

## The Best Practices in Marketing Virtual Seminar Series

### Best Practices in Business to Business Podcasting

Sponsored by



Keynote Speaker:



Patrick Moorhead – National R & D  
Avenue A | Razorfish  
December 14, 2006



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## About the Best Practices in Marketing

- We listened to our members
- Most popular areas of focus:
  - Demand Generation
  - P.R.
  - Email Marketing
  - Messaging and Branding
  - S.E.O.
  - **Podcasting**
- The seminars deliver:
  - Education - not a sales pitch
  - Guidance from industry experts
  - Ability to enhance skills, be more effective



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## About KnowledgeStorm



**KnowledgeStorm provides you the most opportunities to reach business and technology buyers on the Internet *and* to convert them into Web leads.**


- Information Technology Directory
  - Aggregated content from thousands of vendors
  - Structured format for easy access and comparison
  - Product and service listings as well as white papers, podcasts, demos, Webcast replays, etc.
- Based on a Registered User Model
  - Web Leads not just clicks
- A variety of programs to address specific online lead generation and advertising needs

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## Best Practices - B2B Podcasting

- About me: **Patrick Moorhead**
- **Avenue A | Razorfish**
  - Owned by aQuantive (NASDAQ: AQNT)
  - Largest independent digital agency in the world \$189.8MM '05, \$247 Q4 '07 (projected)
  - Sister companies include Atlas Solutions, drivePM, Amnesia (Australia); Neue Digitale (Germany); DNA (UK); e-Crusade (Hong Kong) and others
- **R & D – Advanced Marketing Solutions**
  - Not a Think Tank, Not an Off-Shoot
  - Everything that's not "banners, buttons, and search."
  - Make new media meaningful by understanding consumers
  - Drive real results for clients
  - Establish standardization and best practices

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## Agenda

1. Podcasting Defined
2. The Origins and Rise of Podcasting
3. Metrics & Audience
4. Corporate Podcasting - Examples
5. Implementation:
  - Strategy (Short / Long)
  - Content
  - Technology
  - Partners
6. Risks
7. Rewards
8. Sample of Opportunities
9. Q & A

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## Podcasting Defined

**Podcasting is a method of distributing multimedia files, such as audio and video programs, over the internet using syndication feeds, for playback on mobile devices and personal computers.**

The term, coined in 2004, is a blend of the terms “iPod”, a popular portable media device from Apple Computers, and “broadcasting”.

The term podcast, like radio, can mean both the content, and the method of delivery. The host or author of a podcast is often called a podcaster.

While a number of types of audio and video media are able to be used on iPod and portable media devices, a true podcast is episodic, taking advantage of the RSS feed delivery method to provide continuously “fresh” content to subscribers.

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## Origins & Rise

- Audio has been captured and distributed online for 10 + years
- Barrier to entry lowered by broadband, enabling technologies, and Apple
- Grassroots, citizen journalism
- Facilitated need in consumers to participate in and control media experiences
- Slowly grew virally as component of social environments (blogs, social networks)
- Content drove adoption (funny, off-beat, niche)
- As audience reaches critical mass, larger producers and corporations are beginning to notice.

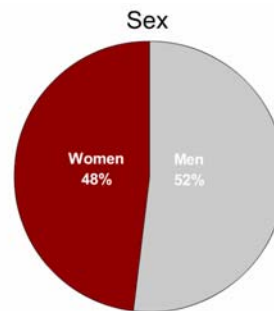
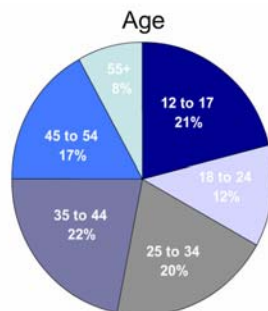
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## Metrics & Audience

- Podcasters are early adopters
- 60% of users of podcasts are 25+ years old
- Well educated
- Broadband enabled



Edison Media Research & Arbitron Study: The Infinite Dial - Podcast Audiences Revealed 2006

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## Corporate Podcasting Examples

### IBM – Top Down and Direct

- C-level and VP level execs
- Weekly, Bi-weekly, Monthly
- Eliminate costly conference call infrastructure
- Free up “time burdened” information

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## Corporate Podcasting Examples

### Global Pharmaceutical Client (name withheld)

- Capture wealth of knowledge from speaker series
- Enable remote and post event attendance of events
- Training and “audio white paper” research
- “Human Face” to scientists and researchers
- Secure, enterprise wide distribution platform (AARF)

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## Implementation - Strategy

- Unhinge content from distribution
- Information as asset
- Distribute to meet audience needs


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## Implementation - Content

- Deliver value to your audience
- Remain relevant
- Optimize content dollars
- Produce multiple assets within budget
- Match distribution to media and audience

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## Implementation - Technology

Barriers have never been lower

Average Pro-Sumer set-up = \$200.00

Corporate = Information Management

Content = Asset

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## Risks & Challenges

Metrics and analytics are not standardized

Devices proliferate

Corporate Incompatibility

Security

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## Sample Opportunities

- Effective delivery of unique and compelling content
- Innovative channel of communications
- Reinforce innovation as a core corporate value
- Develop communities around Interests
- Deliver relevant topical information on demand
- Capture and utilize “sunk” resources

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## More from the BMA



- Virtual Seminar Series Continues...
  - January 18th:  
Best Practices in Marketing  
with MarketingSherpa  
Sponsored by Got Corporation
  - February TBD  
Best Practices in Media Relations  
Sponsored by Schwartz Communications
- The Business of Baseball Marketing
  - Featuring Sam Kennedy,  
Red Sox Sr. VP of Marketing
  - January 25th: The EMC Club @ Fenway Park
- Newsletter: “*Boiling the Ocean*”
  - Sign up today @ [thebmaoston.com](http://thebmaoston.com)
  - Next issue: November 28<sup>th</sup>
- Check out our new Best Practices in Marketing Podcasts!!!!
  - Visit [www.thebmaoston.com](http://www.thebmaoston.com) for details!!!

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## The Business of Baseball Marketing



- **Speaker:**  
Sam Kennedy,  
Sr. Vice President of Sales and Marketing,  
Boston Red Sox
- **Where:**  
The State Street Pavillion @ Fenway Park
- **When:**  
January 25, 2007 @ 6:30PM
- Register ASAP at [www.thebmaatfenway.com](http://www.thebmaatfenway.com)  
**SPACE IS LIMITED!!!!**

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## Questions



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