

IMPACT!



[Susan Jeanne Mertz](#)
President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

843.821.3283

[Susan.Mertz@
ImpactPR.net](mailto:Susan.Mertz@ImpactPR.net)

www.ImpactPR.net



“Linking Companies to their Communities”



Podcasts

**Increase your image as an expert.
Expand your messages to a wider audience.**

Podcasts are audio, sometimes accompanied by video, recordings that can be heard on websites or downloaded to personal music devices, i.e. iPods.

They can vary in length, depending on their purpose, but usually run about 5 - 40 minutes, depending on the message.

Expand your speaking engagements by recording your presentations in a friendly, conversational tone.

Become an interviewed expert or interview an expert. Even though podcasts are a more relaxed format, ALWAYS use a script to eliminate the dreaded “ums”, “ya knows”, and “OKs” after every statement. It still must sound professional. After all – it is YOUR image.

For more exposure, submit your podcasts regularly to podcast subscription directories.

Many Internet search engines rank sites by popularity and freshness. Discussion boards for podcasts help businesses produce updated content and thus draw more traffic.

Remember: Keep your podcasts fun, informal, relevant, entertaining, and informative.

In 2006, 10% of online users downloaded podcasts. By 2010, the study projected 12.3 million households will download podcasts.

- - Forrester Research Inc.

Recording Tips

1. Chose a location free of external distractions that is relatively quiet. The room should have carpet or furniture to absorb echoes. Reduce extraneous noise by turning off fans or any equipment.
2. Invest in a high quality directional microphone.
3. Purchase editing software to filter noise, dead air, or unwanted parts of the recording.
4. Include a transcript, detailed show notes or links to products mentioned in the podcast.
5. Use music. It is illegal to use copyrighted music unless you own the copyright or license it through the proper channels. You can license rights to podsafe music that will allow you to use music in a royalty free capacity. Check out: www.podcastthemes.com, www.podsafefaudio.com, www.instantmusicnow.com, www.opuzz.com, www.indiepodcasting.com
6. Tap the iPod audience by adding the appropriate iTunes tags to the podcast and submit your podcast for inclusion in the iTunes Music Store.
7. Listen to Your Audience. Create a venue for listeners to communicate with you, whether through email, a forum or a blog.
8. Submit your podcasts to one or more of these hosting sites: www.godaddy.com; www.Libsyn.com; www.podbean.com; www.podhoster.com
9. **Contact IMPACT! to get started today!**

Make an IMPACT! in 2007

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.