

Bring your website to life

introducing Fresh01's

new podcast production service...



Fresh01

What is a podcast?

If you speak techie then a podcast is the automatic distribution of MP3 files using XML and RSS protocols via a feed aggregator. Ouch! The Fresh answer is that a podcast is a digital recording that you can listen to on your computer or download onto an MP3 player for playback some other time.

Podcasts were first used by news websites and radio stations to allow audiences to catch their shows anytime, anywhere. So you downloaded your favourite program and listened to it on the train, in the gym or in the monthly accounts meetings.

It's called time-shifting, but it's nothing to do with Dr Who!

And why is it called a podcast? It's a combination of iPod (the original portable MP3 player), and broadcast.

Lots of other organisations are now turning to podcasts to distribute all kinds of communications. Why? Because as well as the time-shifting feature, podcasts also allow you to send out automated broadcasts - and we at Fresh think this is the clever part, and why people who simply stick an MP3 file on their website are **completely missing the point**.

When people sign up to your podcast their computers will keep checking to see if there's a new release out, and if there is then it'll be automatically downloaded, ready to listen to whenever they want. Which can be pretty useful if you have regular information you want to send to your customers, clients, members, employees, or anyone who cares to listen. What's that? Like email you mean? Well kind of... if emails could talk, that is.

Why podcast?

If you have something to say.... and you want people to listen.... then we think you should speak in a language they understand. Esperanto? No. English? Probably. Pod? Definitely.

Twenty years ago a lot of people were saying "so do we really need one of these website thingies?" And of course some people said "no". Which was fine. A bit of natural selection is good for the economy. And people are now asking the same thing about podcasting. "Customers can read our website. Why do we want to give them a podcast too?" And it's a fair question.

The Fresh answer is that podcasts can enhance the clarity and impact of your message by taking your words and breathing life into them. And by using our latest production technology you can add movies, slide-shows and even an original soundscape to create a true multimedia event. **It all helps to make consumption of your message a tastier, more enjoyable experience for your audience.** Which means they're far more likely to come back for seconds.

What makes a Fresh podcast?

A few pointers to get you going in the right direction:

- * Write a script - no more than 20 minutes, and make it interesting. Sounds obvious but it's important - because like any kind of broadcast, your audience is only ever a click away from switching you off.
- * Give it some zing - even if you're talking about your new 200mph sports car that can fly and go under water - get the delivery wrong and your message can fall flat.
- * Quality production - make sure you have top-notch sound quality or you'll risk coming across as amateurish and maybe do more harm than good. Fresh's brand new in-house recording studio gives you access to state-of-the-art production facilities, so our creative team can manage the entire production process, right through to integrating output with your website.
- * Don't make your podcast an advertisement - because no one will listen. Use it to entertain and inform, to establish your credibility, build your brand, strengthen relationships and create loyalty.... and the sales will come.
- * Overall: Keep it short, keep it sweet, and try not to turn up with a sore throat or a cold!

To find out more email Kurt@fresh01.com or phone 0207 739 1255