

How to advertise on Podcasts and Streaming Music to Reach an Untapped Audience

September 16, 2021



CERTIFICATION WORKSHOP

The web is busy with video conference calls, so you may get better sound if you call in with your phone.

To Use Your Telephone

- **Call: United States: +1 (631) 992-3221**
- **Access Code: 349-485-037**
- **Webinar ID: 202-415-875**
- **Audio PIN: Shown after joining the workshop**



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- The DMA of Northern California was formed to educate, inform and provide networking opportunities for direct and online marketing professionals.
- We offer best-in-class live online education to marketing professionals worldwide through our workshops and certification program. Workshop topics include search engine optimization (SEO), Google Analytics, Google Advertising, Email Marketing, Podcasting, Account Based Marketing, Social Media, Behavioral Marketing, and more. More than 1,000 professionals take advantage of over 35 workshops dates and times offered per year.

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- Our courses started as extension courses at UC Berkeley, UCLA, and UC Santa Cruz in Silicon Valley
- To make them available to more people, we added them to the DMAnc.org
- All you need to do is complete 8 two-hour workshops within two years of starting
- If a certificate isn't in your plan, you can take as few or as many of the workshops ala carte as you'd like.
- Students who complete a certification program will receive a frameable Certificate of Completion and a digital badge for your website, blog, email signature, or social profiles



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See the full calendar at dmanc.org

Workshops	Summer/Fall	Fall/Winter	Fall/Winter 2	Winter	Winter 2
Account Based Marketing (ABM) for Small to Medium Companies (180L-2)		16-Nov-21			
Advanced Podcasting, part 2 (700L-3)	28-Sep-21			14-Dec-21	
Affiliate Marketing Course: How to Add Pay-for-Performance Affiliate Marketing to Your Mix (1000L-1)	6-Oct-21				
Email Marketing Advanced	2-Nov-21				
Email Marketing Fundamentals	19-Oct-21				
Email Marketing Intermediate	26-Oct-21				
Google Ads Advanced (400L-3)	8-Oct-21			10-Dec-21	
Google Ads Fundamentals (400L-1)		19-Nov-21			
Google Ads Intermediate (400L-2)	1-Oct-21			3-Dec-21	
Google Analytics 3 Advanced (500L-3)	29-Sep-21	1-Dec-21			
Google Analytics 3 Fundamentals (500L-1)	17-Sep-21	3-Nov-21			
Google Analytics 3 Intermediate (500L-2)	22-Sep-21	17-Nov-21			
Google Analytics 4 Advanced (4002L-1)		29-Sep-21	29-Oct-21	12-Nov-21	22-Dec-21
Google Analytics 4 Fundamentals (4000L-1)			13-Oct-21	5-Nov-21	8-Dec-21
Google Analytics 4 Intermediate (4001L-1)		22-Sep-21	22-Oct-21	10-Nov-21	15-Dec-21
LinkedIn for Your Career Workshop (900L-1)	15-Oct-21			17-Dec-21	
Mobile First Design (900L)				17-Dec-21	
Podcasting, part 1 (700L-2)				7-Dec-21	
Search Engine Optimization (SEO) Advanced (300L-3)		5-Nov-21			
Search Engine Optimization (SEO) Fundamentals (300L-1)	20-Oct-21				
Search Engine Optimization (SEO) Intermediate (300L-2)	29-Oct-21				
How to Use Social Media for Marketing, Part 1 (600L-1)	27-Oct-21				
How to Use Social Media for Marketing, Part 2 (600L-2)		10-Nov-21			
How to Use Social Media for Marketing, Part 3 (600L-3)		17-Nov-21			
Using Behavioral Marketing During Uncertain Times Workshop (181L-1-1)	24-Sep-21				

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- The video recording of this workshop will be sent this afternoon.
- It will be sent from the email customercare@gotowebinar.com
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the Contact Us form at [DMAnc.org](https://dmanc.org) and we'll be sure to get it to you some other way.





The Direct Marketing Association
of Northern California

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Ian Murphy

- Senior Manager, Business Development at AudioGO





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Gary Brazzell

- Owner, Brazzell Marketing



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- Why you should include streaming music and podcast advertising in your marketing mix
- How digital audio differs from traditional radio
- Case study on how one company shifted budget from Facebook to streaming audio and saw a 30% increase in Gross Revenue
- Best practices on ad strategy, placement and measurement

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An integral part to everyday life.



Streaming Music

Mobile apps like Pandora, Spotify, SoundCloud, etc.



Internet Radio

Local radio streamed online via apps like iHeartRadio.



Podcasts

NPR, Joe Rogan, The Ringer, Serial, and other popular shows.



Smart speakers

Devices like Alexa, Google Home, Sonos, etc.



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10

The benefits to getting your message heard.



Reach Local Customers & Leads

Target listeners in your local zip code by interests and status, content type, and more.



Extremely Effective Marketing Channel

Audio has the unique ability to make emotional connections with customers.



Audio is a huge part of our lives

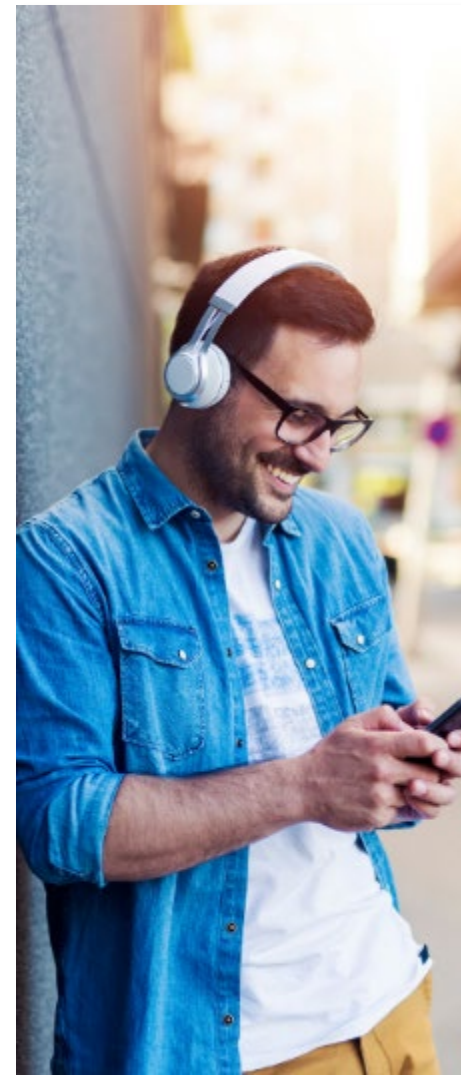
190+ million Americans stream digital audio every month.



Transparent & Measurable

Gain data and insights into your ad impressions and who's listening.

Example Audio Ad



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Digital Audio is Pervasive. And Effective.

65%

**Of Podcast listeners
are likely to buy a
product after hearing
an ad on a Podcast ***

**4.5
Hours**

**Time spent
listening to
digital audio
every day.**

24%

**Increase in recall vs.
display advertising***

SOURCES: Adweek, Nielsen

Audio is a Big Part of the New Normal We Live in Today

83%

Of consumers say they are listening to as much or more radio as before the pandemic.

60%

Of consumers hold radio in high regard and trust it to deliver timely information regarding the COVID outbreak.

42%

Of consumers say that radio has helped them deal with the current crisis.

SOURCE: Nielsen: 'Radio is Comfort Food in Times of Crisis' (March 16, 2020). Data is for US market.
<https://www.nielsen.com/us/en/insights/article/2020/radio-is-comfort-food-as-media-consumption-rises-amid-covid-19-pandemic/>

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Digital Audio



- 1 - 1 Broadcast
- Reach your target audience
- More functionality and control
- Measure Results in real time

Traditional Radio



- 1 - Many Broadcast
- Reach a broader audience
- Set packages and air times
- Receive reporting after the fact



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"I advised one of my biggest Facebook advertisers to cancel their Facebook advertising and switch that entire budget to digital audio. Gross revenues spiked 30% after about of month of this."

"Listeners are accustomed to only hearing national ads. When audiences hear local ads run alongside Pandora's national advertisers it conveys a strong sense of importance and excitement that is not conveyed by Facebook or Google ads."

"Audience members text the business owners and exclaim 'I heard you on Pandora!' The only other medium where I have experienced that sort of buzz was TV."

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A different, powerful medium to reach new customers.



Unique, memorable Call-To-Action

Call tracking phone number, unique URL, or short text codes – make it easy for the listener to remember.



Ad content should match the medium

Depending on whether you plan to run on audio, podcasts or both, ensure your ad fits the experience.



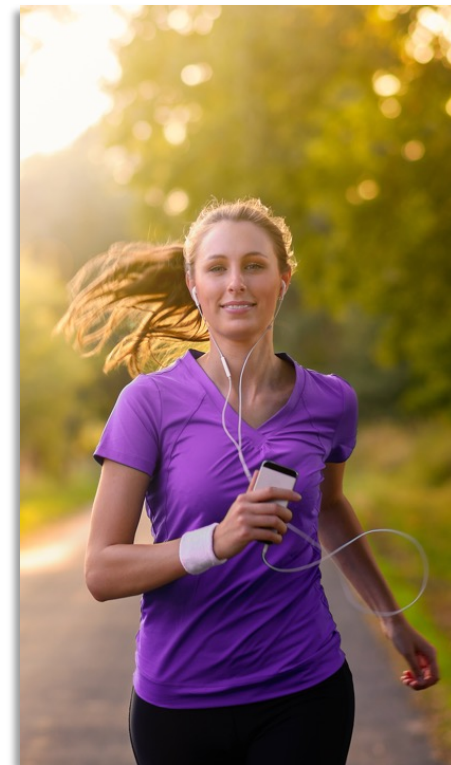
Refine targeting for reach or frequency

Generally we recommend listeners hear the ad three times to help with brand recall.



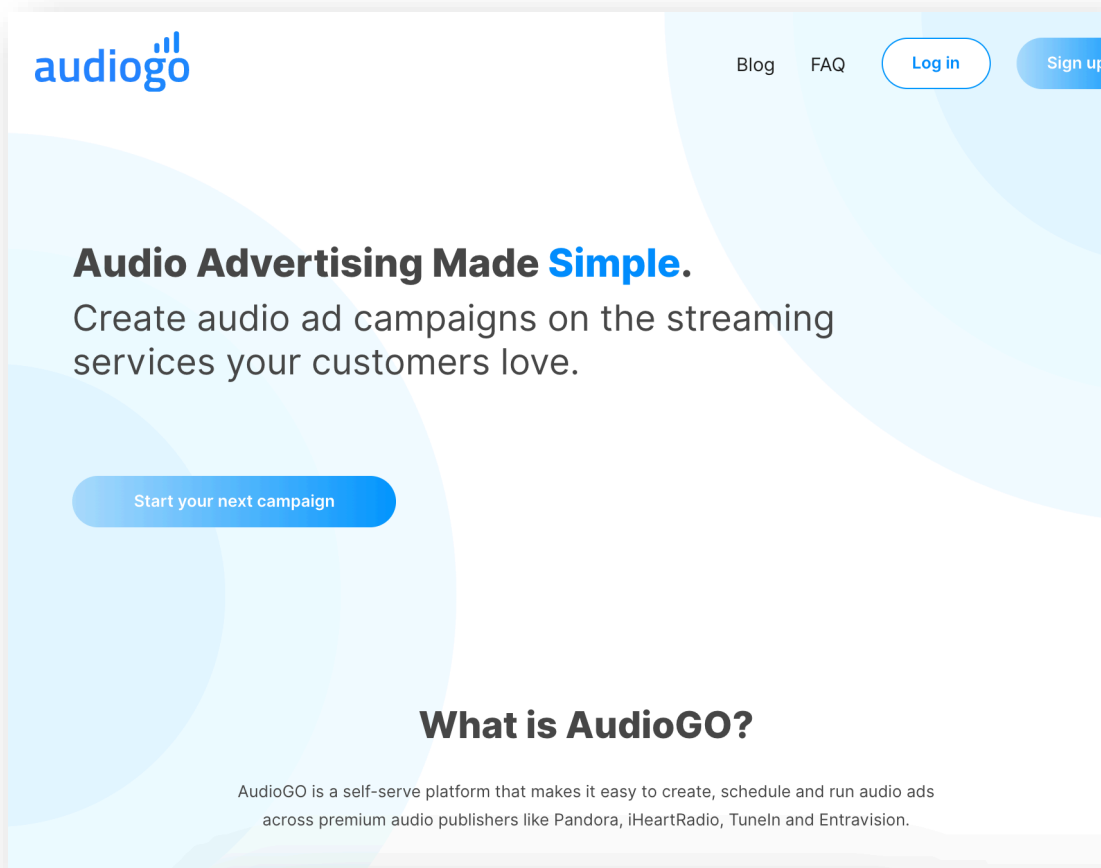
Measure performance holistically

Track success using the unique CTA, as well as overall brand lift.



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Visit audiogo.com to get started today!



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You can now advertise with AudioGO on podcasts and streaming music to reach an untapped audience.

Get \$100 off your first campaign to get 5,500+ audio ads.

1. Go to <http://www.audiogo.com/dmanc>
2. Create your free account
3. In **Billing Details**, enter the code **DMANCGO100**



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