



## Podcast Advertising Works: How to Turn Engaged Audiences Into Loyal Customers (Paperback)

By Glenn Rubenstein

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Podcast advertising is an effective way to reach an engaged audience, and it can be a powerful way to deliver your message. In this book, podcast advertising expert Glenn Rubenstein offers insights and strategies for companies and individuals looking to get started in this lucrative, but relatively new form of advertising. Drawing on his years of experience, Glenn explains what podcast advertising is, why it works, and how you can make it work for your business or brand. In this book, you will learn: The basics of podcast advertising How podcast ads compare to other forms of advertising How to plan an effective podcast advertising campaign Essential terms, like streams, downloads, pre-roll, mid-roll, and CPM Whether podcast advertising is right for your business Recent estimates show that one in five Americans has listened to a podcast within the last month. Podcast listeners are well-educated, tech savvy individuals with a higher than average amount of disposable income. Seeking out the right audience with meaningful, targeted advertising can result in a surge in business at a fraction of the cost of a...



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