

S/O TO THE FORWARD THINKERS



- **How you're going to talk about the value of what you're doing**
- **Communicate realistic expectations to the leadership team (and yourself)**
- **List the ROI you set out to make in order reach those realistic goals**

ABOUT ME + DIGITAL DISPATCH



- **Blythe's bio**
- **Podcast bio**

PODCASTING MYTHS



- **You need broadcast/marketing experience**
- **You need a team and fancy equipment**
- **Podcasting is a great way to go viral and get leads**

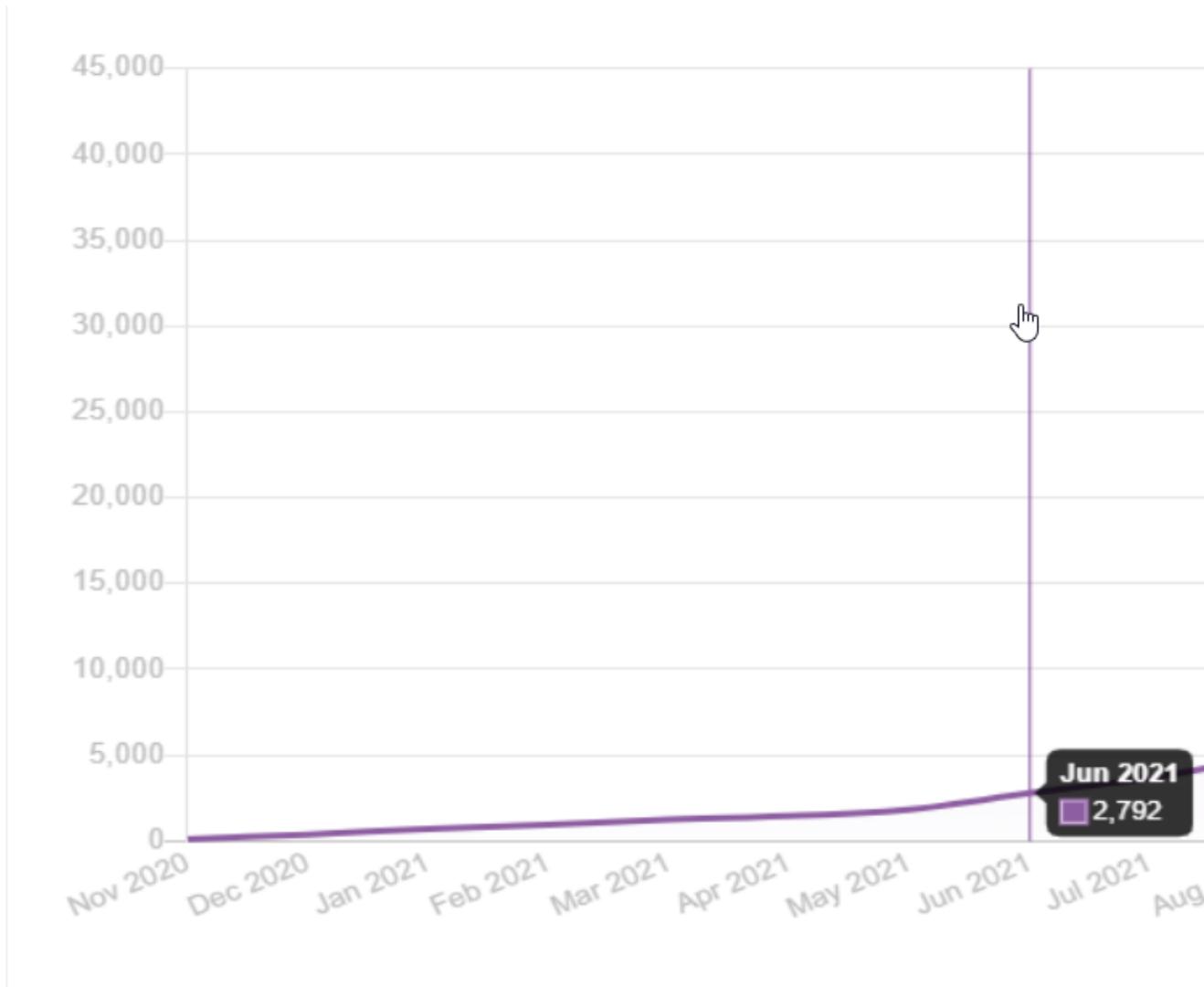
WHY SHOULD I EVEN DO THIS?



- **Develop a deeper relationship with your colleagues, customers, and prospects**
- **Establishing subject matter expertise and increasing brand awareness**
- **Increase efficiency with common tasks e.g. onboarding and company news**

SETTING THESE EXPECTATIONS AHEAD OF TIME WILL HELP JUSTIFY *YOUR* WHY BEHIND STARTING A PODCAST

MY FIRST 9-MONTHS PODCASTING



MY PODCASTING REWARDS



- **#1 driver of new leads to my company**
- **Talk with the smartest minds in freight**
- **Deeper understanding of current customers**
- **Anticipate needs of the one-person marketing team**

SINCE NOVEMBER 2020

*PATIENCE IS KEY - INVEST TIME IN CONTENT SNOWBALLS



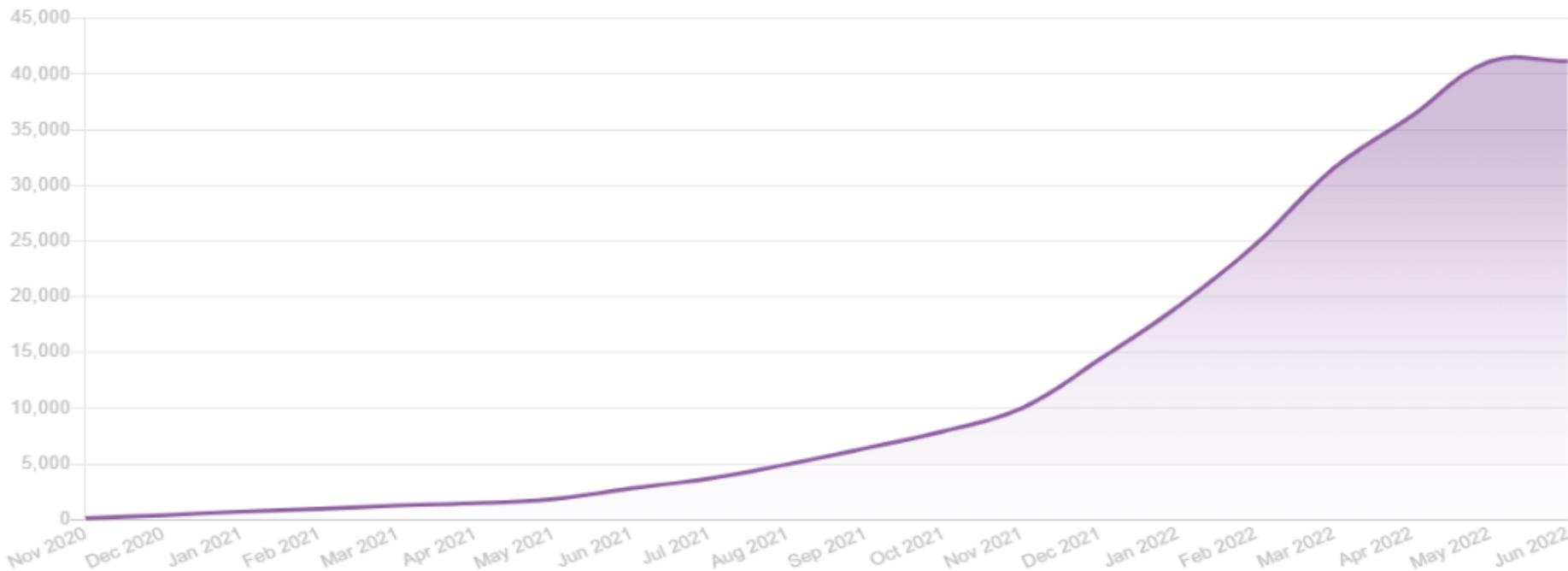
41,165 downloads since published.

LAST 7 DAYS

LAST 30 DAYS

LAST 90 DAYS

ALL TIME



EXAMPLES OF PODCASTING IN FREIGHT



- **Driver/employee recruiting (and retention)**
- **Show your subject matter expertise to the industry (and prospects)**
- **Create training and onboarding materials (record once-play forever)**

PODCASTING USE CASES IN FREIGHT



- **FreightPlus (industry news recaps)**
- **BCB Live (shipper/driver education)**
- **Produce Industry Podcast**
- **Chris Jolly, Trey Griggs, and myself (industry consultants)**
- **Plus media platforms like Freightwaves**

CONTENT CREATION FEARS



- **What if no one listens**
- **I need fancy equipment**
- **It's already too saturated**
- **I hate the sound of my own voice**
- **Waiting for the perfect moment or the perfect episode**

CONTENT CREATION REALITY



- **You can't get better unless you start publishing**
- **Episodes only get better with the more reps you take**

WAS HE PERFECT ON DAY ONE?



PRACTICE & PUBLISH



THE LOGISTICS OF PODCASTING



After you know the myths and realistic goals, let's start mapping out:

- **Type of show**
- **Recording frequency**
- **Recording location**
- **Equipment & software**
- **Content Distribution plan**

THE LOGISTICS OF PODCASTING



Types of shows:

- **Interview style with one central host:**
 - **Customers**
 - **Internal SME's**
 - **External SME's**
 - **Drivers**
- **Solo talking points & industry news**
- **Roundtable discussions**
- **Sales calls that you won't publish**

THE LOGISTICS OF PODCASTING



Recording Frequency:

- **Commit one day/time weekly**
- **Batch record**

Pick what works best for you to consistently be successful

THE LOGISTICS OF PODCASTING



Recording Location:

- **Home office (best outside-of-office option)**
- **Conference room**
- **Office no one is using (best in-office option)**
- **Closet (yes, really)**

BE MINDFUL OF YOUR BACKDROP AND WIFI SIGNAL

THE LOGISTICS OF PODCASTING



Starter Equipment:

- **Remote based conversations:**
 - **Shure microphone**
 - **Webcam**
- **In-person conversations:**
 - **Lapel microphone or Rode mic for each guest**
 - **iPhone on tripod or laptop on a chair/table**

BE MINDFUL OF YOUR BACKDROP AND WIFI SIGNAL

THE LOGISTICS OF PODCASTING



Starter Software:

- **Zoom meetings to record**
- **Camtasia for intro editing**
- **Descript as an all-in-one editing tool**
- **Buzzsprout podcast hosting account**

FIGURE OUT WHAT YOU WANT TO DO AND OUTSOURCE THE REST

THE LOGISTICS OF PODCASTING



Content Distribution:

- **Use quotes from the conversations to push to your personal and company social media accounts**
- **Direct upload/post wherever possible (especially on social channels)**
- **Use email marketing and one-to-one meetings to share episode insights**

AN EXAMPLE CONTENT MARKETING FLOW



01



Plan a customer interview with one of your best accounts in a long-form style question and answer session over Zoom

02



That long form piece of content is uploaded to YouTube. The audio is also stripped from the file and uploaded to a podcast player.

03



That full show is then watched and edited for passionate clips that will resonate with your target audience.

04



A blog post is created on your website that includes that video and either summary text or a full transcript.

05



Your clips are saved to a group share drive folder for access to post to social media or send to their customers.

06



This content snowballs where you brand builds trust and authority organically-- leading to higher quality leads that convert on your website that close at a higher rate vs. traditional cold outreach.

"WHY SHOULD I EVEN DO THIS?"



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CONTINUE YOUR EDUCATION W/ RELATED LISTENING:



- **[How To Start Your Digital Marketing Plan](#)**
- **[How to Make Customer Interviews Your Secret Marketing Weapon](#)**
- **[Buyer Personas That Don't Suck](#)**
- **[How Marketing Operations can point \(and keep\) you on the right path](#)**
- **[The Role of a Marketing Architect with Amanda Natividad](#)**
- **[How Freight Companies Should Treat SEO in 2022](#)**
- **[How did you hear about us?](#)**
- **[How freight companies can build in-house content teams](#)**
- **[Website and Marketing Must-Have's for 2022](#)**

FREE COURSES



- **Creating In-House Video and Podcasts**
- **Content Marketing Plan**
- **Content Distribution**
- **Give Yourself a Website Audit**

**REMEMBER: YOU
WON'T GET HERE...**



**WITHOUT STARTING
HERE...**



TIME FOR QUESTIONS...



- **Types of shows**
- **Equipment and software**
- **How to know when to outsource**
- **etc....**

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DigitalDispatch.io**

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