

Brand Communication in Podcast Format

Podcasts and videocasts are no longer marketing experiments — they have become an integral communication channel for many modern brands. While social media and advertising are effective at capturing attention, real trust is built through long-term relationships with the audience. A podcast is a powerful tool to communicate your brand's values, engage your community, and reach listeners in an authentic, personal, and meaningful way — all within a format that is rapidly growing in popularity and influence.

In this training, you will learn how to design and produce an effective podcast or videocast that not only captures attention but also helps build a strong connection with your audience and supports your marketing objectives.



Training recipients

The training is designed for anyone who wants to explore the latest trends in podcasting and videocasting and learn how to use these formats to build stronger relationships with their audience, including:

- managers and marketing specialists responsible for developing and executing marketing strategies,
- professionals in charge of internal and external brand communication who want to expand their audio and video content skills,
- entrepreneurs and business owners looking to introduce podcasting or videocasting as a new brand communication channel,
- individuals who already publish audio or video content but want to optimize production and improve overall effectiveness.



Benefits

- **Designing a podcast or videocast from scratch** – you will learn how to create a format that aligns with your brand identity and meets your audience's expectations.
- **Creating engaging content** – you will discover how to produce episodes that capture attention, build loyalty, and support long-term relationships with your brand.
- **Optimizing the production process** – you will gain practical skills in organizing production, promotion, and distribution without the need for a large team.
- **Measuring podcast performance** – you will learn how to analyze listenership, retention, and engagement data to make informed communication decisions.
- **Scaling and promoting your podcast** – you will understand how to effectively grow and promote your podcast or videocast using automation and AI-supported tools.



Training program

1. Introduction to Podcasting

- Welcome and session agenda
- Audio and video as the most personal media formats – how they influence audiences and what recent data shows (global and Polish trends over the past five years)
- Why brands invest in podcasts and videocasts – standout examples and success stories
- The growing role of video and AI in modern production – what has changed and how it impacts these formats

2. Brand Strategy and Audience in Audio/Video

- Defining the purpose of a podcast/videocast within the broader brand strategy – why create one and how to align it with marketing objectives
- Understanding the audience – building listener/viewer profiles, segmentation, and distribution channels
- Competitive analysis and positioning – how to stand out within your niche
- Integrating podcasting into the broader content strategy – designing a content ecosystem and leveraging content recycling

3. Design and Pre-Production

- Choosing the right format for your campaign – solo, interview-based, narrative, and video-first approaches
- Preparing the host – how language, storytelling style, and personality shape the brand experience
- Voice preparation for hosts and guests – remote preparation tips and pre-recording exercises
- Efficient production workflow – selecting equipment and recording space based on budget and needs

4. Production and Post-Production

- “Just press record” – a breakdown of essential production tools

- Editing – what can (and cannot) be fixed in post-production; when to do it yourself vs. outsource
- The role of AI in audio correction and editing

5. Distribution, Promotion, and Scaling

- Platform selection and format adaptation (e.g., YouTube, Spotify, Apple Podcasts)
- Repurposing content – turning one episode into highlights, teasers, and short-form clips
- Automating multi-channel distribution – how to leverage AI agents for efficiency
- Measuring real impact – what listens, retention, and engagement metrics truly tell you

6. Training Wrap-Up

- Key takeaways
- Final recommendations
- Q&A session



Expected preparation of the participant

No specific prior preparation is required from participants.



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Language

english