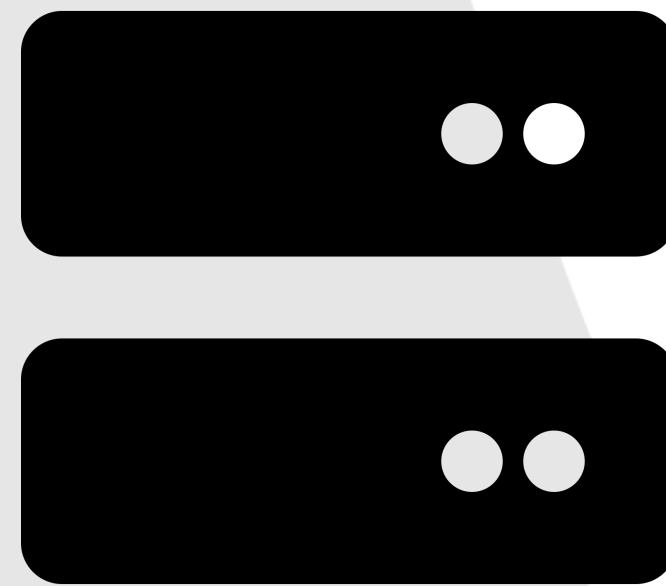
<https://eastcoaststudio.com.au/how-to-start-a-podcast-the-tech-and-the-tools/>



TECH & TOOLS



PRODUCER



HOST



DIRECTORIES



FOLLOW ON APPLE PODCASTS 

<https://podcasts.apple.com/au/podcast/metapod/id1495451476>



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