



## Podcasting will open up more avenues of communication between you and your market.

We here at "Destination Ireland" Podcasters are passionate about podcasting as a communication tool. We know how to transform your objectives for audience engagement, brand visibility and internal communication into a creative solution in order to give you the best possible results.

We bring production skills, extensive industry experience and partnership and a vision to all our recordings that will hook listeners and hence deliver impact.



**120 million**  
Podcast listeners  
in USA



**70%**  
growth in  
Podcast audiences

- Engage with your past market and your future.
- Build loyalty and trust.
- Attract new business.

## Why podcast?

- Every brand has a story.
- **Personal connection** - It helps build relationships. Podcasting is an intimate medium through which you can reach your audience.
- Rapid growth in listenership.
- Reach new audience and therefore new markets.
- On demand, easy access whenever you want.
- **Trust and loyalty** - As more people listen, the opportunity to share more meaningful content enables audiences to spend more time with your brand, fostering loyalty overtime.
- **Affordability** - Much cheaper than traditional media like TV and radio.

## Podcast production process:

### 1. Plan

We collaborate with you to develop a comprehensive audio strategy that aligns with your goals.

### 2. Create

With meticulous attention to detail, we research, write, edit, mix to broadcast quality.

### 3. Distribute

We distribute your branded podcast across a range of platforms.

### 4. Review

Listen to our last piece of work launched on Spotify: **Lorcan Collins - Revolutionary Ireland**

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