

A photograph of a white plate filled with fresh raspberries, resting on a light-colored wooden surface. The image is partially covered by a semi-transparent red overlay that contains text. The raspberries are vibrant red and have a textured, bumpy appearance. The wooden surface shows natural grain patterns.

Productive Insights

9 Reasons Why Podcasting Is Critical To Your Content Marketing Mix

<http://productiveinsights.com/>

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Resources Mentioned



- Pew Report : <http://www.journalism.org/2015/04/29/podcasting-fact-sheet/>

Related / Mentioned Podcast Episodes:

- 001. Neil Patel (Kissmetrics Founder) On How To Make Better Decisions Around Client Selection, Branding and Investing
- 002. James Schramko On How To Use The Recurring Income To Maximise Profit And Fund Your Perfect Lifestyle
- 018. How To Build An EIGHT figure business – With Buck Rizvi
- 022. \$50 Million and Counting With Ed O'Keefe
- 039. Podcasting for Entrepreneurs with John Lee Dumas
- 048. John Logar On How To Use High Value Consulting To Increase Profitability
- 050. James Schramko On Frameworks For Business Profitability And Lifestyle

Key Points (Timestamps)

- 00:09 — Intro and overview
- 01:03 — Reason #1 Podcasting is probably the fastest growing medium in content marketing.
- 02:00 — Reason #2 Podcasting doesn't require a screen for you to consume it.
- 02:31 — Reason #3 Podcasting is a very intimate medium. John Lee Dumas believes the human voice is the first thing we connect with in our lives.
- 03:15 — Reason #4 Content consumption on mobile devices is growing (independently of desktop content consumption).
- 03:49 — Reason #5 Having a podcast is like having your own radio station at a fraction of the cost.
- 04:24 — Reason #6 Cars are increasing being built with Apple's CarPlay installed.
- 04:42 — Reason #7 Podcasting requires minimum time investment compared to other content media.

- 05:22 — Reason #8 Podcasting builds massive authority (by featuring leading people in your industry).
- 06:20 —Reason #9 Podcasting allows you to establish a foundation for a very strong relationship with key influencers and world-leading authorities.

The image features a background of fresh raspberries. A large, semi-transparent red rectangle is overlaid on the center of the image, serving as a backdrop for the text. The raspberries are visible on the left and right sides, partially obscured by the red overlay.

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Yes, Please Send Me More Useful Content