

# WHY DO I NEED A **PODCAST?**

A guide to everything  
you want to know about a  
podcast but are afraid to ask.



**POGGIONE GROUP**  
Turn Up The Volume  
On *Your Brand*

# THE RISE OF PODCASTING



Podcasting has seen tremendous growth over the past 15 years with the pandemic of 2020 spurring demand even more.

In the United States back in 2006 only 22% of the population was even aware of what podcasting was. Fast forward to 2022 and that figure jumps to 79%!

Even more impressive than this is that in 2021 over 82 million Americans listened to podcasts. This figure is projected to exceed 100 million in 2024.

So how are people consuming these podcasts? The two most popular podcast platforms are Spotify and Apple Podcasts. As of February 2022, listeners in the United States listened to 32.5 million podcasts on Spotify while Apple Podcasts has 28.5 million listeners.



**22% 2006**

**U.S. adult population aware of podcasting**

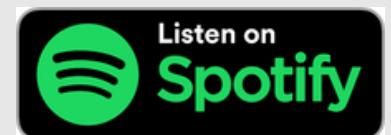
**79% 2022**

**82M 2021**

**U.S. listeners to podcasts**

**100M\*2024**

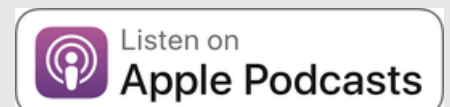
\*Forecasted



**32.5M**

**2022**

**28.5M**



# **BENEFITS OF PODCASTS**



Starting a podcast can help to elevate your brand to new heights but there are several other benefits to having a podcast.

## **Grow Your Brand**

Establishing a bond with the audience for a longer period of time connects you on a deeper level rapidly.

## **Industry Leadership**

Become an industry thought leader.

## **Increase Your Awareness**

Reach new audience members where they are in their lives.

## **Improve Your Visibility**

Get found on all podcast platforms.

## **Anchor For Your Communications**

The podcast is your pillar content that feeds the others: blogs, newsletters, video reels, social media, bulletins.

## **Timely & Immediate Response**

Provide an update on news, changes or updates immediately.





# BRANDS WITH PODCASTS



Having a branded podcast is an opportunity to be seen as a thought leader, industry champion or pioneer. Some of the most recognizable names, companies and brands today have a podcast or series.



It's time to launch  
your **podcast**.

# FINANCIAL PODCASTS



The financial industry is broadly represented in podcasting. From banks, to brokerages, insurance companies, financial news outlets and self help groups they are all speaking directly to their customers.

**Bloomberg**

**BlackRock**



**Scotiabank**



THE WALL STREET JOURNAL



Launch your  
**podcast** today.

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# BLOGS vs PODCASTS



The rise of blogs over the past 15 years has been remarkable hitting a peak in 2023 of approximately 1 billion blogs globally.

Contrast these statistics with the number of podcasts globally at 4.2 million in 2023.

In 2023 there were 7.8 billion people on planet earth. That means that there are 7.8 people for every blog. However there are 1,857 people for every podcast.

When diving into the top of the newsletter and podcast chains both leaders are close in total numbers. The newsletter with the largest number of subscribers is the New York Times The Morning with a list of 17 million readers. On the podcast side, the biggest podcast remains the Joe Rogan Experience on Spotify with 11 million listeners per episode.

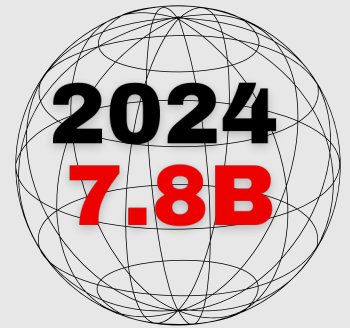
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## BLOGS

**1.0B**

1 in 7.8 people



## PODCASTS

**4.2M**

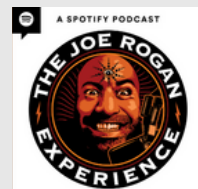
1 in 1,857 people

*The New York Times*

**17M**

**2023**

**11M**



Sources: Neilpatel.com  
Paved.com | Descript.com

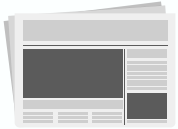
# TRUST OUR EXPERIENCE



Award Nominated **Podcast**



Achieved Over **100%** Growth Rates



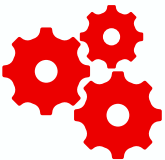
Created Over **5,000** Pieces Of Content



Attained Over **55%** Growth Rates For Clients



Curated, Crafted & Repurposed Over **100** Videos



Successfully Worked With **B2B, B2C & Non-Profit** Sectors



Trust Our **25 Years** Of Experience To  
Build Your **Network & Brand**