

Earn Money Working Online: Marketing with Podcasts

Originally derived from a combination of broadcasting and iPod podcasting, according to the New Oxford American Dictionary, is "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player." The general accepted definition however, has expanded to include video as well as audio. Marketers who want to earn money working online recognize the potential of having so many viewers and listeners consume their information in this intimate way. But while marketing with podcasts seemed very cutting edge a few years ago, and dont get me wrong its still a very innovative way to present yourself, so many people are taking up this marketing method which means that if youre just getting started you will have your fair share of competition. On a brighter note, many of those who use podcasts to earn money working online are not making full use of their potential. This means that if you take the advice given in this article you can reach your desired market better than those who have attempted before you. I hate to sound cliché but the best way to get noticed is to get outside the box. The information you provide has to be original, unique, and relevant. Above all it has to be information. Many marketers cant seem to take off their salesman coats and end up pitching to their customers every chance they get. Consumers have the power, and if you plan to use your podcasts to hard sell youll be wasting your time. Podcasting is about sharing relevant, interesting information. Yes you can be funny, witty, edgy whatever just as long you dont pitch. This means planning your content carefully. In order to deliver the right sort of content in a highly received manner you need to have a good grasp on who your audience is. Different groups will take your content in differently. Market research is key to providing you with who your audience is, what they want to hear, and how they want to hear it. A good way to find out this information is by viewing your competitors work. What do successful podcasts in your genre have in common? Once you have an understanding of what they are doing you can then begin to develop your unique selling point. However, youre podcasting to promote not just as a hobby, so you do have to plug in your website or service somewhere. The place to plug in website is at the beginning and end of your podcast. For example This podcast was made possible by www.yourcompany.com or if you like this episode be sure to subscribe to this podcast at yourcompany.com. This allows you to mention your website without sounding like a sleazy salesman. A number of podcasts online have good content but lack technical quality. The picture is blurry, or the sound is inadequate. This makes the viewing experience unpleasant and usually not worth the trouble. If you do not feel confident that you can create a professional looking product, that will make your viewers stay, it may be best that you outsource the job to a professional. You can monitor feedback once your podcast is created. As with any marketing strategy you need to test and monitor feedback. Monitoring lets you know how your message was received and what changes you need to make. A great deal of the time simply changing the title, or marketing with podcasts in a different category can increase subscribers. Monitoring feedback is the only way youll know what to do next time. If you want to earn money working online you should consider marketing with podcasts. Be sure to provide quality, interesting information and monitor feedback.

About the Author

Jeff Casmer is an internet marketing consultant and work at home business owner. His "Top Ranked" (<http://www.24hourwealth.com/>) Earn Money at Home Directory gives you all the information you need to start and prosper with your own Internet Home Based Business.

Source: <http://americanahost.com>