

FIVE STEPS TO YOUR OWN PODCAST

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More and more people are open to podcasts. They also increasingly offer companies the opportunity to open up a dialogue with their customers. The following five steps are important in this:

1. Selecting topics and creating an editorial plan

As with all methods of communication, all podcasts begin with a clear concept: Will it be just one podcast or several episodes? Will they all be of equal length, designed according to the same blueprint (recommended, without becoming boring) and which storyline should be pursued across all episodes?

An example for family companies:

- Creating an image podcast for the company: What does the company represent? When was it founded? For how many generations has it been owned by the family? Which products does it manufacture? Which innovations has it developed? And how do the employees perceive it? Always alternate reports and interviews with the entrepreneurs in the family and selected employees.
- Several podcasts on various product groups or business areas: What milestones have the individual product groups / business areas achieved? What was taken into account in their development? How – and where – does production take place? What do customers think? Always include interviews with employees from the individual departments, and also customer statements wherever possible.
- Several podcasts on the employer brand: What do the employees think about the company? How long have they been with the company on average? What is unique about the training? And why is it fun to work there?

2. Preparing content

The content for the podcast episodes is in the style of a report and is more informative than promotional. Interviews need to be scheduled with entrepreneurs, employees and possibly also customers. As a rule, certain lead questions will suffice to get a conversation going, which of course are also recorded. Generally speaking, this can be carried out half a day during a tour of the company without a great deal of effort. If customers are also to be interviewed, the workload becomes greater with a greater need for coordination. But this is also doable.

3. Discussing and recording content

Once the customer has given their approval, the prepared report sections of the podcast can be recorded in a suitably quiet room. The tour of the company may however include background noise which captures a little of the flair and the atmosphere in the company. The interviews themselves must be as casual as possible: Conversations in the workplace, by the machinery, in the yard, wherever they take place and there is not too much noise.

4. Selecting, cutting and recording clips

Afterwards, the recorded material is coordinated and the material is optimised from an audio perspective. Excessively loud background noise is filtered out, call recordings are shortened to punchy statements. In the end we are left with a recording which tells a clear, varied and diverse story.

5. Select portals and go online

Finally, the finished podcast is made available. It may be posted to generally accessible portals such as Spotify, if the episodes are suitable for it (e.g. for podcasts focusing on the employer's brand and training). Alternatively, they may be made available on technical and industry-specific portals. And, of course, on the website itself. Always with the option of remaining up-to-date via the RSS feed of the following podcasts.

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