

AUDIO FIRST MARKETING

HOW TO CONNECT WITH YOUR AUDIENCE USING
THE POWER OF AUDIO MARKETING TO DRIVE RESULTS!



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Introduction

In recent years, there has been a shift towards what is known as an "*audio first*" strategy in the world of content creation and marketing.

But what exactly is an audio first strategy, and why is it gaining popularity?

In this special report, we will explore the concept of an audio first marketing strategy, its benefits and potential drawbacks, and how to implement it in your own content creation efforts.

First, let's define what an audio first strategy is.

Simply put, it is the practice of **prioritizing audio content**, such as podcasts or audio books, over other formats, such as written or visual content.

This approach recognizes the increasing popularity of audio content and the convenience it offers to consumers, who can listen to it on-the-go and also multitask while consuming it.

But an audio first strategy is not just about creating and distributing audio content.

It also involves considering the unique aspects of the audio medium, such as the use of voice and sound effects, and tailoring your content and marketing efforts accordingly.

In this special report, we'll delve deeper into the concept of an audio first strategy and provide practical tips for implementing it in your own content creation efforts.

Let's begin!

Getting Started

There are many benefits to adopting an audio first strategy in your marketing efforts.

Here are a few key advantages:

Convenience:

Audio content is highly convenient for consumers, as they can listen to it on-the-go and multitask while consuming it. This makes audio an appealing format for busy individuals who want to stay informed or entertained while engaging in other activities.

Increased Engagement:

Audio has the unique ability to create a **personal and immersive experience** for the listener. When done well, audio content can draw the listener in and keep them engaged for longer periods of time.

Increased Accessibility:

Audio content is more accessible to a wider audience, including those with visual impairments or who have difficulty reading.

By prioritizing audio, you can ensure that your content is accessible to a broader audience.

Enhanced Storytelling:

Audio allows for the use of voice and sound effects to create a more immersive and engaging storytelling experience. This can be particularly effective for conveying emotion and creating a deeper connection with the audience.

Greater Reach:

Audio content has the potential to reach a larger audience, as it can be distributed across multiple platforms, including podcasts, audio books, and streaming services.

By considering the unique benefits of the audio medium and adopting an audio first strategy in your marketing efforts, you can effectively reach and engage your target audience.

How to Create an Audio Marketing Strategy

Creating an audio marketing strategy can be a cost-effective way to reach and engage your target audience, but it's important to consider your budget when developing your strategy.

Here are some tips for creating an audio marketing strategy based on your budget:

Determine your Budget:

The first step in creating an audio marketing strategy is to determine your budget. This will help you determine what types of audio content you can realistically produce and how to allocate your resources.

Prioritize your Goals:

Once you have a clear understanding of your budget, it's important to prioritize your goals. Consider what you hope to achieve with your

audio content and how it fits into your overall marketing strategy. This will help you focus your efforts and allocate your budget accordingly.

Research your Audience:

Understanding your audience is crucial to the success of your audio marketing strategy.

Research your target audience to determine their preferences and habits when it comes to consuming audio content. This will help you create content that resonates with them and maximizes your budget.

Choose the Right Platforms:

There are many platforms available for distributing audio content, each with its own strengths and limitations.

Choose the platforms that are most suitable for your target audience and budget.

For example, if you have a limited budget, you might consider starting a podcast rather than producing an audio book.

Utilize Resources Efficiently:

There are many ways to create audio content without breaking the bank. Consider using existing resources, such as repurposing written content as a podcast or using royalty-free music and sound effects.

Utilizing resources efficiently can help you stretch your budget further.

By prioritizing your goals, researching your audience, choosing the right platforms, and utilizing resources efficiently, you can create an effective audio marketing strategy that fits your budget.

Audio Marketing in Action

There are many ways that companies and organizations can use audio marketing to reach and engage their target audience.

Here are a few examples of audio marketing in action:

Podcasts:

Podcasts are a popular form of audio marketing, as they can be distributed on multiple platforms and offer a convenient way for consumers to consume content on-the-go.

Companies can create their own podcasts to share information, tell stories, or interview experts in their industry.

Audio Books:

Audio books are a great way for companies to repurpose written content and reach a new audience.

Many companies create audio versions of their books or create new audio content specifically for the audio book format.

Voice Search Optimization:

With the increasing popularity of voice assistants, it's important for companies to optimize their content for voice search.

This involves using natural language and including relevant keywords to make it easier for voice assistants to understand and provide accurate results.

Radio Commercials:

Radio commercials are a traditional form of audio marketing that can still be effective when targeted to the right audience.

Companies can create short, catchy commercials to be aired on radio stations in order to reach their target audience.

Sound Branding:

Sound branding involves creating a unique and consistent sound that represents a brand. This can include creating a signature jingle or using specific sounds in advertising.

Sound branding can help a brand stand out and create a memorable impression on the audience.

These are just a few examples of how companies can use audio marketing to reach and engage their target audience.

By considering the unique characteristics of the audio medium and the preferences of their audience, companies can create effective marketing campaigns.

How to Build your Brand with Audio-First Marketing

Here are a few ways you can catapult your brand and grow your business with audio first marketing:

- Use audio branding to create a consistent and memorable audio identity for your brand. This could include creating a unique jingle or slogan that is played during ads or on your website.
- Use podcasts to showcase your brand and establish yourself as an authority in your industry. Podcasts provide an opportunity to share valuable information with a large and engaged audience.
- Create promotional audio content, such as radio ads or voice-overs for video ads, to reach a wider audience and promote your brand.
- Use music to set the tone and atmosphere for your brand.

For example, if you own a coffee shop, you could choose upbeat and energetic music to create a lively and welcoming atmosphere.

- Use audio to create a personalized experience for your customers. For example, you could use voice assistants or interactive voice response systems to provide personalized recommendations or assistance to customers.
- Utilize social audio platforms, such as Clubhouse or Twitter Spaces, to connect with your audience and engage in real-time discussions about your brand.
- Incorporate audio into your email marketing campaigns by including audio clips or podcasts in your emails. This can help to differentiate your brand and make your emails more engaging for your subscribers.
- Use audio to tell your brand's story and create a strong emotional connection with your audience. This could be in the form of a brand narrative or a series of audio stories shared on your website or social media channels.

How to Repurpose Your Content into Audio

One easy way to take advantage of the power of audio-first marketing is to repurpose or convert existing blog content.

Here's how to get started:

- Record yourself reading the blog post aloud. You can use a microphone and recording software, such as Audacity, to create a high-quality audio file.
- Edit the recording to remove any mistakes or pauses. You may also want to add background music or sound effects to enhance the listening experience.
- Save the edited recording as an audio file, such as an MP3 or WAV file.
- Create a transcript of the blog post, either by typing out the words yourself or using a transcription service.

- Add the audio file and transcript to your website or blog as a separate post or page. You could also share the audio file on social media or through a podcasting platform.
- Consider creating a series of audio versions of your blog posts and releasing them as a podcast. This can help to reach a wider audience and give your brand more visibility.
- Promote the audio version of your blog post through your social media channels and email newsletter. You could also reach out to relevant podcasts or audio content creators to see if they would be interested in featuring your content.
- Consider offering the audio version of your blog post as a download or purchase. This can help to monetize your content and generate additional revenue for your business.

Another way to get started is to create your own **branded podcasts**.

Here's how to do it:

- Determine the focus and format of your podcast.

Will it be a solo show or a co-hosted conversation?

Will it cover a specific topic or be more general in nature?

Having a clear idea of what your podcast will be about and how it will be structured will make it easier to plan and create content.

- Choose a catchy and memorable name for your podcast.

This should reflect the theme or focus of your show and be easy for listeners to remember.

- Invest in good equipment, such as a microphone, recording software, and headphones.

This will help to ensure that your podcast has good sound quality and is professional-sounding.

- Create an intro and outro for your podcast.

The intro should introduce the theme and hosts of the show, while the outro should wrap up the episode and provide any necessary credits or information.

- Plan and prepare for each episode.

This could involve researching topics, booking guests, and creating a rough outline or script.

- Record your podcast using your chosen recording software.

Make sure to speak clearly and distinctly, and take breaks if needed to avoid fatigue or mistakes.

- Edit the recording to remove any mistakes or pauses, and to add any necessary sound effects or music.

Save the edited recording as an audio file, such as an MP3 or WAV file. Create show notes or a transcript of the episode to accompany the audio file.

These can be used on your website or blog and can help to improve the discoverability of your podcast.

- Publish the audio file and show notes on your website or through a podcasting platform, such as iTunes or Spotify.
- Promote your podcast through social media, your email newsletter, and other channels to help attract listeners and build an audience.

Tip: You can also sponsor a podcast or become a guest speaker, if you aren't ready to create your own channel.

Another effective strategy is to create and stream live audio on popular social media platforms.

Here's how to get started:

- Choose a social media platform that supports live audio streams, such as Facebook, Twitter, or LinkedIn.
- Determine the focus and theme of your live audio stream.

Having a clear idea of what your live audio stream will be about and how it will be structured will make it easier to plan and create content.

- Invest in good equipment, such as a microphone, headphones, and any necessary software or hardware for streaming.

This will help to ensure that your live audio stream has good sound quality and is professional-sounding.

- Create an intro and outro for your live audio stream.

The intro should introduce the theme and hosts of the show, while the outro should wrap up the stream and provide any necessary credits or information.

- Plan and prepare for your live audio stream.

This could involve researching topics, booking guests, and creating a rough outline or script.

- Go live on your chosen social media platform using the platform's built-in streaming capabilities.

Make sure to speak clearly and distinctly, and take breaks if needed to avoid fatigue or mistakes.

- Engage with your audience by answering questions or taking comments in real-time.
- Save the recording of your live audio stream as an audio file, such as an MP3 or WAV file.
- Create show notes or a transcript of the stream to accompany the audio file.

These can be used on your website or blog and can help to improve the discoverability of your live audio stream.

- Promote your live audio stream through social media, your email newsletter, and other channels to help attract listeners and build an audience!

You could also consider repurposing the recording as a podcast episode or sharing it on other audio platforms.

Pro Tip: Create short and long-form audiograms.

An audiogram is a visual representation of audio content, often used to promote podcasts or other audio recordings on social media.

Here are the steps to create a short and long-form audiogram:

- Record or obtain the audio that you want to use in your audiogram.
- Edit the audio as needed, cutting out any unnecessary or extraneous sections.
- Choose a section of the audio to use in the audiogram.

For a short-form audiogram, you may want to use a single quote or soundbite that is 15-30 seconds long. For a long-form audiogram, you may want to use a longer segment that is several minutes long.

- Add visual elements to the audiogram, such as a background image or video, text overlays, or graphics.

- Use a tool to create the audiogram. There are several online tools and software programs that can help you create an audiogram, such as Audiogram Generator, and Headliner.

These tools usually have templates that you can use and allow you to customize the visual elements and audio settings of your audiogram.

- Export the audiogram and share it on social media or embed it on your website. That's it! 😊

Final Words

The power of audio marketing should not be underestimated. When done effectively, audio marketing can help boost your brand strategy in many ways.

Here are just a few reasons (and reminders!) why you should take action today:

Increase Brand Awareness:

Audio marketing can help increase brand awareness by reaching a larger audience and making a memorable impression on listeners.

Enhance Storytelling:

Audio has the unique ability to create a personal and immersive experience for the listener.

By utilizing the power of voice and sound effects, companies can craft engaging stories that help connect with their audience on an emotional level.

Increase Website Traffic:

By including audio content on your website, such as podcasts or audio versions of written content, you can drive traffic to your site and increase the time visitors spend on your site.

Boost Search Engine Optimization (SEO):

Optimizing your audio content for voice search can help improve your search engine rankings and increase visibility for your brand.

Enhance Customer Engagement:

Audio marketing can help increase customer engagement by providing a convenient and immersive way for customers to consume content. This can lead to increased loyalty and positive brand perception.

Increase Sales:

By effectively using audio marketing to reach and engage with your target audience, you can increase brand awareness and drive sales!

To your success,

Resources

Here are links to a few resources that I believe will help you:

Coaching:

>> <https://promotelabs.com/coaching>

Mail Labs: 12-Week Coaching Program:

>> <https://promotelabs.com/maillabs/>

Audio First Strategy:

>> <https://www.mmaglobal.com/articles/whats-audio-first-strategy>

Audio Marketing Explained:

>> <https://thenextscoop.com/why-audio-strategy/>

7 Steps to Defining an Audio Marketing Strategy:

>> <https://ads.spotify.com/en-CA/news-and-insights/7-step-audio-marketing-strategy/>