Adding a visual component to your multimedia facilitates a person-to-person connection with your content and brand not possible with written articles or blog posts.

Video podcast interviews are a dynamic and relatively easy way to generate a main content driver that can then be “atomized” and distributed across audio podcasts, news reporting, long and short form social media, transcripts, written content, newsletters, email marketing, ads, and myriad other platforms.

Creating a video podcast can be simple or complex – it’s easy to access a decent camera and communicate via a smartphone or laptop. As production needs and strategic vision become more complex, external partners can help create a dynamic turnkey product.

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Video podcast interviews are a low-entry way to build momentum and collaboration for other projects and collaborations.

Creating video podcast content allows you to harness the true power of both your own website and external platforms like YouTube, LinkedIn, TikTok, Twitter, Facebook, Spotify, and others.

TIP: Zoom is a universal platform, but falls far short in video and recording quality. If you’re self-producing video podcasts, try platforms like Riverside.fm or Openreel.

There’s a fantastic synergy between live events and video podcasts. Conference sessions and events can be recorded as a video podcast to bring increased energy to the in-person audience, and edited recordings can give further reach to event discussions and panels.

TIP: Provide value to your audience, always. STAT Brand Studio, for example, takes an Inspire - Engage - Inform mission-driven approach to every collaboration and piece of content.

We’re living in a ‘blue ocean’ time for video podcasts right now – not many B2B and B2C organizations are taking advantage of their true power. Platforms like YouTube and Spotify are adding video podcasting capabilities to their platforms, providing new avenues for engagement. Video podcasting is a high-value way to add layers and levels to your content strategy.

For more information, visit statnews.com/advertise