

Podcasts

eLawMarketing

Podcasts: Ride the Wave

A recent study published by eMarketer estimates that, in 2007, the number of individuals in the United States who ever downloaded a podcast reached **18.5 million**, while the number individuals who download and listen to an average of one or more podcasts per week reached **6.5 million**. eMarketer further estimated that by the end of 2008, these numbers will increase to **28 million** and **10 million**, respectively, while by 2012, they will rise to **65 million** and **25 million**.

eLawMarketing's Podcasting Services

eLawMarketing offers a suite of services to help law firms and individual attorneys create, host and promote podcasts:

• Scripting

A key ingredient determining the popularity of podcasts is quality content. We'll work with you to develop engaging scripts that will capture the attention of your listeners

• Production

We've partnered with a **professional sound studio** that can edit your recordings, add custom introductions, and supply voiceover talent for recording scripts or conducting attorney interviews.

• Hosting

Make your audio files accessible to listeners via online play bars, RSS feeds, and email

• Flash

Convert a Powerpoint to Flash and add audio to create a synchronized podcast with both audio and visual elements

• Promotion

Promote your podcast on iTunes

• Podcast center design

Deploy a custom podcast center on which to showcase and share your firm's audios in accessible formats

• Tracking

Track how many people are listening to or downloading your audio files.

• Landing pages

Your relationship with your viewers should not end with the conclusion of your broadcast. Instead, direct listeners to special landing pages with a "call to action" where they can fill out and submit online forms to request further information from your firm, or sign up for an email newsletter. **We build landing pages that maximize conversions!**

Get Started Today

To get started with podcasts, please contact us today at 866.833.6245 or sales@elawmarketing.com.

The eLawMarketing Difference: A Professional Sound Studio

To ensure the highest quality audio presentations for our clients, we've partnered with a professional sound studio that can edit your recordings, add custom introductions, and supply voiceover talent for recording scripts or conducting attorney interviews.

"Thanks for suggesting we explore podcasts as a marketing tool. You did a stellar job designing and deploying our podcast center, and then working with us to become self-sufficient in terms of recording and hosting our attorney interviews. We've gotten great feedback from listeners who find the podcasts very informative and engaging."

– *Brian Dolan, Marketing Manager, Pepper Hamilton LLP*

