

# Promoting with Podcasts

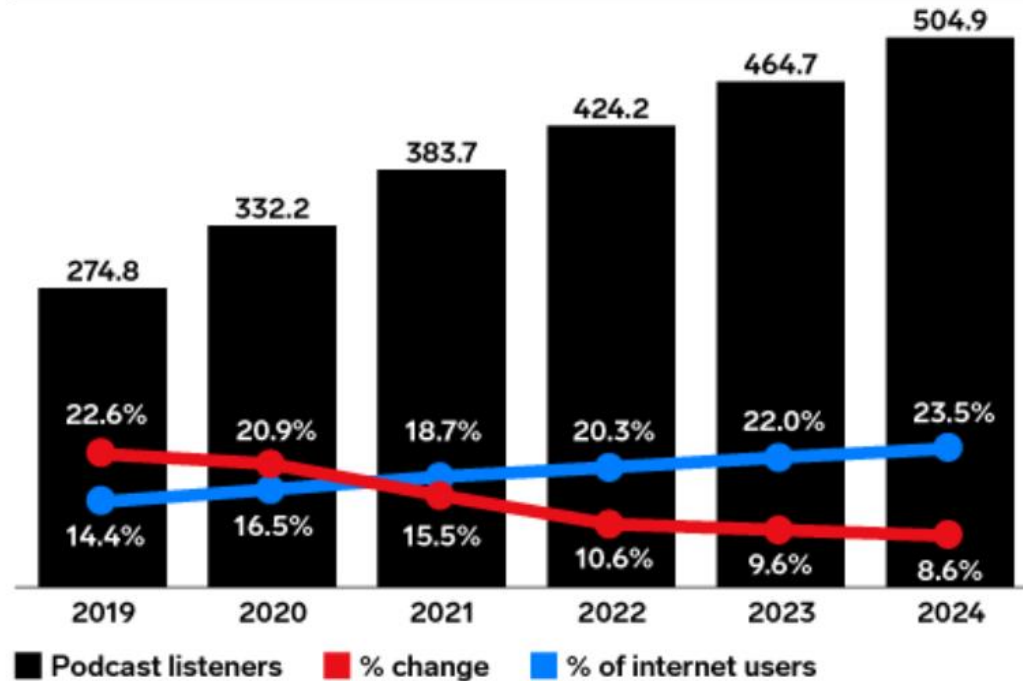
A growing thought leadership channel

**RG**A  
Public Relations

# The growth of podcasting

## Podcast Listeners Worldwide\*, 2019-2024

millions, % change, and % of internet users



## The rise of business podcasting

“The industry's spending binge is a solid indicator of how large podcasts are poised to become global (sic). Another factor is the large selection of genres available. There is something for everyone, from news and debate shows to a wide range of audiobooks and personality seminars. Business podcasts are getting increasingly popular.”

-- Kate Yedi, Forbes

One response to this trend



AN ONLINE WEBINAR SERIES

**“WOULD YOU CONSIDER...”**

Gain valuable insight on the latest in the mortgage tech industry

FEATURING.....

**RICK GRANT**  
MORTGAGE INDUSTRY INFLUENCER

**MARK DANGELO**  
TECH AUTHOR AND THOUGHT LEADER

The graphic features a yellow and dark blue color scheme with abstract geometric shapes. A central icon of a microphone with a heartbeat line is positioned between the title and the speakers' portraits.

# What Mark & I are seeking

Experts who can explain in about 5 minutes:

- A new trend or critical consideration
- Why it's important that we discuss it now
- The impact of not dealing with this now
- One thought to get people thinking about it

## 3 Ways to make your next podcast appearance great



# 1: Be a real human



## 2. Demonstrate you know your stuff

You are an industry expert, so just do what you do. Talk about what you know. Don't talk down to your audience, but don't sugar coat your message.



### 3. Show your passion to help people

When people hear that you care about helping them succeed, they will listen to what you have to say. Remember, every podcast experience is your opportunity to help someone understand something that could be key to their success.

# How to get involved with our podcast

Send me an email describing the topic you want to speak to: [rick.grant@rga-pr.com](mailto:rick.grant@rga-pr.com).

We'll give you a 5-minute slot to introduce your topic (typically, the result of a 20-minute conversation) for free.

If you want to discuss the topic with Mark and I on the show, we'll send you sponsorship information for your company to consider.