

# **Target Business Leaders**

**And Fuel Business Growth  
With Branded Podcasts**

**RESEARCH**



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## A Comprehensive Resource to Launch Your Branded Podcast



**Harry Morton**

*Founder of Lower Street, a  
Podcast Agency for B2B Brands*


This PDF is a follow-up to Lower Street's CEO Harry Morton's presentation at the B2B Marketing Expo in London. Designed to go deeper, it offers additional insights and actionable steps to launch your branded podcast.

Use it to equip yourself with the strategies and insights needed to enhance your business communication strategy, reach top-level decision-makers, and engage them as loyal brand followers.

# 55%

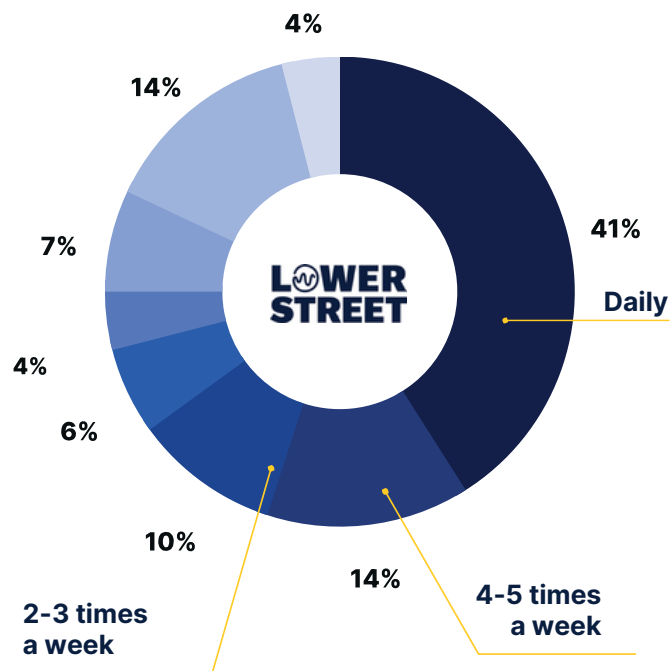
of business leaders listen  
to podcasts daily





Lower Street partnered with ContentFX to learn about the podcast consumption habits of hard-to-reach business audiences, such as CEOs and business owners, and its influence on their decision-making.

Our data—gathered from 511 business leaders from the US and the UK—revealed that 55% of owners and founders are listening to podcasts daily and that podcasts strongly impact listeners' brand awareness and favorability.



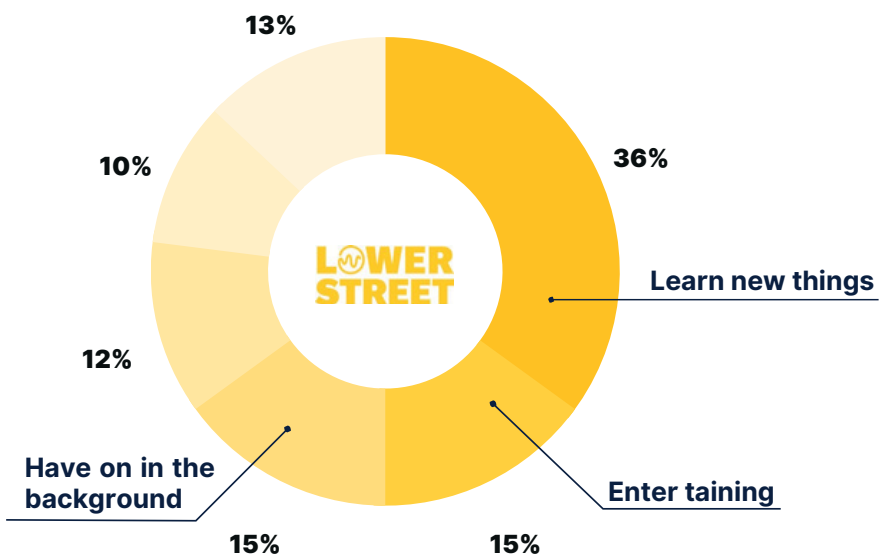
.... it was even higher for Owners / Executives



## Additional key takeaways:

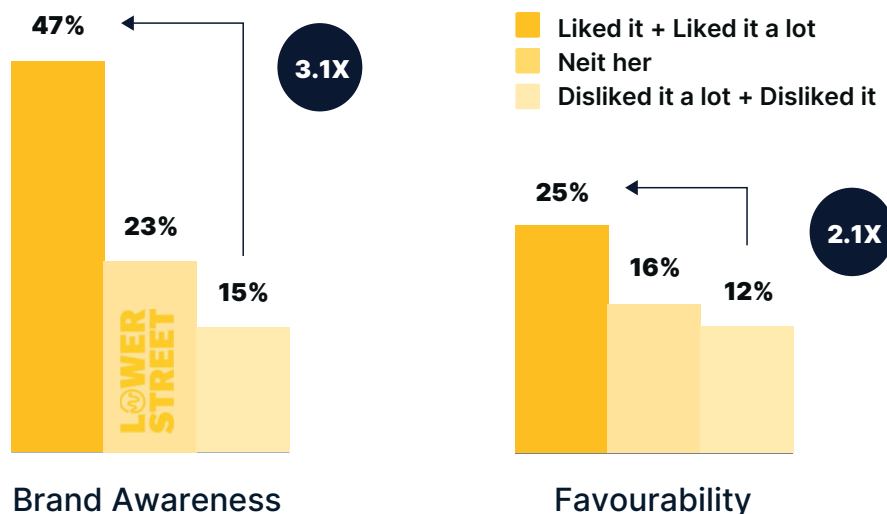
1. According to recent data, there are well over **460 million podcast listeners globally**.
2. The US podcast audience has **grown steadily** since 2013, reaching an estimated 140 million listeners.
3. There are more than **5 million active podcasts worldwide**. (This might sound like a lot, but the medium is nowhere close to saturated.)
4. **Business decision-makers are frequent podcast listeners**, with 55% of business owners and founders, and 51% of executives and employees in leadership positions listening to podcasts daily.
5. Podcasts boost top-of-funnel metrics, enhancing brand awareness and favorability by 20%.

## To 'learn new things' was the most common reason why respondents listen to podcasts...



6. Podcast likeability significantly influences brand awareness and favorability—a preferred podcast generates **3.1x more brand awareness and 2.1x more brand favorability**. Make a show your audience loves, and you're more likely to leave a lasting impression!
7. **Branding matters.** Adding more brand mentions increases the likelihood of sponsorship noticing and drives cut-through without impacting likeability. In fact, the study found clips with more brand mentions tended to be better received.

## On average, liked podcasts had higher brand awareness and favourability



These stats drive home the point that a branded podcast is the perfect platform for generating brand awareness and likeability, especially for B2B businesses. Not to mention, targeting hard-to-reach audiences. Download a copy of the [in-depth research](#) to see the full results.

[Download a copy](#) of the in-depth research to see the full results.



January 24th, 2024  
at 3pm BST

# Join the Branded Podcast Virtual Summit 2024

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## Crafting Your Business Podcast

Podcasting can give any brand a considerable uplift in visibility. There are specific steps and technical necessities you'll need to take care of, but with the basics in place, you can create a worthy addition to your digital marketing strategy.

### Here are the 10 key steps for starting a podcast for your business:



#### Decide on Your Theme

Start by establishing the overall theme and type of content you will deliver. For most branded podcasts, this could follow the rest of your marketing program and strategy.

As a starting point, you should aim to teach. Similar to how your blogs, ebooks, and webinars educate your consumers and provide value to your audience, your podcast should do likewise.



#### Identify Your Niche

What sets you apart from others in your industry? Niching down is far more effective than taking a blanket approach where you try to reach all audiences, everywhere.

A law-centric podcast that focuses on U.S. divorce law and how people can navigate different legal scenarios is a great example of niching down on a specific topic.

Your podcast theme and what you teach will depend on your industry.







## Choose a Show Format

Deciding on your podcast format is an essential task that requires careful thought. While there is no "right" way to structure a podcast, there are a few things to consider, such as your time availability, the type of guests you want to host, etc.

These are the most common formats for business podcasts:

- Solo monologue: A single speaker sharing tips, ideas, or stories
- Interview show: At least one host interviewing guests and experts within your industry
- Multiple hosts: at least two hosts discussing topics
- Narrative style: Usually, guest interviews are broken up with host voiceovers\*

*\*This format focuses on storytelling and requires a higher production value.*



## Know Your Audience

Your podcast will never appeal to everyone, so you need to find the people who will love your show and its content. The ones who want to tune in to your show. These are the people who will subscribe, review your podcast favorably, or even consider sharing it.

This means you need to put yourself in your customers' shoes and visualize their needs and pain points, so you'll have a deeper understanding of the kind of content you should be producing.

Creating a podcast persona or avatar allows you to do just that. Having that person in mind makes it easier to structure your entire marketing process and plan your content.



~  
**5 am**

is the best time  
to publish a  
podcast to  
gather the  
**maximum  
amount of  
downloads**



## Plan Your Episodes

Creating a quality podcast starts with good planning. A pre-prepared episode plan removes the stress and ensures things will run smoothly on recording day!

- Plan the structure of your episode ahead of time
- Jot down talking points and anything else you need to include or mention
- Make a note of your timings and the duration of your episode
- If you're interviewing a guest, prepare questions and discussion points beforehand



## Consider Episode Length

You don't have to stick to the same length of episode every single time, but it is a good idea to keep the duration somewhat consistent. This ensures that your listeners know roughly what to expect from your show.

Knowing what you want to achieve by creating a podcast can help you choose the right episode length. Longer podcasts are great for complex information, while short and snappy ones work well if you have a lot of valuable tips to touch on.



## Determine Your Publishing Frequency

Consistency is the best way to build trust around your podcast. Your schedule will depend on your chosen niche, target audience, and ability to publish consistently.

Research suggests that podcasters tend to publish the newest episodes on Tuesday, Wednesday, and Thursday between 2-5 am, with 5 am being the best time to gather the maximum amount of downloads.

But every podcast audience is different. Only you know if your listeners prefer to tune in on their work commute or late at night once the kids are in bed.





## Promote Your Podcast Episodes

Once you've nailed down your preferred publishing days, you'll need to create some hype before you publish. Tease the newest episode 24 hours ahead of time and keep sharing this post multiple times throughout the week.

Podcast marketing on social media is all about persistence. Keep talking about your show, and stay visible. The more you post, the higher the chances that people will see it.

People are curious about how things are made, so talk about what goes on behind the scenes in an Instagram or Facebook story. Try to include your guests in these posts where possible.



## Design Your Podcast Artwork

Your podcast will also need a square image representing your show, which will be uploaded to your hosting site and be used across all your integrated podcast directories, such as Apple Podcasts and Spotify.

This cover art is what people will see before listening to a single word, so it needs to make an impression. Try to keep the cover art in line with your brand, incorporating similar fonts and colors if it feels right.



## Basic Tech Setup

While many great shows have been created with nothing more than a smartphone, and a hosting service, it's not advisable. As a brand, you want to create a product you can be proud of, so it's worth investing in:

- A good microphone
- Decent headphones
- Editing software
- A hosting site

They don't have to be wildly expensive, but you do need quality equipment to ensure your podcast has clear, crisp sound.

Read our full guide: [How to Start a Podcast for Your Business](#)





From concept development to production, distribution, and promotion, our team will help you launch a compelling show that engages key decision-makers and drives business growth.

[CONTACT US](#)

Get started today!

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