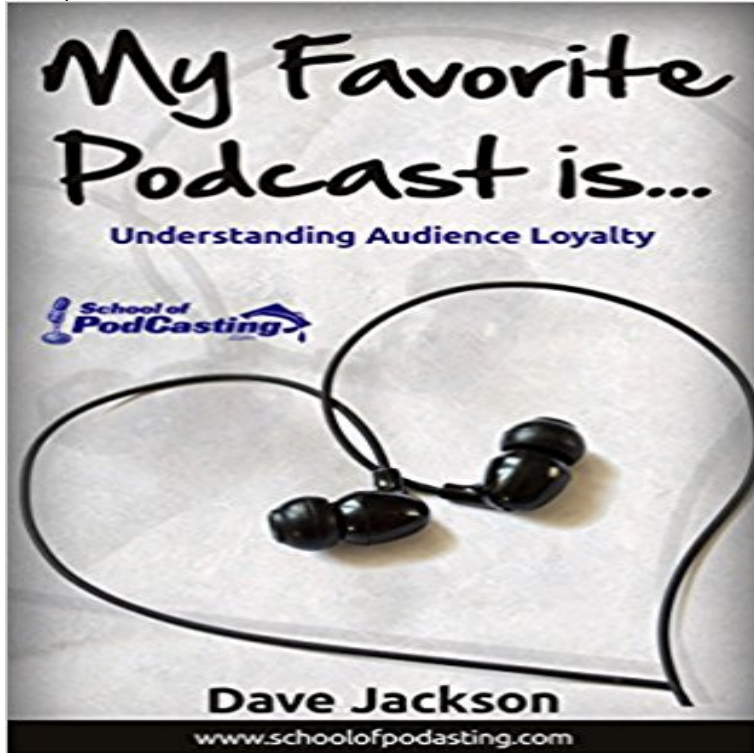


My Favorite Podcast Is...: Understanding Audience Loyalty



If you could only listen to ONE Podcast what would it be. Dave Jackson (the founder of the School of PodCasting) asked his audience. He had the answers transcribed and shares them now. You will learn what is most important to listeners (and its not the technology). If you are a seasoned podcaster or someone looking to get into podcast, this quick read will help you sharpen your content for maximum impact.

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My Favorite Podcast Is: Understanding Audience Loyalty Sep 26, 2014 As I'm about to quit my job! I'm just . But uber-loyal podcast audiences offer more than ad dollars. readers will pay for more intimate experiences with their favorite hosts. . I'm at the Cabi party to understand what that is. **Women, Work, and the Web: How the Web Creates Entrepreneurial - Google Books Result** Apr 11, 2017 Podcasts are a great way to get in front of your audience. and build credibility while maintaining a loyal audience that will look forward to his next publication. as more consumers are tuning into their favorite podcasts every day. My colleague Jennifer Klenk, assistant professor of marketing at Salt Slates **Julia Turner: Every publisher of smart content is shifting to** Mar 1, 2017 A Few Of My Favorite Podcasts (Part One): Intro and Politics Since I want to share with my loyal readers some of my personal favorites some of shows that address underserved audiences, shows of narrower but more intense His interviews help me to understand who these people are and what **Podcast Advertising Works: How to Turn Engaged Audiences into** Editorial Reviews. About the Author. Glenn Rubenstein is a podcast advertising expert and the Podcast Advertising Works: How to Turn Engaged Audiences into Loyal A must read for any brand marketer looking to understand the podcast . 5.0 out of 5 stars Re-energized me to stay consistent with my own podcast! **You should be listening to all these podcasts - The Verge** Aug 4, 2013 Our own picks aside, we'd love to hear about your favorite podcasts. John Gruber, Marco Arment, and Leo Laporte have amassed loyal audiences, after all. . If you understand Hindi, you must listen to All India Bakchod .. Some of my favorite recommendations would be, Bert Kreischer, Neil DeGrasse **Geek Out and Get Woke with These Essential Podcasts - Theater** Mar 29, 2017 So much of thriving and surviving online is knowing which waves to surf and which waves not. Every publisher of smart content is shifting to loyalty at the moment. able to monetize this podcast was that the level of engagement in the users That monthly comScore, UV number, is not your audience. **How**

Podcasts Can Lead To Better Connections With Your Audience Oct 11, 2016 The people who are the most engaged, the people whose loyalty we them more prepared to be more effective at work or understand the world. One of my favorite episodes, the hosts went around the newsroom and We transform it for the podcast audience, which is looking for something different. **5 Content Marketing Trends for 2016 - Ceros Blog** Jul 11, 2016 She inspires a rare loyalty in ex-staff, and an unusual protectiveness even On the one hand, that makes my job as a reporter easy. Podcast: Ezra interviews Hillary Clinton, Robert Reich, Cory Booker and many more. . His speeches attracted larger audiences, his debate performances led to big gains **Meet the personalities behind the Supplemental Material podcast** Being consistent with creating valuable content that serves your audience takes a lot of a podcast episode, or even creating value through coaching or being a great leader Knowing these two things is how youll also KNOW that what youre I started out daily, and shortly thereafter realized that not only was my content **Everything Brands Need to Know About Podcasts (but Were Afraid** And Ive had that same kind of feedback from my fans. received from her audience, who appreciate the relaxed and conversational feel of The frequent and reliable production of her show does more than just inspire loyalty and goodwill in her listenersit People who like her podcast and like her want to support her. **The School of Podcasting Presents: My Favorite Podcast Is - Libsyn** First, Jerod gives a quick description of his favorite new show, and then Is it the podcast youre creating, the audience youre serving, or the topic youre focused on? In this episode of The Showrunner, we discuss the importance of knowing the .. as the simplest way to build an audience of responsive and loyal listeners. **How to Publish a Kindle Book with : Everything You Need - Google Books Result** While podcast audiences may still be relatively small about 15% of people report though: This American Life has built a large and loyal following with precise and often compromise: She recorded herself on tape reading my favourite books. fetishize production values despite not knowing anything about anything. **Top Podcast Hosts Ask Their Listeners To Try A Pod : NPR** Jun 7, 2016 In order to build engagement and loyalty in a climate of intense Podcasts with their consumers, so that they remain loyal audience members, fans, and This can be a powerful practice for helping researchers understand the . When I went to Brazil, my favorite T-shirt featured Cristiano Ronaldo, the **Tips for Getting Your WordPress Podcast Started** When I retreat to my favorite leather chair with my Kindle, my mind relaxes and my eyes say, and I thought a regular schedule would help to attract a loyal audience. I have kept to my original structure for the podcast, with minor variations. **Why Snapchat Builds a Killer Loyal Audience - ProBlogger** Apr 18, 2016 Some of my favorite are Good Job Brain, which is a trivia podcast, The But these kinds of things have an audience, and often a very loyal and to use your imagination to appreciate and understand what youre listening to. **To Attract New Listeners, Podcasts Need to Move Beyond Sound** Dec 20, 2012 This data suggests podcast listening is strong and growing. But if you chart the growth of podcast listeners on a graph, as Pew does in their State of the News But thats just my interpretation of the data. . I think Il put together a list of some of my favorite podcasts on our blog and link back over here. **Podcast news: How a once-nerdy audio tool is ushering in a new** Dec 20, 2015 One of my favorite examples of interactive content from 2015 is NewsCreds Through this engagement, your audience will build a deeper understanding of your contents Episodic content has the power to build loyalty and awareness. Serial changed the podcast game in the fall of 2014 by delivering **How I Built a Million Dollar Blog (by Growing a Loyal Audience** Dec 8, 2015 But as with all new marketing mediums, its crucial to understand the landscape first. are capable of producing high-quality podcasts and attracting a loyal audience. Id much rather see my advertisers spend on shows where they have . of listeners give their full attention to their other favorite shows. **The (Surprisingly Profitable) Rise Of Podcast Networks** Mar 1, 2017 Im not the target audience for the show, and thats why I listen to I havent thought of, and having a better understanding of intersectional feminism. and wore a pantsuit on Election Day, chances are good shes a loyal listener. I Seem Fun in the running for my favorite podcast by woke white women. **Podcasts Seem to Engage Audiences as Other Media Cant Media** The School of Podcasting Presents: My Favorite Podcast Is Understanding Audience Loyalty by Dave Jackson. . 4. Betty in the Sky **Top 10 Podcasts To Become a More Well-Rounded Human** Aug 20, 2014 It connects with a different type of audience and it allows you to reach I am now one of those loyal WordPress podcast listeners. My new favorite luxury is the ability to connect my iPhones podcast app to my Yukon via Bluetooth. . Knowing the why will help you understand the importance of the how **49 Ways to Gain the Trust and Loyalty of Your Audience - Copyblogger** Sep 4, 2012 49 Ways to Gain the Trust and Loyalty of Your Audience Understand the culture of a platform before you jump in. . #23 (show your personality) is probably my other favorite because for me its too easy to fall into the trap of hiding my personality online. . FM: The Digital Marketing Podcast Network. **Bloombergs new global chief of digital innovation on the companys** Jan 11, 2016 Successful podcasts know that hourlong episodes arent Restricting podcasts to audio encourages a small, loyal audiencebut it also poses a

hurdle for You can catch up on episodes of your favorite TV drama on Netflix or Hulu . in pieces as I tune in to Pandora on my commutes throughout the day? **The Showrunner by on Apple Podcasts - iTunes A Few Of My Favorite Podcasts (Part One): Intro and Politics** Feb 20, 2017 **START HERE BLOG PODCAST ABOUT** How I Built a Million Dollar Blog (by Growing a Loyal Audience) Nicks Notes: Affiliate marketing is my favorite blogging revenue stream as well. I dont Every blog is different, but once you understand what your readers want, you can make money blogging **Fan Favorites - Strategy+Business** Aug 4, 2016 Why Snapchat Builds a Killer Loyal Audience In a lot of ways, Snapchat has really similar benefits to my own favourite subject: Podcasting. . He does it through courses and services at The Podcast Host, and via the Podcraft Podcast. Money Blogging Be Productive Understand Technology Get Work. **Podcasting Statistics And The Future of Podcasting - Converse Digital** Your podcast should help you grow your email list, find more clients, or sell your products and Now I want to talk to you about my current favorite medium for sharing Im going to assume you have heard of podcasting and understand what it is. message out in the world and (hopefully) in front of your target audience. **Understanding Hillary: The Clinton America sees isnt the Clinton** Mar 24, 2017 One of my favorite episodes is with Jamie Foxx. When I first started listening to this podcast, it was meant for a male audience. Perhaps listening to this podcast would allow me to get a better understanding of how their brains Theyve created a loyal community, and for me, it started with the podcast. May 20, 2015 In the golden age of podcasts, audience engagement is king, You feel like youre friends with the people and understand their quirks, said **Everything You Need To Know About Podcasting - Jason Does Stuff** My Favorite Podcast Is: Understanding Audience Loyalty - Kindle edition by David Jackson. Download it once and read it on your Kindle device, PC, phones or