BluePrint Recording

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EXECUTIVE SUMMARY

Objective

We over Me is a philosophy that has been adopted by our team of professionals since we began this journey. Our intent is to create a positive influence on your business. BluePrint Recording will support your overall marketing purpose, which is to grow your business. Whether your business is Entertainment or Real Estate.

Goals

• **Brand Awareness:** Is your podcast generating more mentions on social media or within your industry?

• **Engagement:** Are you receiving feedback from your audience either directly or from content generated from your podcast?

• **Customer Loyalty:** Have your customers indicated that they have learned from your podcast? This is a signal of their investment in your brand.

• **Authority:** Are you gaining a share of voice in your industry? Where do you show up against your competitors when you search for podcasts in your industry?

• **Earned Media:** Are you finding mentions of your podcast? And are you getting invited onto other podcasts because of your podcast?

Solution

Conveys Authority

Podcasts give you the opportunity to share your expertise in a conversational way. You can relate to your customers' needs while sharing the experiences of others like them.
When you bring other authorities from your industry onto your podcast, you are getting an industry cosign.
Not only can you share your guests' knowledge, but you can also strengthen your listeners' perception of your authority through association with other experts.

Creates Scalable Content

Podcasting is an excellent source of base content — big content pieces that can be broken down into additional content pieces. This allows you to scale any given podcast episode across your marketing strategy. For example, from one episode, you could generate long-form blog content from the transcript, short social posts of highlights, audiograms, video snippets and more. With all this content, you can show up more on social media and in the path of prospective customers.

Expands Your Audience

Having a platform with access to a topic-focused audience can attract other authoritative figures to your brand and audience. Allowing these figures to gain access to your audience opens the door to opportunities for you to access theirs. Typically, these guests will share your show as appreciation for including them. Plus, you have created content for that guest, which gives them the incentive to share your content that includes them.

Keeps Your Brand Top of Mind

Having a podcast gives you a regular place in the ears of your prospects. Using the podcast and all the content derived from it allows you to increase the frequency that your brand lands in your prospect's ears and eyes. You could even bring your most engaged existing customer onto your podcast. This can build loyalty and admiration for your brand.

Helps Your Brand Engage More Consistently With Consumers

Finally, the most important part of podcasting, in my opinion, is the expectation of regularly scheduled new content. Podcasts are unique because consumers can subscribe to have content delivered to their mobile devices that they can consume passively while engaging in other activities. This regular delivery allows consumers to align your regular content with their regular activities such as driving, working out or housework. Being more consistent than your competition can also translate into your brand's dependability and consistency of service.

Conclusion

Measuring a branded business podcast should be done very differently than casual or entertainment-focused podcasts. Business podcasts have a specific intent and focus. The key performance indicators of a business podcast often come in softer measurements that are realized over a longer period of time, similar to most content marketing.

Equipment List

- Headphones
- Chairs
- Microphone
- Microphone Arm
- Headphone Amplifier
- Video Cameras
- Mixer
- Audio Interface
- Digital Audio Recorder
- Multi-Camera Production System
- Computers