



EXECUTIVE REPORT

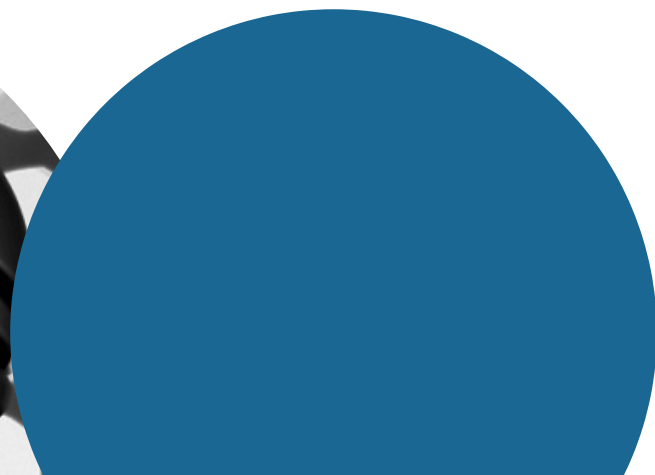
How to Attract AND Maintain Customer Attention, Engagement & Retention in a Noisy & Disruptive Marketplace with a Podcast





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WHO IS ANNEMARIE CROSS



- Launched her first co-hosted podcast - Career Success Radio in 2008 to bring an inspiring voice to the doom & gloom being portrayed by traditional media, following the GFC and subsequent mass job losses worldwide.
- Founded Podcast Production agency - The Ambitious Entrepreneur Podcast Network in 2011 - expanding her Brand & Communications expertise into new media - specifically podcasting for business clients.
- Hosted and co-hosted several podcasts over the years including: Career Success Radio, Business Success Podcast, Ambitious Entrepreneur Show, Coaches Connection Podcast, Ask The Expert Podcast, Purposeful Leadership Podcast, Women In Leadership, and The Christian Entrepreneurs Podcast..
- Mentored various podcast hosts and hosted/publicised their podcasts on the Ambitious Entrepreneur Podcast Network, including Global Success Podcast, Secrets to Success Podcast, The Simply Abundant Entrepreneur Show, Author Platform Success Podcast, and Ask The Expert Podcast.
- Hosted & produced corporate podcasts for companies from diverse industries including SMART Connect Podcast, The Room Xchange Podcast, Network Overdrive Podcast, Speaker Success Podcast, Business Women Australia Podcast, Business In Heels Podcast, Pushing the Boundaries Podcast, The Successful Investor Podcast, to name a few.
- Annemarie's podcast - The Ambitious Entrepreneur Show has been listed in the Top 25 Podcasts for Entrepreneurs, Top 50 Podcast for Entrepreneurs, and Top 100 Small Business Podcasts worldwide by well-known and respected small business websites, including Entrepreneur.com.
- Annemarie's podcast - The Ambitious Entrepreneur Show and Women In Leadership were made the Finalists in the Australian Best Business, Marketing & Entrepreneurship Podcast Award, with The Ambitious Entrepreneur Show winning the overall category.



CHALLENGES FACED BY CEO'S WORLDWIDE

"It's getting more competitive out there. Customers are more demanding than ever. They want more say in what we do for them. They are younger, more connected, and less loyal." [1]

"Seventy-four per cent of Senior Executives across the globe are unsure about their understanding of the consumer experience with the digital transformation world."
-- Accenture

Eighty-eight per cent of CEO's are concerned about:
"the loyalty of their customers."
-- KPMG 2016 CEO Outlook Report

Eighty-five per cent of CEO's expressed concerns of:
"Our competitors ability to take business away from our company."
-- KPMG 2016 CEO Outlook Report

"People are busy, overwhelmed with information, and time is limited for all. Companies are going to need to find a unique way to stand out from the crowd in order to share [that] what they have to offer is a product a person needs." [2]
--Jenny Kile, CEO Kardtects Building Cards

WHAT HAS CAUSED THESE CHALLENGES?

"Emergence of new segments (in a previously homogeneous market) which have their own distinct needs, requirements and preferences. These fragments reduce the effectiveness of mass marketing techniques and erode brand loyalty." [3]

Market Oversaturation

Media Fragmentation

A Barrage in Content

A Plethora of Social Media & Online Platforms

A Shift in Consumer Behaviour & Expectations

A New Customer: The Entrepreneurial Customer

"Speed seems to be a challenge, associated with executing ideas, changes in the market and consumer behaviour, or the 24-hour cycle of news and social media - requiring businesses to respond quickly if they want to increase their chance of growth and success."

[4]

THE ENTREPRENEURIAL CUSTOMER

"The digital revolution has completely transformed the way consumers are interacting with brands and a lot of businesses are struggling to catch up." [5]

Who is the Entrepreneurial Customer?

There seems to be two emerging markets from two main demographics, including mums and Millennials.

- They are time poor and love brands and companies that help them get this time back;
- They believe in the 'new and shiny' and seek regular inspiration;
- They believe and adopt new technology quickly to make life easier;
- They are community minded and seek advice.

"To get them as customers you need to understand what their beliefs mean to your business. The first step is to fully understand what makes them tick." [5]

HOW DO WE ADDRESS THESE CHALLENGES?

"The next three years will be critical in shaping our future. The change is 'Now or Never.'" [6]

With a Podcast

What is a Podcast?

On-demand audio, 24/7, highly customised, specialised content.
It's portable (listen from your mobile device).

Steve Jobs once said:

"The most powerful person in the world is the story teller, as he/she sets the vision, values and agenda of an entire generation that is to come."

THE CORPORATE PODCAST - THE STATS

The Stats [7]

- U.S. podcast listeners has grown to 46 million.
- 65% of 2.3 billion downloads came from a mobile device.
- 64% of listeners to podcasts have bought a product they heard advertised on a podcast.
- 2/3 of podcast listeners consume content on mobile devices.
- 56% of podcast listeners use social media at least once a day to several times a day.
- Apple has surpassed 1 billion subscriptions in its podcast app.
- Podcast listeners favour internet over traditional media forms: TV, radio, newspaper, cable.
- Podcast listeners pay attention to a company's social media. Across the entire population of USA 28% of people say they follow a company's social media. But among podcast listeners, 47% follow the company's social media platforms too.
- Podcast consumption is high while listeners are driving, exercising and doing chores.

Note: Latest stats at Edison Research

THE CORPORATE PODCAST - THE STATS

The Stats [8]

- Podcast penetration is set to increase to 1 in 2 Australians.
- 2.9 million Australians have listened to a podcast in the last 12 months.
- 29% of podcast listeners subscribe to news and political podcasts and 56% of those listen at least once a week.
- 18% of podcast listeners subscribe to games and hobby podcasts and 45% of those listen at least once a week.

Australian Broadcasting Corporation has also seen the number of listeners of their podcast explode, especially in recent years.

- 21 million downloads in 2008
- 74 million downloads in 2014
- 160 million downloads projected for 2016

THE CORPORATE PODCAST: THE BENEFITS

When professionally produced with the right strategy and communication techniques, you can:

- Capture and retain attention with your customer;
- Gain deeper engagement with your customer;
- Maintain longer attention spans;
- Enable top-of-mind awareness to avoid leakage to competitors;
- Reinforce commitment to your company's brand;
- Increase willingness of existing customers to consider products/services;
- Increase attention across your company's social media platforms.

"People are listening to our podcasts during their personal time - while they are driving, exercising or doing chores.

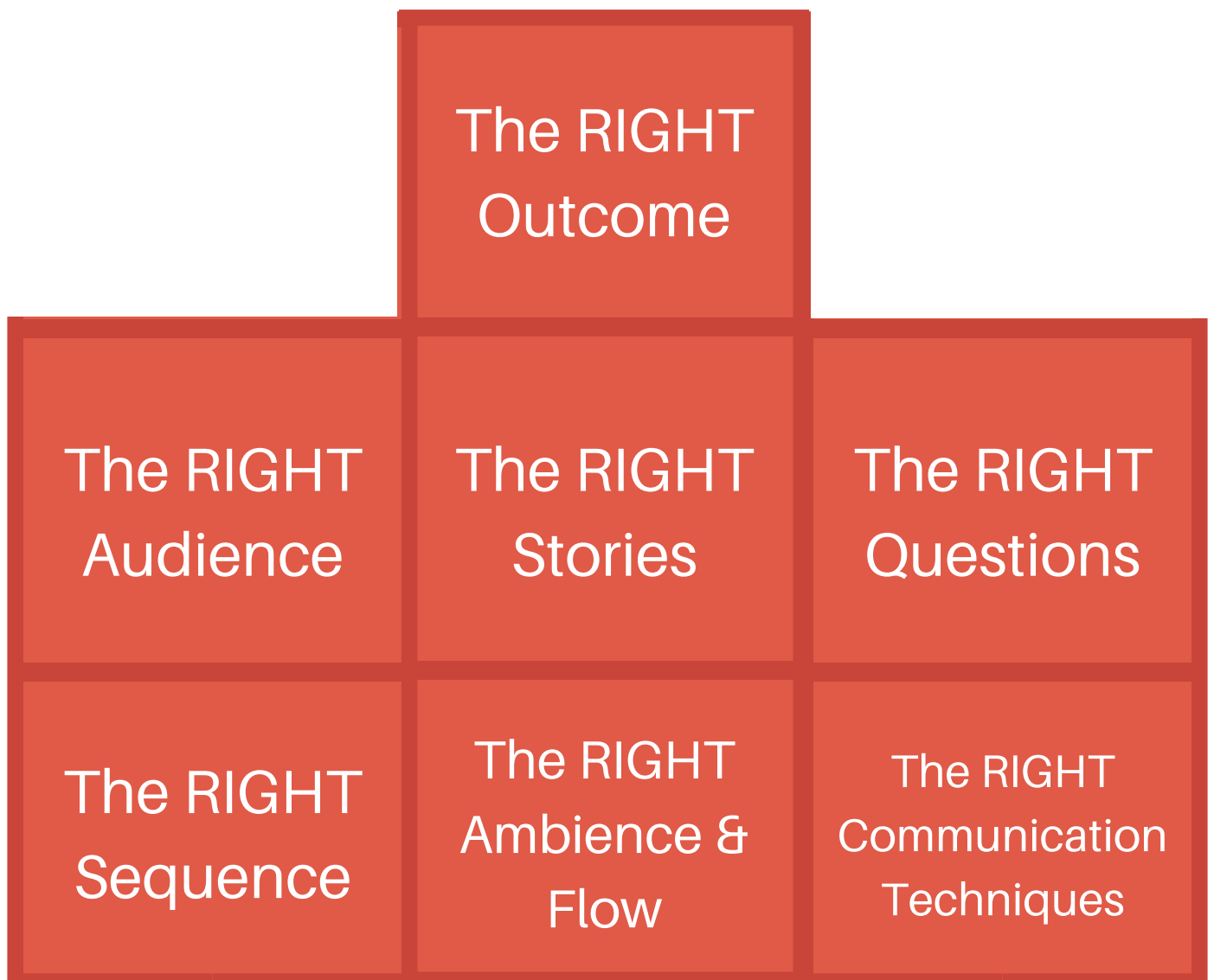
Just think about that for a moment - they are inviting us into their lives during their 'precious' personal time. What other medium allows you to do that - to connect and engage with your customers for 30 minutes each and every week?

-- Annemarie Cross - CEO & Podcasting Expert

Our clients:

***Professional Services, Marketing Specialists,
Brand & Design Specialists, Tech Start-up, It
End-to-End Consulting, Networking
Organisations***

THE SEVEN KEY PILLARS TO A PODCAST THAT ATTRACTS, MAINTAINS, ENGAGES & RETAINS CUSTOMERS



WHAT WILL YOU DO - WAIT OR WIN?

"I think there is real opportunity for us to grow, but it isn't going to be easy. We are going to have to change if we are going to have to compete and win." [8]

"Digital Darwinism is unkind to those who wait." -- Karl Streibich, CEO Software AG [8]

Is your company looking forward and positioning yourself to be able to compete and win in this noisy and disruptive marketplace, while build a deeper level of engagement and retainment with your existing customers?

Or, will you wait and see what happens when these new and emerging businesses continue to enter the market to disrupt your business model?

Sadly, for some companies who choose to wait, it may be too late.

AN INVITATION

Book in for one of our initial 15-minute 'Capabilities Briefing' to see whether a podcast is able to help you overcome your current business challenges.

Email: letstalk@podcastingwithpurpose.com

Phone: (03) 9708 6930

or access my Calendar link to book a call: bit.ly/InfluencerCall

RESOURCES

- [1] KMPG 2016 CEO Outlook Report
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