



Vennly & Attune 2022

October 2022



About Vennly

Vennly marries proprietary audio technology with robust content intelligence that **unlocks audio content and improves ROI** for the world's leading brands, audiences and creators.





Audio can power multiple initiatives and formats

With the right tools and strategy, audio can create a content flywheel for an organization

Distribute content internally and externally

Engage key stakeholder voices authentically

Leverage elements of audio for thought leadership, employer branding, talent, and sales enablement



Audio Initiative

- ✓ Employee Engagement
- ✓ Employee Recognition
- ✓ Employee Advocacy
- ✓ Enablement / L&D
- ✓ Social Media Collateral
- ✓ Written Word Content



Where does a successful podcast live?

Podcasts are a consumer behavior that can actually be replicated by enterprise

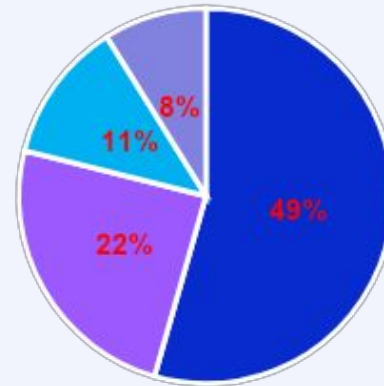
A-synchronous > Synchronous

Encourage listening **behaviors that map to behaviors** during the day

Published to your **“sources of truth”**

It's okay to **segment** your audience

Where People Listen



■ Listen at Home ■ Listen While Driving and Commuting ■ Listen at Work ■ Listen While Exercising



How to get started

The best shows have a coherent throughline across episodes, but more importantly, they add value to both the listener and creator

What's the purpose? *Why is someone going to listen to this?*

What's the point? *What are we getting out of this?*

Ep 1: Who's the guest?

- *What's the purpose?*
- *What's the point?*

Ep 2: Who's the guest?

- *What's the purpose?*
- *What's the point?*



What to look for?

Plays are good but what are the down funnel metrics that can be captured?

How are you going to **measure** “the point’ of the episode?

What does **engagement** look like on audio vs. other messaging/content initiatives?

“Time spent” vs impressions

- Are your plays within the first 72 hours increasing episode over episode?
- Avg. Time Spent Listening x Total Number of Plays = Volume Engagement

Who’s raising their hand to **participate**?



What not to do

Please, please, please don't do this

Post an **MP3** to your intranet

Publish your podcast to Apple and Spotify with a **secret title**

Do **one episode** “as a test”

Publish episodes **randomly**

Have a **different host** for every episode

Force a member of the **C-Suite to host**



Vennly has templatized the creation process

Vennly has developed resources that enable account teams to quickly scale and execute winning audio strategies



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Interested in learning more?

Contact us at brian@vennly.co