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**PODCAST  
MARKETING**

**ON AIR**

**THE CEO'S  
CORNER PODCAST**



**2023**  
Eswatini

**2024**  
Zimbabwe

**2025**  
Rwanda



**PODCAST**

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## A PODCAST MARKETING STRATEGY THAT WORKS.

### WHY PODCAST MARKETING?

Many people now prefer podcasts over other marketing channels because they provide valuable and interesting educational content from experts and industry leaders. Here are several reasons why you should consider using a podcast to promote your brand:



## FEATURES



### 10 MINUTES INTERVIEW

- Professional Journalist
- Quality Production (Sound & Video)
- Product Marketing



### BLOG

- Written content for your Service/Product.
- Link to your socials



### ADS

- Display your company's ads inbetween the production video.
- Organic traffic to social media and website.

# WHY PODCAST MARKETING?

- A niche targeted audience
- High ROI
- Huge product sales
- A wide base of listeners
- New geographics
- Many referrals
- Community of interested people
- Lower competition
- Position of an expert
- Higher Visibility
- Effective Targeting
- Global Reach
- Personalization
- Scalability



# PODCAST MARKETING ●

According to the latest available data, there are **464.7 million** worldwide podcast listeners. That equates to **22%** of all internet users. The number of people that listen to podcasts has increased by over **40 million** in the last year.

## CONTACT US



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