

HOW ASSOCIATIONS Can Leverage

Podcasting

FOR MEMBER ENGAGEMENT

COLBY HORTON | CEO, Association Briefings

In an era where digital content reigns supreme, associations are increasingly turning to innovative methods to connect with their members. One standout method that has proven particularly effective is podcasting. With over 100 million Americans tuning into podcasts each month, this medium offers a unique way to deliver valuable content, foster community, and enhance member engagement. Here's how associations can leverage podcasting to captivate and engage their audience.

Delivering Value-Driven Content

Podcasts provide an excellent platform for associations to deliver value-driven content directly to their members. By producing episodes that address industry trends, share expert insights, and discuss best practices, associations can position themselves as authentic thought leaders. And with an ideal episode length being 20-40 minutes, this content is easily accessible and can be consumed on the go, making it convenient for your busy members and industry professionals to stay informed and engaged.

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Fostering a Sense of Community

Today's member, particularly young or emerging professionals, expect authenticity. Podcasts provide that personal touch that other forms of communication often lack. The conversational style of podcasting helps create a sense of community among listeners. Associations can use this to their advantage by featuring interviews with members, leaders, and industry experts. This not only showcases the diversity and expertise within the association, but also helps members feel more connected to the organization and each other.

Enhancing Member Engagement

Engaging members consistently can be challenging, but podcasts offer a dynamic way to maintain consistent communication. Monthly or bi-weekly episodes can keep members coming back for more. Additionally, incorporating interactive elements, such as Q&A sessions or member-submitted

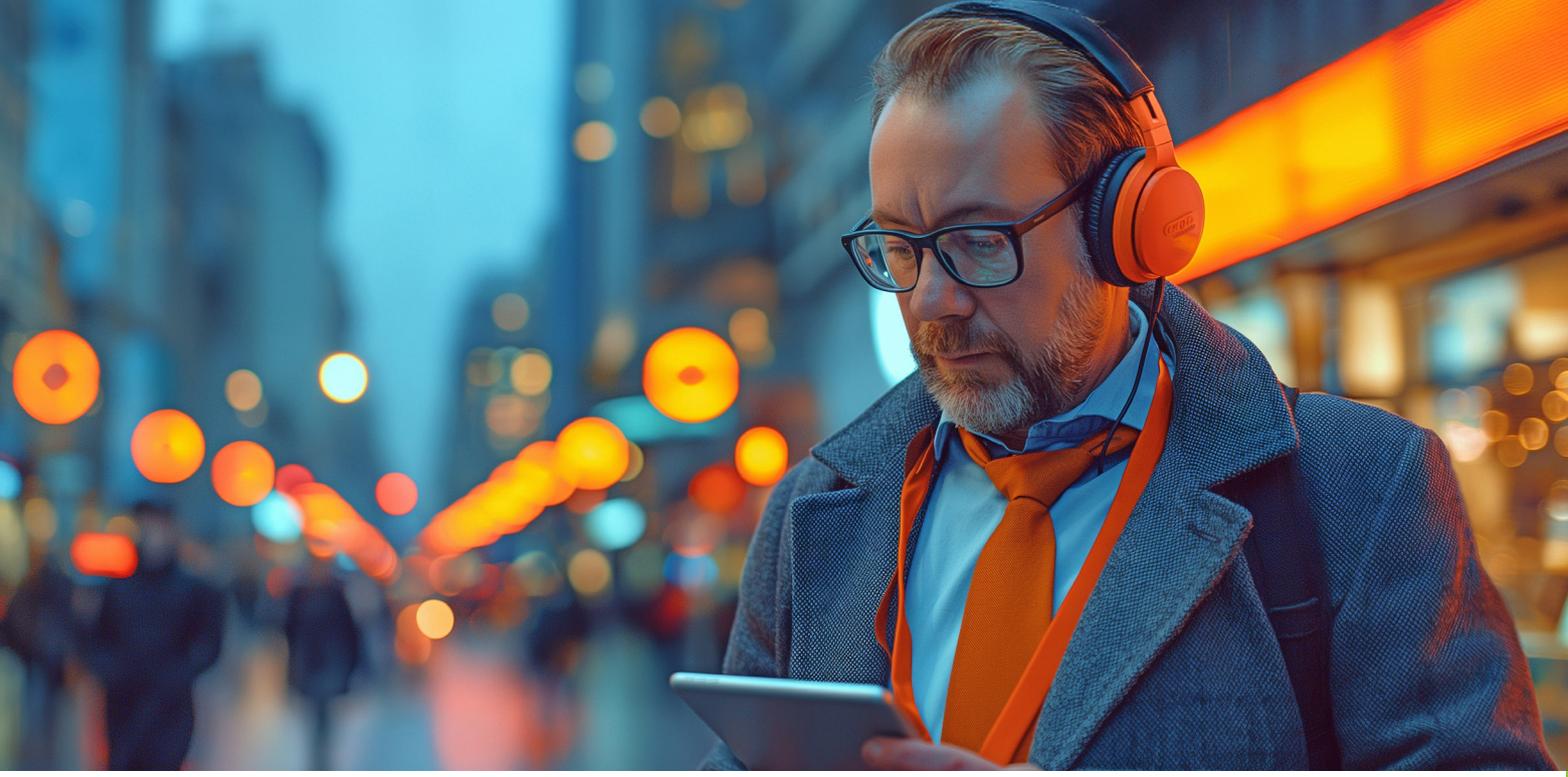
questions, can further enhance engagement. Encouraging listeners to participate in discussions and provide feedback helps build a loyal and engaged audience.

Showcasing Member Success Stories

Highlighting member achievements through podcast episodes can be incredibly motivating and inspiring. Associations can dedicate episodes to sharing success stories, case studies, and testimonials from their members. This not only celebrates the accomplishments within the community but also provides practical examples and insights that can benefit other members. Shameless plug: Be sure to check out the MSAE Insight podcast to hear success stories from your peers (<https://msaepodcast.podbean.com>)

Expanding Reach and Visibility

Podcasts can significantly expand an association's reach beyond its immediate membership. By



making episodes available on popular podcast platforms like Apple Podcasts, Spotify, and iHeartRadio, associations can attract new listeners within the industry. This increased visibility can lead to new memberships and partnerships, further strengthening the association's influence and impact.

Building Authority and Credibility

Consistently producing insightful and high-quality podcast content helps build an association's authority and credibility within its industry. It demonstrates a commitment to knowledge sharing and professional development. Over time, this can enhance the association's reputation and make it a go-to resource for industry information.

Generating Non-Dues Revenue

Podcasting also created new opportunities for associations to generate non-dues revenue. Sponsored episodes, advertisements, and partnerships with industry-related companies or supplier members can provide additional income streams. In fact, 81% of podcast listeners pay attention to podcast ads and 60% have bought something from a podcast ad. These revenue-generating activities not only support the financial health of the association but also add value for members through enhanced content offerings.

Podcasting provides associations with a dynamic tool to captivate their audience, build a sense of community, and share valuable content. Utilizing this medium allows associations to boost member satisfaction and engagement while broadening their reach and impact within the industry.

To learn more about podcasting or Association Briefings, contact Colby at colby@associationbriefings.com.

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Meet Colby

With nearly 25 years in the association community, **Colby Horton** serves as the CEO of Association Briefings, a leading producer of podcasts for associations and non-profits. He's a journalist turned marketer and understands the importance of strategic content and its place within an association-centric marketing funnel.