

Word Flex

The protein shake for your inbox



Hi ,

I know the subject line shows my age. Yes, I'm a child of the '80s but I'm all over today's trends.

Like Clubhouse Schmubhouse.

Ev-er-ry-one is talking about it. Sorry peeps, I'm an android girl so you won't catch me hanging out on this new platform (yet).

Still, I've learnt a lot about it by listening to what the Mac users are saying.

It's a great place to have random one-off conversations that would seem weird in an email but totally natural on Clubhouse. This is why some people are finding work through it.

Start a chat about how some sneakers get pills inside after only a few wears (why the fudge does that happen?!?) and soon you'll be sharing your tips on maintaining a healthy diet.

It's brilliant for networking if you find the right room.

For us android plebs, we have to stick with listening to podcasts to hear our favourite expert's voices whispering from our earbuds.

Don't fret. Podcasts are still cool.

Want some fancy pants stats?

- As of January 2021, there are 43 million episodes available. Almost 10 times the number of hair on your entire body. That's a fuzzy load of options to choose from.
- 60% of podcast listeners choose this platform because they want to hear from a variety of perspectives.
- In 2020, 32% of the Australian population were listening to podcasts.
- Only 3% of marketers are using podcasts.

Go back and read that last one again.

Only 3% of businesses are leveraging this super cheap way to connect with their audience. You need to get on a podcast, pronto.

People want to hear from you. Whether you're selling kids yoga mats or obstacle course race training.

Want to know the best bit?

You don't even have to get out of your trackies!

Yep, all you have to do is sit there with your slippers on, sipping a mango smoothie and chat with the host.

Easy peasy.



What's happening?

This week I wanted to look at some marketing trends and guess what popped up – Podcasts!

They're hotter than an 11am sausage sizzle outside Bunnings on a Saturday. Whether you're hosting, guesting or just listening to them, this platform is blazing.

I'm feeling statty this week, so here are some more about keyword searches done in the past month:

- Podcast advertising - 2.4K searches with a 4900% increase
- Podcast marketing - 1.9K searches with a 300% growth
- Podcast hosting - 5.4K searches, just a 9% growth

So how do you use this craze for audio to your advantage?

1. **Think about hosting a podcast.** It's a great way to connect with other people in your industry, boost your industry leader status and provide more value for your audience. Plus you get to be in your target market's earholes, yammering away, so they feel comfortable trusting you with their precious cash.
2. **Sponsor a podcast.** If chatting away to a microphone isn't your thing, consider becoming a sponsor instead. You'll get a shout out from the podcast host at the end of the clip. Ideal for increasing brand awareness with an audience who's never heard of you.
3. **Be a guest on a podcast.** Gaining exposure along with your chance to be in the spotlight will give your brand and your confidence a nice boost.

I had my first podcast and vodcast interviews in February. I'll let you know when they're available so you can hear me faff on about content creation and copywriting.

And stumbling over words.

And missing a step, then going back over it.

Yep, I made mistakes and I don't care because it shows I'm a decent, fleshy human, not a pristine robot.

So if you're worried podcasting won't show your best highlights, remember, it's our flaws that make us appealing.

People want to buy from genuine brands created by real people.

Ditch the gloss and get into podcasting.

Backlink Op

This week's backlink opportunity comes from [The Big Smoke](#). If you've got an edgy, opinionated idea for an article around 600-800 words long, send them your pitch.

A guest post is ideal for sharing on socials to boost your status as an industry leader.

Have you listened to any witty or fascinating podcasts lately? Hit reply and let me know, I'm always interested in learning something new.

Chat soon,

Kara

P.S. Did you miss a past edition of Word Flex? I've got you. They're all posted on my site so you get to read them whenever it suits you. [Take a look](#).

P.P.S. I hit a new record typing the word podcast 18 times in this email. Now it sounds seriously weird to me. Try saying it out loud over and over and you'll see what I mean.



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Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

