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HOW TO CREATE AN ECOMMERCE PODCAST

Article from [Revalsys Technologies](#)

This article explains about how to
create an ecommerce podcast



A podcast is a series of audio clips that are recorded and uploaded in regular intervals on a website or a mobile app. It is created in a downloadable MP3 format and can be played without using Wi-Fi networks. It is hosted by one or more people. It is easy to create as it only requires a microphone, a headphone, and a recorder and can be edited online.

Benefits Of Having An Ecommerce Podcast

- It has a wider reach as it can be heard on mobile devices anywhere anytime for free
- Helps increase awareness, website traffic, and leads for your business
- Helps you to create a personal connection with your customers and listeners
- Humanizes your brand

Tips To Create An Ecommerce Podcast

Write A Script

Like any piece of audio content, you must have a script for your podcast which can help you to plan out your episodes. Note down the duration, the topic, the dialogues, and the guests for each clip.

Interview Industry Experts

Owners of ecommerce businesses of all sizes will be listening to your podcast. You can get experts to offer advice on various important aspects of an ecommerce business like how to convert ecommerce website visitors, how to create a marketing strategy for a business, eco-friendly ecommerce practices, etc.

Interview Business Owners

Get veteran business owners to share their stories. Ask them about the challenges they faced in their journey, the mistakes they made, and the lessons they learned along the way. You can also find out how they manage to strike a work-life balance.

Discuss The Latest Ecommerce Trends

The world of ecommerce is constantly evolving and its trends are continuously changing. Keeping up with the latest trends and knowing how to implement them is important for ecommerce businesses to stay on top of the game and win customer trust. You can use your podcast to educate businesses on topics like how to use the latest technology to improve customer experience, etc.

Create Awareness About Your Products

You have to make sure not to sound too salesy here. Help your listeners to connect with your product and trust your brand. Share why a product is special to you and if there is any special memory attached to it. Take your listeners behind the scenes of creating the product. Talk about the measures you take to create the product in an eco-friendly manner and why sustainability is important to you. Address the concerns of your listeners and tell them how your product can solve them.

Engage Your Listeners

Podcasts are an interactive platform. In order to make them effective, you must think of creative ways to make them engaging. Set aside some time for your listeners to interact with you or your guest. Encourage them to send their feedback or questions on each episode. At the end of each episode ask them what topic they would like to be discussed or which guest they would like you to have in the next one. Give shoutouts to the most active and engaged listeners. Host quizzes on the topic of the day and announce rewards for winners like coupons and discounts on your products.

Make It Conversational

The key to increasing the reach of your podcast is making it relatable for your listeners. Identify the language that they use in their daily lives and incorporate it into your episodes. This is important so that your podcast doesn't sound like an advertisement or promotion.

Include A Call-To-Action

You can encourage your listeners to take actions such as the following on each episode:

- Subscribe to the podcast for the latest news, industry updates, etc.
- Share thoughts on today's episode
- Subscribe to the newsletter
- Download the resources
- Visit a guest's website/blog or read their newsletter

Be Consistent With The Frequency

Decide on a frequency for your podcast and stick to it. Even if you plan on doing a fortnightly show, be consistent with it. This will help people to know when to expect your episodes and will help in increasing your listener base.

Have Flexible Durations

The duration of each episode of your podcast should vary according to its subject and the content. You shouldn't be rigid on time, as it can lead to you having to stretch out your content or cram all of it into your decided time slot. This can adversely affect the attention of your listeners and result in you losing them for good.

Include Music Clips

Talking continuously for a long time can become tedious for you and monotonous for your listeners. Break up the format by having pleasant instrumental music intermittently. Starting your podcast with a song can also help you to get your listeners interested easily.



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