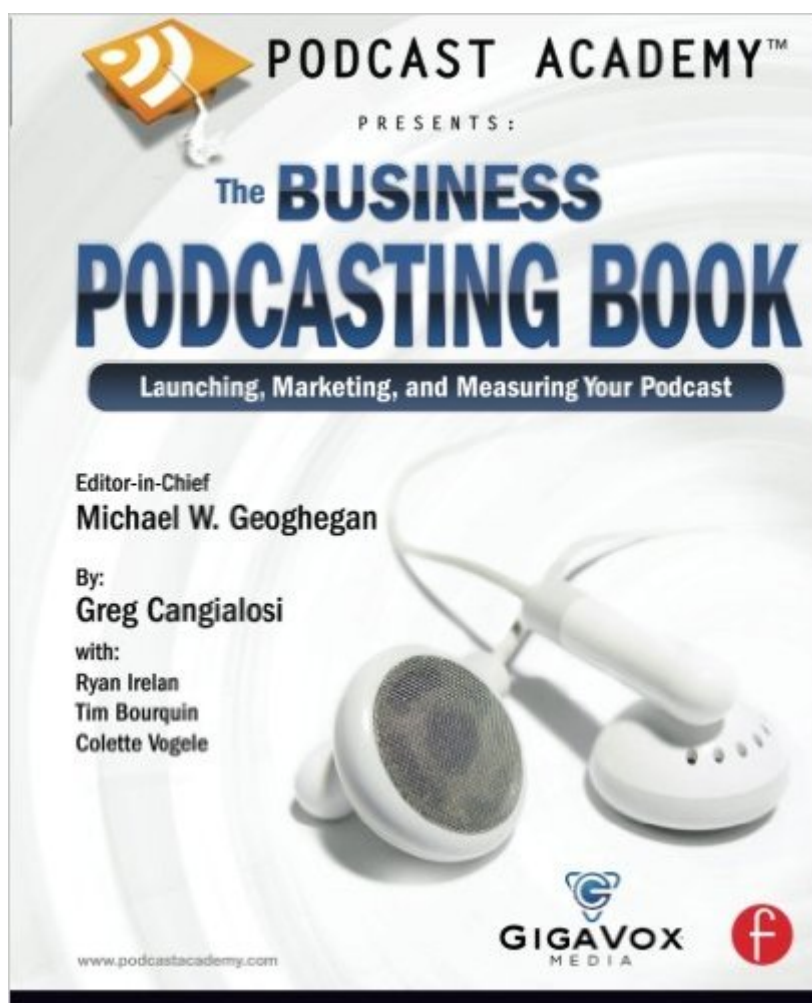


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# Podcast Academy: The Business Podcasting Book: Launching, Marketing, And Measuring Your Podcast



## Synopsis

Exclusive Podcast Academy training now available in a book! Podcast Academy, the leader in audio/video podcast and new media education, brings you their first book, Podcast Academy: The Business Podcasting Book, based on their seminars. Written by industry experts, this book brings you practical experience that you can apply to your own business. It covers planning, content creation, legal considerations, branding, marketing, advertising, monetization, and much more. The authors and contributors have been behind many of the earliest corporate podcasts and share their knowledge, success, and real-world experience with you. Podcasting is changing the way organizations are communicating with their customers, prospects and the media. It is an essential new medium for any company looking to extend their communications outreach, and expand their brand awareness. This applies for companies, organizations, charities, schools and groups that range in size from small to Fortune 500 enterprises. If you are thinking about podcasting as a medium for your organization, The Business Podcasting Book will give you a solid understanding of how to create your own company's voice, measure your efforts and maximize your opportunity. Implement your podcasting strategy now!

## Book Information

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## Customer Reviews

I liked this book a lot. It is very well outlined. And it is very well written. I found it to be an easy read. But not a particularly quick read since it is pretty thick in page count and page size. The book is broken into four parts and 16 chapters:  
I. Podcasting overview: Understanding the medium and its

impact on business (Chapters 1-3)II. Podcasting fundamentals: Planning and development (Chapters 4-6)III. Producing the podcast: Production, delivery and legal issues (Chapters 7-10)IV. Podcast distribution: Marketing, measuring and monetizing (Chapters 11-16)Social media and Web 2.0 is comprised of a few tools that people and businesses can use to be a part of that community. The main one is blogging. And podcasting is a natural extension of blogging. What is said and has been written about blogging can also be said and written about podcasting. And this book does just that. Some people read books to get their information. Others listen to the radio or watch TV. I suspect many more listen to the radio and watch TV than read books.Currently many more people taking part in Social Media and Web 2.0 are blogging than podcasting. But that statistic very well may change. And by reading this book one will probably understand and realize why. And even better, one will learn how to get involved in podcasting.This book is specifically written for a business audience. It focuses on how businesses can incorporate podcasting into their marketing mix. It covers planning, content creation, legal considerations, branding, marketing, advertising, monetization, and much more.I liked the chapter summaries at the end of each chapter called "Lessons Learned." They made it easy to get an overview of the book before I read it page to page.

I am a podcaster and wanted to know more about the business side of what I have been doing and see if there is profit to be made from my work directly vs the indirect marketing I have been doing for myself. It is very well written, entertaining and educational, even during the 'dry' topics. I could not think of a better recommendation for reading on podcasting and how to monetize a cast than this book.This book has opened my eyes to many online resources I did not know were available to me for things like:-Current growth of podcasts and future trends marking out where podcasting will be in a few years.-How to study and track your audience.-Measuring and defining success of your cast.-Search Engine optimization and tools to help optimize-Hosting and costs-Podcast directories and what ones you NEED to be in-How to monetize and differing models with pro and con lists-Ad networks and how they work and what one will work for you-How to sell your own sponsorships-Tracking ROI for your sponsorsAlong with all the great information as above, there are great real world examples of what works what does not and the best path for you to take on your podcast.I highly recommend this to podcast producers, marketing, business professionals or someone with a interest in how the business of podcasting works. For the producer it will help develop the cast to a more digest able medium for your audience and a more profitable one as well. For the business and marketing professionals it will explain how it works, what works and what does not, and best practices for monetization. Finally for those interested, how podcasters can make

money.

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