



# The Podcast Strategy Lookbook

How 8 Innovative B2B Brands Are Using Their Podcast In  
Their Marketing Strategies

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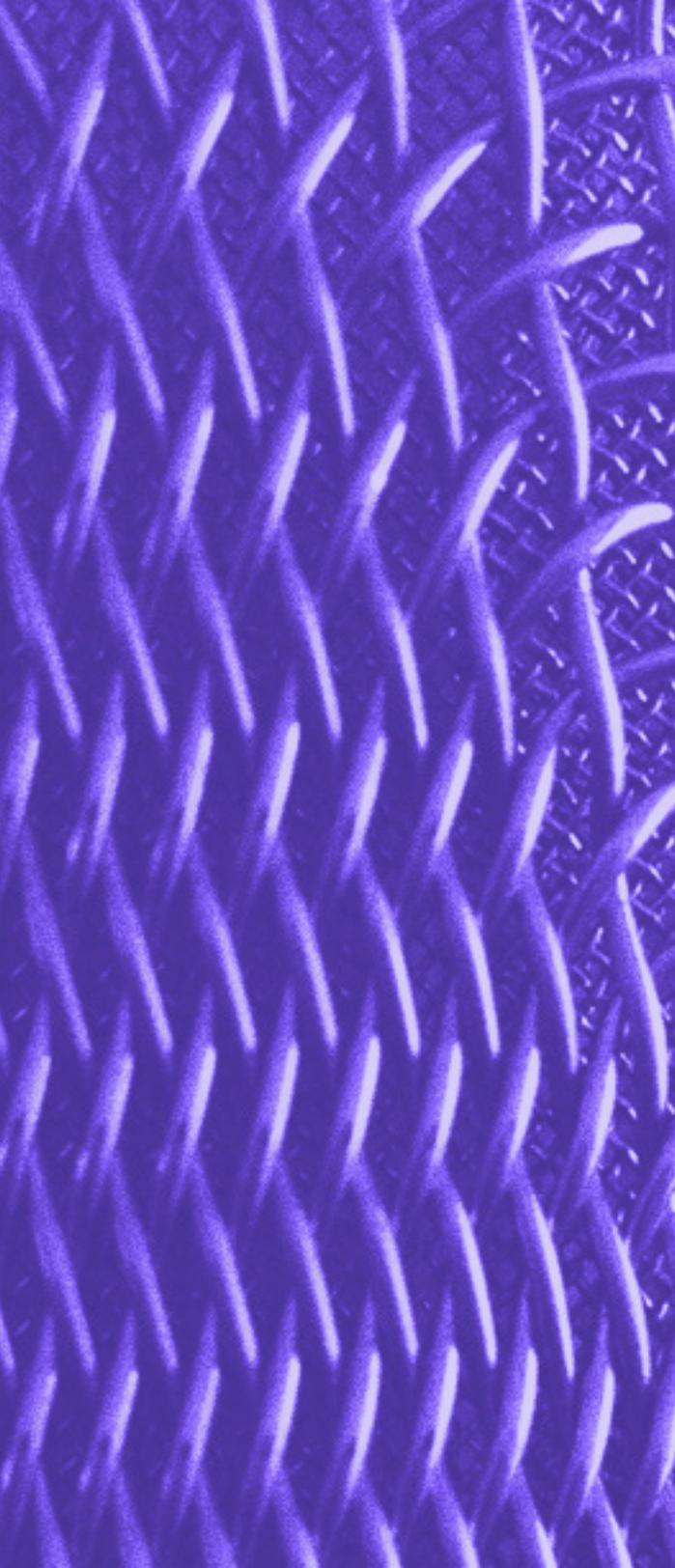
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# Introduction

Podcasts. They're so hot right now. And if you're reading this, you're probably taking advantage of some of the opportunities that the podcasting medium presents.

For brands, podcasts are offering the opportunity to connect with your audience like never before. You can build deeper relationships by giving your brand a personality with a literal voice from the people behind your podcast. This is exciting for many reasons, but one of the biggest includes the ability to humanize your brand by showcasing your unique expertise through your subject matter experts. While all brands, including your competitors, can have a podcast, no other brand has the product and expertise you have at your fingertips. It's one of the most unique qualities to your brand, so why wouldn't you want to utilize it?

Additionally, podcasts offer the opportunity to create a content engine like you've never seen. And no, we don't mean an engine that will crank out more content than ever before. We mean an opportunity to create better content for your audience on a medium that allows them to connect with your brand on their terms. What other content

medium allows your audience to fully commit their attention to you while working out, doing the dishes, or folding laundry? It's an amazing opportunity to give your audience the content they want in a format that is suitable to their on-the-go life.

But, if you're a marketer in the B2B space, podcasting is a relatively new and untapped medium, so it can be hard to know exactly how to build a strategy and where to look for inspiration.

That's why we've rounded up some of the most inspiring brands who are using podcasting as a way to drive their brand forward - in many, many different ways. There is no one-size-fits-all podcast strategy for a brand, but there are unique strategies that you can use to make podcasting an efficient and effective part of your marketing strategy.

Let's dive in to see how these amazing brands are centering unique and successful marketing strategies around their B2B podcasts.

Section One

# The Brand Awareness Podcast

# The Brand Awareness Podcast

When thinking about how a podcast fits into a marketing strategy, many of us will point to podcasts being a great tool for brand building and brand awareness, and for good reason. Podcasts offer the ability to develop a true voice for your brand, and even humanize your brand to your audience. Not only that, but the podcasting medium is known to build authentic connections due to its intimate nature and the ability for your audience to take the voices of your podcast on the go.

How your podcast fits into your overall brand awareness strategy and campaigns can depend on where the podcast sits in the organization, who is driving the initiative, and what goals are aligned to the podcast. One thing that can be true for every brand is that podcasting offers a unique opportunity to build trust and loyalty with their audience by humanizing their brand through expert-driven insights and perspectives.

Let's dive into two brands who are using their podcast to do some pretty creative things in terms of brand awareness.

## **Lumavate's Brand-Changing Podcast**

## **How Rubino & Liang is Using Podcast Conversations to Fuel Connection**

# Lumavate's Brand-Changing Podcast

Lumavate is a brand built to help marketers who have crazy ideas bring those ideas to life quickly and effectively. So when Stephanie Cox, VP of Sales and Marketing, and her team were thinking about the strategy for the next season of their podcast, they decided to pivot their show, Mobile Matters, to better embody what Lumavate was all about.

REAL MARKETERS was brought to life, not as a way to drive leads for the company, but as a way to connect marketers – who move fast, get things done, and don't settle – with other real marketers who tell it like it is. Marketing isn't all rainbows and butterflies, and Stephanie wanted a way to talk about challenges and failures just as much as successes.

But their commitment to their audience didn't stop with a podcast. That's just the tip of it. Instead of a podcast that lives as a separate arm of the brand, Lumavate has really embraced what REAL MARKETERS is all about. Because they've personified the brand's mission, they've also been able to breathe the personality of the podcast into their brand.

Outside of their language getting punchier and their brand getting bolder, the Lumavate team has turned the podcast into a living, breathing asset that is fueling a ton of content and fun marketing initiatives. Their podcast inspired a Slack channel that has built a sense of community both with their audience, and also in the new community and relationships they are helping to build.

In addition to the Slack community, the REAL MARKETERS podcast also helps the team create several different types of content that fuel marketing initiatives and other areas of the business including:

- Several takeaway-driven blog posts
- Overall summary blog post
- 10-15 social media posts
- Several audiograms
- Ebook or infographic
- Employee-driven social posts
- Videos

And to think... some people record a podcast, promote it once, and move one!



"I have no lead metrics tied to the podcast, that's not what our goal is. Our goal is really around, we want to be seen as experts in the space of digital marketing. We want to bring a unique perspective and we want to really be one of the places that you would turn to for great content. And it starts with the podcast"

**STEPHANIE COX**

VP of Sales & Marketing, Lumavate



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# How Rubino & Liang is Using Podcast Conversations to Fuel Connection

In a time when we're all craving connection, companies like Rubino & Liang Wealth Partners are striving to build relationships with their audience first by using the conversations they are having on their podcast to educate.

As a business that relies heavily on in-person events, 2020 introduced many challenges for Rubino & Liang Wealth Partners. Primarily, they had to rethink how they were connecting with their audience. Virtual meetings are great, but Zoom-fatigue is real and joining a meeting outside of your work day is becoming harder and harder to accommodate. So Adam Blye, Rubino & Liang's Marketing Manager, and his team chose to lean harder into their podcast.

This was an opportunity to shift focus from how many event attendees they are converting to how many people they can offer help to right now. They wanted to let people know they were there for them, they were the experts, and they wanted to give their knowledge away for free. Adam believed that if they did this, it would build connection and

trust with their audience. Even if someone wasn't interested in working with them, they might share that content with others.

By focusing on educating people, Adam and his team are helping to naturally grow the company by building trust with their audience. And this audience, when ready to make an investment in a company like Rubino & Liang, will be apt to turn to a company that wants to help them, not just sell them.



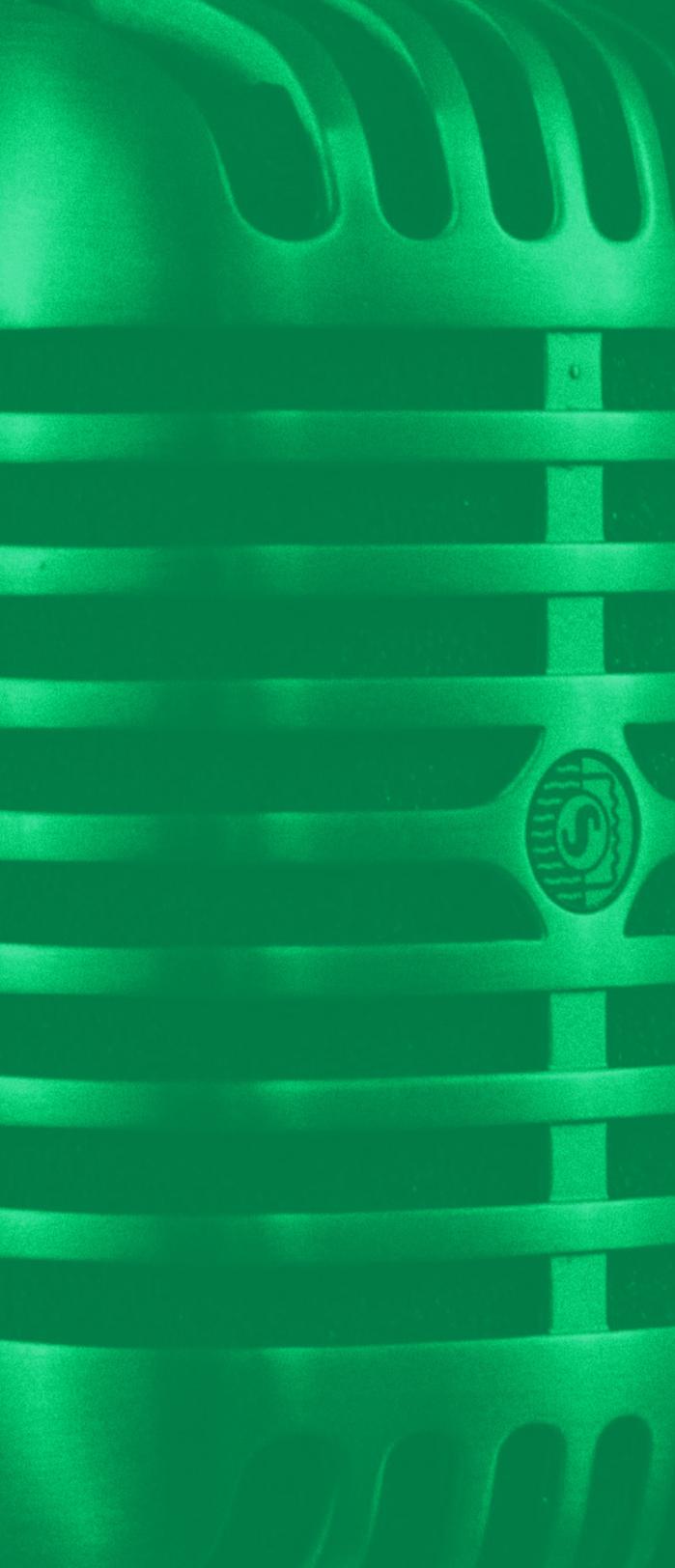
"It's really taken our entire concept of marketing a company from the, 'I don't want to say 'outbound methodology,' but that idea of, 'Hey, we just got to get 10 people in a room, three people will be interested, and one person will close,' into the more of the nurturing aspect of the, 'Hey, we're here for you. We are the experts. We're just going to give you everything that we know, and hopefully, you can take this to really better situation, and then tell your friends about this if it's something that is valuable to you,' and even if they don't become a client of ours, or they don't find that they're in the right scenario for us to work with them, they share that and then just build us from there so that we become a trustworthy source."

**ADAM BLYE**

Marketing Manager, Rubino & Liang Wealth Partners

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# Key Takeaways: How to Build Your Brand with Podcasting

Okay, so you've seen how Lumavate and Rubino & Liang are using their podcasts to build a trusting and loyal fanbase for their respective brands. What lessons can you take away from these innovative brands and use in your own podcast strategies to build brand awareness and trust with your audience?

## **Showcase your unique perspectives & expertise**

A brand's true superpower isn't the next big product feature, instead it's the employees who are obsessing over customer pain points and how to solve them. Those are the voices that bring a true perspective and expertise to your brand. Don't be afraid to highlight those voices and the voices of customers, partners, and industry thought leaders on your podcast to bring true value to your audience.

## **Develop a show with the focus of helping others, not selling your brand**

Don't let your podcast be a mouthpiece for selling your product and services. Instead, focus on helping your audience. By making this a main focus when

creating your content, it not only improves the quality, but it also unlocks the ability to truly be authentic and human with your audience.

## **Identify questions your audience is asking & focus your show around those topics**

When you focus on questions that your audience is asking, not only does this make for engaging content for your customers, it also taps into another important brand awareness tactic: search queries. If you use some of these topics in your shows, you're immediately creating content that is both made for your audience and for a new-to-you audience searching for solutions to these questions.

**Section Two**

# The Strategy- Aligned Podcast



# The Strategy-Aligned Podcast

Just because you're using a podcast to build brand awareness, does not mean you're not also aligned to some bigger strategies within the organization. Whether the goals of your podcast mainly focus on brand awareness (like our previous two examples) or if you're using your podcast to create lead-generating content, one thing is certain, strategy is still an imperative part of any podcast.

But what strategies is your podcast touching? Is your podcast at the center of any of your strategies? Is it aligned to other strategic areas of the business? All of these are great questions to ask, and more importantly, there's no right or wrong answer. The strategic placement and use of a podcast within an organization is entirely up to your brand.

Often looked at as a siloed effort, separate from bigger company initiatives, podcasts are an underutilized resource when it comes to strategic planning. But what if we told you that podcasts can be used in very strategic ways to impact different areas of the business including marketing and sales alignment, broader marketing campaigns, and even the replacement of events? You'd probably say, "sign me up," right? Well, we're here to tell you, you can and you should!

Let's dive into three brands who are all using their podcast in very strategic ways to impact different areas of their business.

## [Lev's Sales & Marketing-Aligned Podcast](#)

## [How Salesforce is Aligning Their Podcast to Bigger Strategies with Series](#)

## [Auth0's Pivot to Podcasting](#)

# Lev's Sales & Marketing-Aligned Podcast

What came first, the podcast or the marketer? In the case of Holly Enneking, VP of Marketing and Alliances at Lev, it was the former. Two members from the Lev sales team had already jumped on creating a podcast before Holly had even started.

But for Holly, this wasn't a problem, it was an amazing opportunity. Too often in organizations, the sales and marketing relationship can be a huge challenge. But at Lev, both teams were designed to work together. And because of this, they've built an amazing relationship that enables them to collaborate and work together seamlessly, especially on their podcast, In the Clouds.

Their podcast started as a passion project from two sales team members, but quickly became an opportunity for Lev to further develop their expertise in the space. The two hosts have had plenty of opportunity to talk with customers and understand their challenges, pain points, and needs, making them the perfect duo to lead the podcasting charge.

But podcasting without a full strategy can be taxing and hard to keep up with. Holly and her team offered to lift more of the weight with the podcast. By doing this, they offered topics, a cadence, and opportunities to create more from the podcast. The hosting duo were happy to accept the help and continue the show on a more regular cadence.

This collaboration seems seamless and natural for the Lev team, but Holly is convinced this is because of the time Lev has spent on building trust and relationships between the marketing and sales teams.

Lev is an excellent example of a show that leans on collaboration to bring together two teams to create a show that adds value to their business, but more importantly, adds tremendous value to their audience.

Lev+



"I was really lucky to walk into a situation at Lev, that there was already that collaboration there, that marketing knew that we needed to be supporting sales in order to help support the business. We were able to demonstrate to the sales team that we heard them, that we were going to move quickly to get them what they needed and really build that trust with them, which then allowed us to get to a place where then, we had proven over time, we want to be collaborators. We want to help you do the work that you're doing. This is just one more example of that. That made it an easier conversation with Bobby and Cole of like, 'Let us get involved. Let's work together on this and make it even better,' which I think has really paid off for us."

**HOLLY ENNEKING**

VP of Marketing and Alliances, Lev



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# How Salesforce is Aligning Their Podcast to Bigger Strategies with Series

Salesforce is clearly a powerhouse brand when it comes to any and all content, and their work in podcasting is no different. With more than 25 shows across the world, Salesforce has built a network of shows that taps into nearly every area where their audience might be looking for help.

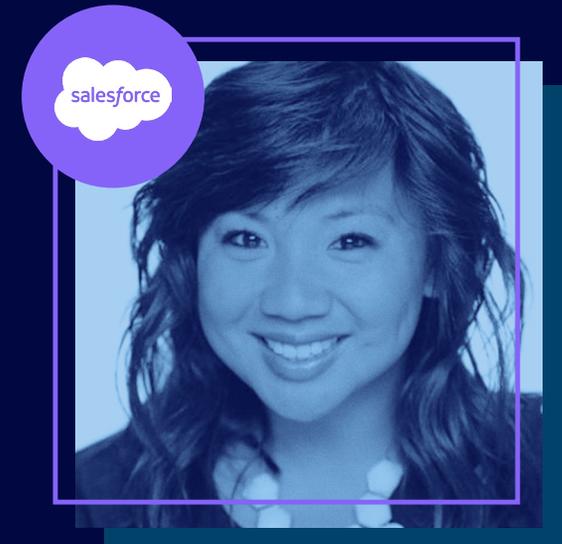
Their flagship show, Marketing Cloudcast, has evolved over the years since its creation in an attempt to truly serve their audience and offer content that builds relationships with their audience and better aligns with their overall brand strategies.

When a global pandemic changed everything for everyone in 2020, Salesforce decided to change the direction of their show to focus on businesses that were adapting to the new lay of the land and not just surviving, but thriving. Leading Through Change was born as the first podcast series that the Marketing Cloudcast team launched. Though Leading Through Change was the first series that the Marketing Cloudcast team launched, it wasn't the first time they had planned for or thought about a series-led podcast.

In fact, the team had been thinking about the benefits of podcast series for a while. By taking a series-focused approach, the team could better align to the overall strategy of the business. 2020 just made them speed up their time to market with this new idea.

As a company, Salesforce focuses on themes each quarter, so by pivoting to a podcast series (or you could even do this with a podcast season), they are able to align their efforts with the rest of the team, so they are all running in the same direction, with the same goals, in a very cohesive manner.

This allows them to align their podcast to marketing goals, not just vanity podcast metrics, and see their podcast contribute to those goals in a meaningful way. When the podcast content is aligned to the theme of the quarter, it's easier to include podcast content in emails, blogs, ads, the list goes on. It gave the Marketing Cloudcast team the power to show the value of a podcast in a much broader sense by providing interviews and stories that tied into the overall theme. And what is more powerful than storytelling for a brand?



“Then we leaned into the business and we’re like, ‘Well, what’s really topical right now? What do people want to know? How do marketers want to be better?’ And that’s when we started being more prescriptive and leaning in with our campaigns team of, let’s say we wanted to do an ABM series because now people have to be more thoughtful and more focused. They are having less money to invest in scaling in more grand ways, so now we’re more focused and topical. And so I think it’s just being very intentional, but also paying attention to what’s current. Like what’s going on in the world? Because if you’re talking about things are irrelevant, then you’re missing the boat and you’re speaking to deaf ears basically.”

**TINA ROZUL**

Director of Product Marketing, Salesforce



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# Auth0's Pivot to Podcasting

As live events came to a screeching halt in 2020, Auth0 knew they needed to find a new way to get their message out to their audience and engage with them in a way that still felt personal. While many brands turned their attention to virtual events, Auth0 opted to look into podcasting.

Luckily for Rebecca Abram, and her team, she had a key internal thought leader who stepped up to the plate to be the host (and brainchild of the operation as she calls it). Vittorio Bertocci is a Principal Architect for Auth0 and a well-known speaker, educator, and published author. As a subject matter expert at Auth0, Vittorio was already on the speaking circuit at live events, so he had a great platform for getting out and talking to their audience.

When that ended, they decided to take his expertise and turn it into a podcast. Though, that didn't come without worry and skepticism. With many people listening to podcasts on a commute, would people even be listening to podcasts while remote?

The answer, as we now know, is yes. If people are interested in what a podcast has to offer, they find the time, in new ways, to fit podcasting into their day. Additionally, with the elimination of events in 2020, more and more marketing was being done

digitally, making channels more crowded and making it harder to reach the target audience.

In order to reach their niche audience, Auth0 decided podcasting was worth the try. And they are proof that podcasts are a beautiful medium for connecting with even a very specific audience. They went into the podcast game as a way to further connect with their audience in a time when real-life connection just wasn't an option. And it paid off.

After just four episodes, Auth0 saw 3,000 listeners in a very short amount of time with a very technical podcast. For them, this was the assurance they needed that they were giving their audience content that they craved and a new way to connect with their brand that suited them.

This newfound success in podcasting has encouraged Rebecca and her team to continue down this path and consider other ways they can continue their podcasting momentum through new channels and content.



“We were pretty skeptical at first honestly, because our initial impression was people listen to podcasts on the way to work, when they're at the gym, and now people aren't commuting anymore. They're not going to the big gyms. Are people still listening to podcasts? I think what we found in that is people are so sick of screen time that they turn to podcasts where they can go and fold laundry and still get their information. They can go on a walk in the neighborhood and just have that as kind of that break while still getting the content that they want. So, we've kind of latched onto that to build the podcast out, and it's been a fun journey honestly to kind of learn something new that's not event- related.”

**REBECCA ABRAM**

Senior Global Conferences Manager, Auth0



LISTEN TO REBECCA'S FULL EPISODE [HERE.](#)



# Key Takeaways: How to Align Your Podcast to Bigger Strategies

Now we know how brands like Lev, Salesforce, and Auth0 are using their podcasts to align to bigger strategies in their business. What lessons can you take away from these innovative brands and use in your own podcast strategies to better align your podcast to the rest of your business?

## **Connecting with your audience and getting your message out through podcasting**

This may seem simplistic, but one way to align with other departments is to focus on connecting with your audience first. By focusing on building trust and connection with your audience, you'll be able to create meaningful content that can serve your audience throughout every part of the buyer's journey. That means that every department that's involved in customer engagement will have a reason to tap into and use the podcast as part of their strategy.

## **Find collaboration and build trust between teams**

One reason podcasts become siloed in many brands: They don't source information from other

departments or aren't open to feedback from different teams. When you collaborate with other teams, you'll get access to new expertise and a better understanding of topics and campaigns that you can better align to.

## **Figuring out the vision, goals, and obstacles of your podcast**

Don't let your podcast be a siloed effort that's free from any structure. Like any new channel, you're likely to spend a lot of time testing new theories and changing things up based on feedback. But, don't let that stop you from spending time planning out the vision and goals of your podcast, as well as obstacles that may surface. The more effort you put into planning, the more you'll be able to align your show to other areas of your business.

Section Three

# The Amplification Podcast

# The Amplification Podcast

It's no secret that podcasting is unlocking new opportunities for brands. And while it may feel like a lot of leg work to get a podcast up and running, the return on investment is well worth the effort. As we've shown you with the previous examples, podcasts unlock the opportunity to brand build, align strategic initiatives across the organization, and create a vault of amazing (and unique-to-you) insights and expertise that can drive tons of quality content for years to come.

That's why it's shocking to us how many brands are not amplifying these amazing insights as much as they can. Hopefully, you've been inspired by the strategic use cases laid out in this book so far, and are realizing that podcasts are not (and SHOULD not be) a siloed effort from the rest of your marketing strategy. In fact, podcasts can be an amazing resource that should live at the center of your strategies - they can amplify the voices of your experts to create content that can build trust and loyalty from your audience.

Brands who are tapping into their podcast content, whether old or new episodes, and continuing to amplify it to their audience are finding that the evergreen nature of podcasts are unlocking a huge opportunity for them to position unique insights and perspectives at the center of all of their marketing initiatives.

Let's dive into three brands who are using their podcast to amplify their expert voices, fuel their content marketing strategy, and create tons of valuable content that they're using to drive their marketing strategies forward.

**[Openview's Content Carousel](#)**

**[Drift's Approach to Cornerstone Content with Podcasts](#)**

**[How LogicGate Incorporates their Podcast into their Digital Marketing Strategy](#)**

# OpenView's Content Carousel

Meg Johnson, Multimedia Manager at OpenView, is brilliant when it comes to seeing the opportunity in podcasting. We love chatting with Meg about all the things she's doing on a regular basis, because she's always innovating and thinking of new ways the amazing conversations they are having on their podcast, BUILD, can fuel the rest of her strategy.

Meg and her team are constantly looking for ways to get more out of every episode and more deeply embed the podcast into their overall strategy. She knew the conversations they were having on their shows were valuable and worth sharing, but she also knew there was a way to use the podcast to build relationships with their audience and drive further engagement with the show and the content it was creating.

Enter the Content Carousel (or the Marketing Merry-Go-Round). Whichever you prefer.

Every piece of content offers a way to introduce their audience to different content, channels, and mediums within the OpenView brand. For example,

their podcast fuels tons of content, but that's not just blog posts. Meg finds ways to create content for different channels (like their newsletter and social media) that can introduce their newsletter audience to the podcast and vice versa.

The OpenView team looks at their content as revolving opportunities to continually take people on an experience through one piece of content to the next. If people are staying on for the ride, they know they're doing something right. If people are flying or jumping off too soon, they know there are areas of opportunity to improve their carousel of content.

Approaching the audience journey as a merry-go-round allowed Meg to focus on the content and approaches that work best for her audience, an important part of reflection and improvement for their episodes and the content coming out of the show.

OPENVIEW



“But like a carousel, people come along for the ride. And so there'll be ups and downs and engagement with your content when people are more or less interested in what you have to say, but as long as they're still on the ride at the end, you must be doing something right. And on the other hand, if people are flying off your merry-go-round before the ride's over, but it's also, when that happens when people are flying off your merry-go-round or no longer interested in your content, that's when you need to ask yourself, is the ride that you're providing worth it for them? And if not, how can you change it so it is?”

**MEG JOHNSON**

Multimedia Marketer, OpenView



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# Drift's Approach to Cornerstone Content with Podcasts

We've all heard of cornerstone content and it's likely that you've used some form of cornerstone content in your marketing strategy. But have you considered your podcast as one?

For Mark Kilens, VP of Content and Community, at Drift, his team looks at every podcast as a resource and inspiration for a lot of future content. Mark considers them cornerstone pieces of content. And for good reason. Podcasting is a relatively new marketing channel for many brands, but it's SO MUCH MORE than a channel.

Podcasting is a tool that harnesses the power of storytelling. Can you get that from a blog post? Kind of. Sure. But you don't get the human element. You lose the perspective. The VOICE of the storyteller. With podcasts, brands become human.

And with a brand like Drift, that has several podcasts, it's an excellent way to bring personality

to a brand's content and overall appeal. We begin to feel like we know the brand through their shows' different hosts. We know Maggie Crowley, host of Build, as our guide in all things product and product management, and Matt Bilotti, host of The Growth Show, is here to lead us through growth strategies.

Podcasting creates a repository of content that can be used to drive demand, create a ton of marketing materials, and can be used to truly unify a brand's story across content, customer experiences, and the customer lifecycle.

With every episode, Drift looks for ways to repackage, reposition, and refresh this content. It becomes a flywheel of opportunities that help lead listeners to the podcast, to other content, and back again using the amazing stories they are capturing.



"A podcast show is a cornerstone piece of content. I mean, it's an asset at the end of the day. It's a very, very strong asset for a business. If you follow what we just talked about, with the audience and the passion. And the community building. So I think to simplify it, find someone who's very passionate about a topic that relates to an audience you are trying to reach today, or a future audience. And use it as a way to tell stories and learn and teach. And then once you have that going, make sure you think about how to reuse all of that content. We package it, reposition it, refresh it. We've refreshed episodes. We've replayed episodes that are all time classics, simple stuff like that. And then really after that, it's just like, think about now once you've done a season or maybe two seasons, think about what you are really trying to do with the business, longterm."

**MARK KILENS**

VP of Content and Community, Drift



LISTEN TO MARK'S FULL EPISODE [HERE](#).

# How LogicGate Incorporates Their Podcast into their Digital Marketing Strategy

As the Director of Marketing at LogicGate, Carolyn Chapin is responsible for thinking about both the brand and demand side of their business.

So when Carolyn joined the team and became one of the brilliant minds behind their podcast GRC & Me, she knew that she had to find more ways to utilize the podcast across her broader strategies than just settling for the podcast as a great brand awareness tactic.

To begin, LogicGate looks for ways to make the podcast a bigger part of their content strategy. This includes using their podcast to drive content ideas, themes, and topics. In addition to creating content from their podcast, they pay close attention to how episodes (and the content created from them) performed to understand what topics should be revisited because they resonated well with their audience.

But their podcast strategy doesn't just end with content, they also look for ways to incorporate the podcast (and content they are creating) into

their digital channels, campaigns, and strategies. As Carolyn calls it, they really like to think of their podcast as an orange and squeezing all the juice out of it.

In addition to the podcast channel itself, the team thinks of ways to incorporate their episodes into their different channels including email nurture streams, blogs, social media, and even into the buying process.

They use clips and videos that they capture when recording, and distribute them out into their content and their different channels as a way to further connect with their audience and with the guests who are appearing on their shows. It's proved to be a very effective way for LogicGate to connect with the community that they are trying to build in the risk management space.

 LOGICGATE



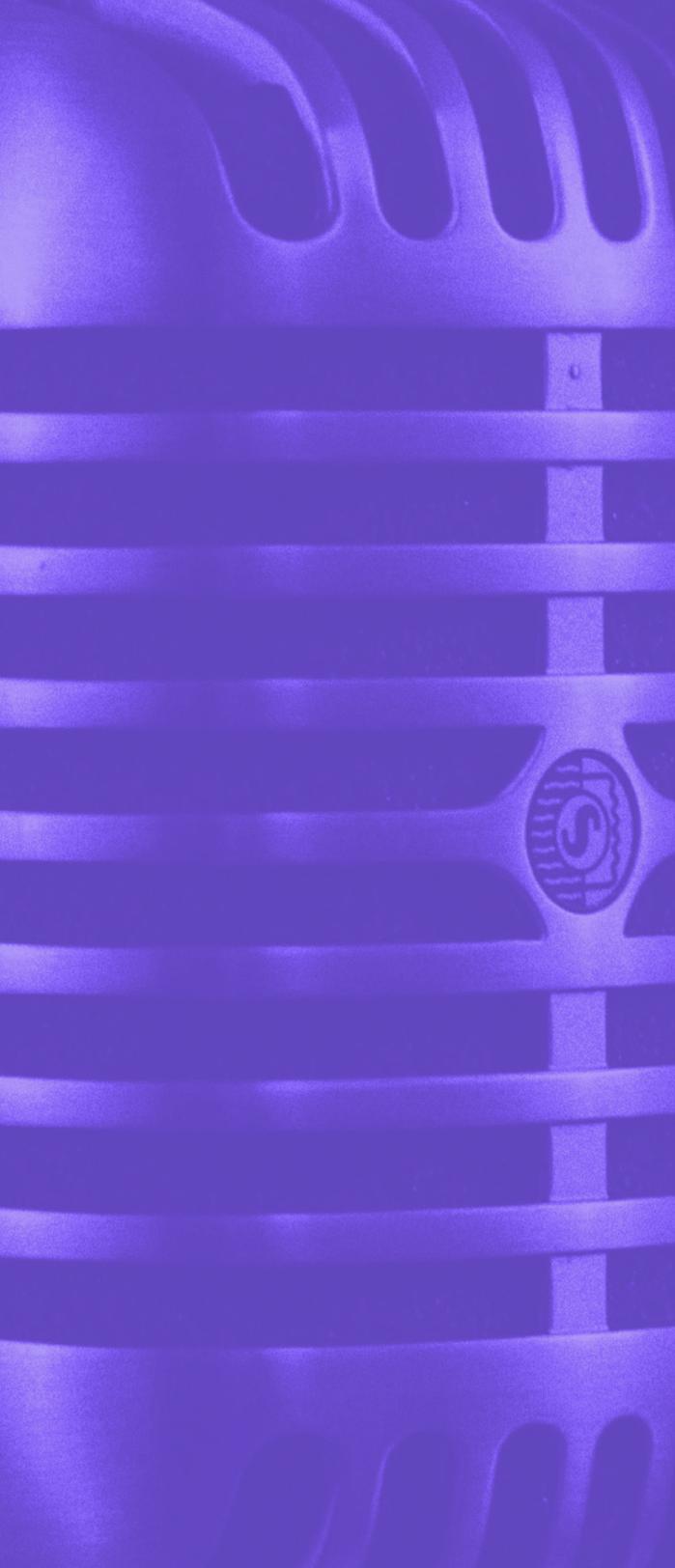
“How do we take these great episodes that Megan and James have created and really thinking of the podcast as the orange and squeeze the juice out of that? How do we incorporate the podcast into our email nurture streams? How do we incorporate it into how we are positioning our blogs? How do we enable our sellers to use the podcast in how they are talking to their prospects and in the buying process? So really looking at the podcast and thinking about how do we use the ideas and concepts that are being discussed there. And how the audience is responding to them. And use those same ideas in other parts of our content strategy.”

**CAROLYN CHAPIN**

Director of Marketing, LogicGate



LISTEN TO CAROLYN'S FULL EPISODE [HERE.](#)



# Key Takeaways: How to Amplify Your Expert Perspectives with Your Podcast

OpenView, Drift, and LogicGate are no strangers to using their podcasts to create amazing content. Each brand sees the value podcasting has to amplify their unique expertise in an authentic way. So what lessons can you take away from these innovative brands and use in your own podcast strategies to better amplify the amazing content your podcast is producing in your other channels?

## **Incorporating your podcast into the overall content strategy**

Don't let your podcast be a siloed channel that doesn't serve any other area of your marketing strategy. Podcasts are an amazing resource that can serve as a central part of your overall content marketing strategy, thanks to the unique perspectives, insights, and content these conversations produce. Consider how the topics that come up on your podcast are received by your audience and consider what content that can influence.

## **Sharing knowledge, voices, and experiences and building a community through your podcast**

Authenticity should be at the heart of every podcast. If you create a show that features your brand's biggest superpower, your people, you'll create authentic content that will build trust with

your audience. What better way to amplify the expertise and perspectives of your own thought leaders than by building a community through your podcast. This can be done by inviting on customers and partners that can speak to key pain points your audience experiences.

## **Reusing content to get the most value out of hard work that is already done**

As mentioned above, podcasts can be a fantastic resource for building a content strategy. That doesn't just mean for new content. Tap into your podcast and identify episodes and topics that performed well with your audience. If those episodes resonated well, chances are your audience is craving information around that topic. Consider reusing and repurposing those episodes into different pieces of content that further explains and covers that information.

# Conclusion



For many marketers, the unknowns of B2B podcasting can be intimidating and a roadblock for getting started. But as demonstrated by the 8 brands we've mentioned in this lookbook, podcasting can be an impactful part of your business when you take the time to plan it into your strategy.

Too often brands focus on podcasting as a singular, siloed channel, when in reality it's a channel, medium, format, and source that can be utilized not only throughout your marketing strategy, but also throughout every department in your organization. When tapped into effectively, podcasts can humanize your brand, create content, align teams, and build relationships with your audience. In a time when connection is more important than ever, podcasting offers an opportunity for brands to connect directly with their audience in the way they want, when they want.

So what are you waiting for?

Need help taking your podcast to the next level and embedding it into your strategy? Casted can help your brand position podcasting at the center of your strategy and get more value out of every episode.

## About Casted

Casted is the only content marketing platform built to empower marketers to access, amplify, and attribute their podcast content to fuel their content marketing strategy. With Casted, marketers can harness the power of conversation to create rich, relevant, expert-driven content that serves a purpose and delivers results. Leading companies with brand podcasts, including Drift, Sumo Logic, and LogicGate, trust Casted's platform to amplify the conversations as central parts of their marketing strategies. Based in Indianapolis, the company is backed by High Alpha Capital, Elevate Ventures, Tappan Hill Ventures and more.

Learn more at [casted.us](https://casted.us) or Twitter [@gocasted](https://twitter.com/gocasted).



Check out our platform [HERE](#).  
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