

Marketing Help You Cant Ignore

The term "pod cast" combines the words "iPod" and "broadcast". The host or author of a pod cast is often called a "pod caster". An easy way to understand the term is audio on demand. People can listen to them when it is most convenient for them - whether they are early birds or night owls, pod casting can fit their schedule. The Apple iPod was the first brand of portable media player for which the first pod casting scripts were developed. Since then, the pod casting revolution has taken off, with pod casting being especially suited to the entertainment industry. It is also great for advertising your web site, which will be discussed further.

Pod casts are great internet marketing tools which can be used for effectively advertising your website for free. They are incredibly popular today with a rise in the need for .mp3 and audio files as they provide a way for you to reach your customer base. A pod cast is an audio file stored on the internet that customers can download to their computers or MP3 players and listen to whenever they want.

What makes pod casting different and really useful as a business tool is that customers can subscribe to programs they are interested in. This means that free and easy-to-use pod casting software downloads new pod casts automatically to your customer's computer as soon as they become available.

Even after the download, convenience doesn't stop there. Once the pod casts are downloaded to your customers' computers, they can synch them to their MP3 player, burn them to a CD, or just listen to them through their computer speakers. Customers can subscribe to your pod cast, download it, and take it with them as they go out jogging or travel to the office.

You can add a pod cast to your website, or email it out to customers, and also add them to other websites for free. Creating one is easy. The first thing to do is find a website that offers the recordable tools. There are many of these out there, you just need to do a search for "pod casting".

The next thing to do is write a script for your pod cast. This will be the message you want to communicate to the listeners about your site. Ensure that it reads well and the pod cast for your message should last about 45-60 seconds when read out loud.

It is important that you speak with personality, using excitement in your voice and be sure to catch the listener's attention. If your voice isn't unique, and your message is dull and boring, people won't even listen to the message but will turn off right away.

Pod casting is a fun and creative advertising tool which is a free method for your website. It is quick and easy to download the recording tools to help you create the file - there are many places online to do this. Post your pod cast in many places online which means more traffic can be generated to your website with pod casting.

About the Author

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