



Publio - *Follow Your North Star*

Nine Podcast Formats To Suit Your Different Business Objectives

You don't need 1M downloads on Spotify. You need to communicate with the 50, 500, or 5000 people that are going to help you make your numbers this year. Podcasting offers a versatile platform for content creation, marketing and social media distribution, allowing for a variety of formats to suit different objectives and audience preferences. Here's an overview of various podcast formats that can be utilized to achieve specific goals:

1. One-on-One Interviews:

- Professional Interviewer Interviews Principle: A skilled interviewer engages with the executive, drawing out insights, stories, and expertise. This format is excellent for delving deep into specific topics and showcasing the executive's thought leadership.
- Principle Interviews Employee, Customer, Subject Matter Expert or Industry Influencer: The host of the podcast interviews external experts, partners, or thought leaders, providing diverse perspectives and enriching the content.

2. Internal Interviews:

- Principle Interviews Employees: Executives interview their team members to highlight internal successes, projects, and insights, fostering a sense of community and transparency.
- Employee Spotlight: Featuring employees from various departments to discuss their roles, insights, and contributions to the company, promoting an inclusive corporate culture.



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3. Customer-Focused Formats:

- Customer Testimonials: Inviting customers to share their experiences, challenges, and successes with the company's products or services, offering real-world insights and building trust.
- Principle Interviews Customers: A format where executives directly engage with customers, discussing their needs, feedback, and the impact of the company's solutions on their operations.

4. Roundtable Discussions:

- Subject Matter Expert Leads Roundtable: A host, often an industry expert, facilitates a discussion among a group of experts on a specific topic, offering multiple viewpoints and a dynamic exchange of ideas.
- Industry Roundtables: Gathering professionals from different sectors to discuss broad industry trends, challenges, and opportunities.

5. Educational and How-To Formats:

- Webinar-Style Presentations: Educational sessions that delve into specific topics, providing valuable information, tutorials, or insights into industry trends and best practices.
- Workshop Series: A series of episodes focused on teaching skills, methodologies, or concepts relevant to the audience's interests or needs.

6. Narrative Storytelling:

- Documentary Style: A narrative approach that explores a topic, story, or concept through interviews, research, and storytelling, offering a captivating and informative experience.
- Case Study Episodes: Detailed exploration of specific projects, campaigns, or challenges the company has tackled, outlining the process, obstacles, and outcomes.



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7. Panel Discussions:

- Live Audience Interaction: Episodes recorded in front of a live (virtual or physical) audience, allowing for real-time questions and interactions, adding spontaneity and engagement.
- Expert Panels: Assembling a panel of experts to discuss a topic, providing a range of insights and fostering a deep-dive conversation.

8. Thematic Series:

- Seasonal or Thematic Series: Structuring podcasts into seasons or series focused on particular themes, allowing for comprehensive exploration of topics over multiple episodes.
- Industry Trends Series: Episodes dedicated to discussing emerging trends, innovations, and forecasts within the industry, keeping the audience informed and engaged.

9. Interactive and Community-Driven Formats:

- Q&A Sessions: Episodes where the host addresses questions submitted by the audience, fostering interaction and community involvement.
- Listener-Generated Content: Inviting listeners to contribute topics, stories, or experiences, which are then featured in the podcast, creating a sense of ownership and community among the audience.

Connect your podcast to your CRM. Leveraging these diverse formats with targeted inbound marketing and social media distribution helps busy executives tailor their podcasting to align with their growth goals. With just a few hours of time invested in recording, you will generate a month's worth of highly relevant content.

Find out more how this cost-effective content strategy can help you put your thought leadership in front of your customers on LinkedIn and other social media platforms:



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Need a cost-effective video content strategy? **Introducing:** **The Podcast Ecosystem™**

Everything you need to record, distribute and market video content and connect your audience to your CRM.

Includes:

- Full Length Podcast & Highlight Shorts
- Branded Production and SEO Elements
- Spotify & YouTube Setup and Manage
- Blog Posts, Email & Social + Marketing Plan

With a few hours time, client-facing executives can generate a month or more of SEO and social video content in Publio's global virtual studio.

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