



Everything Brands Should Know About Podcasting (But Didn't Know They Should Ask)

A Case Study of the Trailblazers Podcast with Walter Isaacson



**Steve
Pratt**

Co-founder
Pacific Content
@steveprattca



**JC
Gama**

Marketing Director
Dell
@jcgama

Trailblazers with Walter Isaacson Case Study



@jcgama @steveprattca

Consumption – Subscribers & Downloads



1M
Downloads



43K
Subscribers

3

@jcgama @steveprattca



@jcgama @steveprattca

Setting the Stage: The Current Landscape

@jcgama @steveprattca



To reach consumers today,
smart brands are acting like
media companies

6

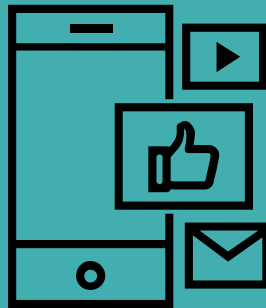
@jcgama @steveprattca



Consumers have never, EVER
been more empowered

7

@jcgama @steveprattca



Social Media and video streaming
is disrupting how we engage with advertising

8

@jcgama @steveprattca

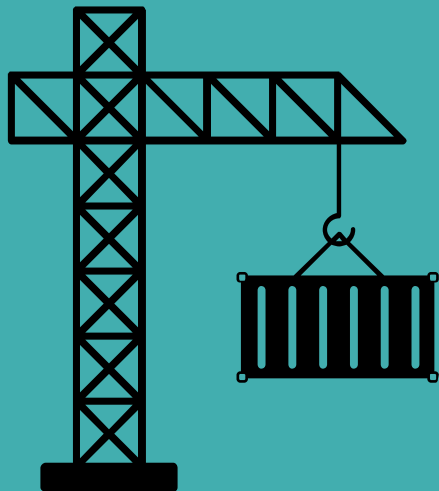
We can choose what we **WANT**
to watch and listen to



and we can choose what we
DON'T WANT to watch and listen to

9

@jcgama @steveprattca



It's better to
build an audience
than rent one

10

@jcgama @steveprattca



And to build that audience, you need
to create value for customers

11

@jcgama @steveprattca

The next industrial revolution is upon us.
Now is a time of unprecedented change.

Technology is transforming the way we live and work

The internet of things is transforming how every industry operates

We want everything now and we want it anywhere

12

@jcgama @steveprattca

Business leaders are still not prepared and see an uncertain future ahead

73%

AGREE

On the business need to prioritize technology

45%

FEAR

Becoming obsolete in 3-5 years

48%

UNAWARE

of what their industry will look like in 3 years

5%

ONLY

Are classified as Digital Leaders

SOURCE: Vanson Bourne Digital Business Research Survey, 1/16-3/16. 4,000 business leaders from companies with 250+ employees, across 16 countries and 12 industries.

13

@jcgama @steveprattca

In 2016, we introduced Dell Technologies...

DELL Technologies



DELL EMC

Pivotal

RSA

Secureworks

virtustream

vmware

14

@jcgama @steveprattca

My business needs
to evolve to be
ready for the digital
economy,
but I am not sure
how to do it.

DELLTechnologies

Brand Awareness
Enterprise Credibility

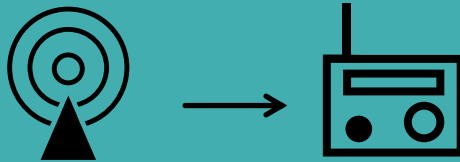
15

@jcgama @steveprattca

The case for an original podcast

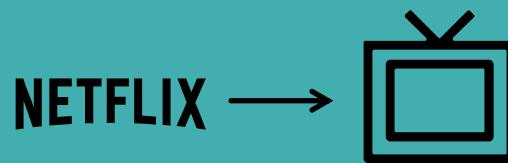


@jcgama @steveprattca



Podcasts are to radio

What Netflix is to TV



17

@jcgama @steveprattca

Brand strategy
Brand voice &
Business goals



Are transformed into
unique top-of-funnel
audio content strategy

18

@jcgama @steveprattca

The Recipe for a Successful Podcast



20

@jcgama @steveprattca

Strategy



LIGHT
brand
presence



INTEGRATED
brand vision,
voice,
and values.



FOCUSED
the intended
target audience.



POWERFUL
storytelling

21

@jcgama @steveprattca



@jcgama @steveprattca

Audience Development: HBO Launching Game Of Thrones

GAME OF THRONES

23

HBO and Game of Thrones are registered trademarks of Home Box Office, Inc

@jcgama @steveprattca

Launch Plan!

Send press release to the
Hollywood Reporter
(Hook: HBO is awesome)



Send press release to Variety
(Hook: HBO is awesome)

GAME OF THRONES

24

@jcgama @steveprattca

Audience Development



Use your
unfair advantages



Think and act like
a media company

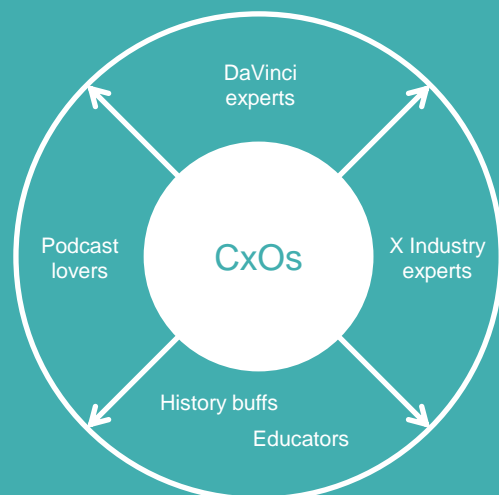


Stay committed
beyond launch

25

@jcgama @steveprattca

Activation Strategy



26

@jcgama @steveprattca

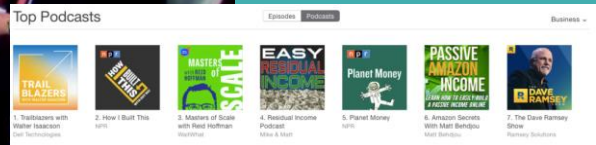
Paid Plan



27

@jcgama @steveprattca

Earned – CBS This Morning



28

@jcgama @steveprattca

Shared – Integrated Dell Social

Michael Dell @MichaelDell · Aug 18
Another excellent and interesting podcast. Well done @Walterisaacson

Dell Technologies @DellTech
What health wearables do you use? Let us know and listen to how they're evolving in the latest #podcast here: dell.to/2vN604F

Walter Isaacson @Walterisaacson · 15m
This podcast page has, halfway down, my playlist of favorite New Orleans songs, starting w/ Iko Iko by the Dixie Cups

Amanda Palmer @AmandaPalmer · 25m
What inspires your favorite musician? @amandapalmer @Lefsetz share their playlists on the latest episode-scrll down dell.to/2vN604F

Dell Technologies @DellTech · Aug 10
#DYK the earliest known maps date back to 16,500 BC? Hear how far we've come in this episode of Trailblazers. dell.to/2vN604F

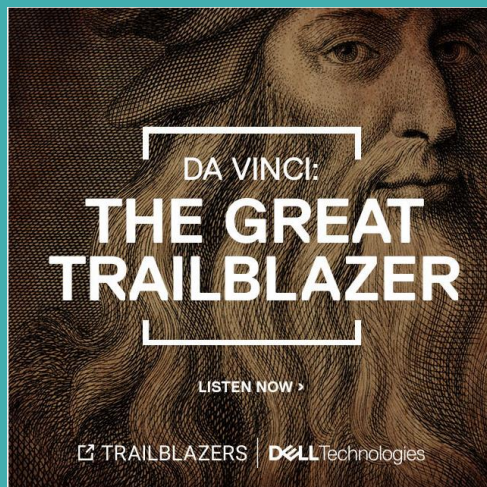
Trailblazers
Amara Palmer's Tunes
PLAY FOLLOW

MAPS HAVE EVEN GONE BEYOND
4,481 views
dell No one is judging if you don't have direction in life. In fact, times have changed how we get around. From cartography to navigation to advertising, we've mapped out how #maps have evolved in the latest episode of our #podcast Trailblazers. Click the link in our bio to listen to the episode 📶 #travel #history
View all 16 comments
ballerstatus 📶📶📶
AUGUST 17

29

@jcgama @steveprattca

Partnerships



- Special edition of the Trailblazers podcast about Leonardo da Vinci
- Tailored activation plan
- Cross-promotional partnership with Simon & Schuster



Measuring Success in Podcasting

@jcgama @steveprattca

3 Areas of Measurement

- 1 Brand awareness, positioning
- 2 Engagement and social sharing
- 3 Consumption

32

@jcgama @steveprattca

Brand Awareness – Original Research



91%

Learned something new



91%

Loved / liked the topic of the episode they heard



87%

Are likely to recommend Trailblazers



Dell Technologies

+82%

Change in favorability towards Dell Technologies

SOURCE: Quantitative study, August 2017. 125 CxO from companies with 50+ employees in the United States.

33

@jcgama @steveprattca

Audience Reaction – Reviews & Social

"Walter Isaacson walks the perfect line of talking about technology with relevance while avoiding overused "geeky" tropes. The historical and personal references are numerous and make it worth a listen every time. Kudos on such phenomenal storytelling!"

"Love this podcast! Walter Isaacson has a genuine gift for telling stories. He has a wonderful voice and is a natural for this medium."



Listener review in
Apple Podcasts

34

@jcgama @steveprattca

Audience Reaction – Reviews & Social

"I'm a big fan of Mr. Isaacson's literary work and was very excited when I heard of this podcast. Listening to how disruptive technologies and the people behind them shaped an industry is very interesting to say the least. My only complaint is that there aren't more to listen too!"

"You could be in business for decades and learn from this podcast."



Listener review in
Apple Podcasts

35

@jcgama @steveprattca

Lessons Learned

@jcgama @steveprattca

1. Be committed and brave!



37

@jcgama @steveprattca



2. Develop the show to map seamlessly against your brand strategy, vision, voice, and values.

38

@jcgama @steveprattca

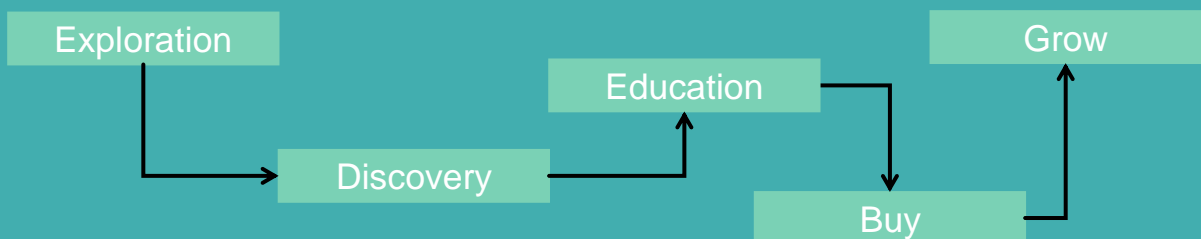


3. BUT... don't be the party host who talks about yourself the whole time. Make sure it's a great party for the GUESTS first and foremost.

39

@jcgama @steveprattca

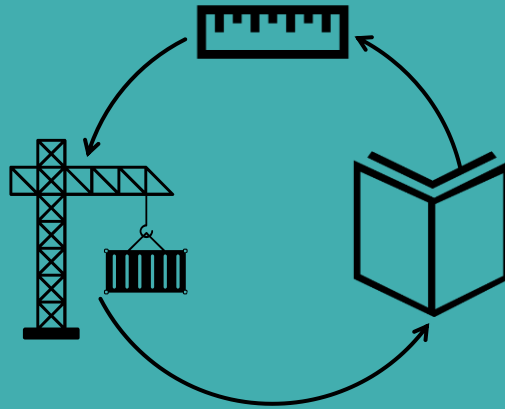
4. The podcast is just the beginning. Make sure that you develop content that helps customers through their journey.



40

@jcgama @steveprattca

5. Be nimble but smart



41

@jcgama @steveprattca

BB 2017 Marketing
Forum

#mpb2b



**QUESTIONS? Join us at the
Post Presentation Huddle.**



Listen on
Apple Podcasts



Steve Pratt
Co-founder
Pacific Content
@steveprattca



JC Gama
Marketing Director
Dell
@jcgama



Thank you!