

# Daniel Hall Releases iTunes Podcast On Effective Podcast Marketing

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Daniel Hall Combined Enterprises has announced the release of a new iTunes podcast, which shows how people can generate large audiences through podcasts. In the podcast, Lance Tamashiro shares various tips on how to effectively use podcasts for marketing. "Podcasts are changing the way people digest information and consequently how businesses can market themselves," says Luanna Rodham with Daniel Hall Combined Enterprises.

The podcast, outlines how podcasts can be used to help reach target audiences, and keep those audiences engaged. Marketing experts agree that this new way of reaching people is an effective one. It is also an inexpensive option compared to other means of marketing, which Rodham states is one reason that the company is providing this information.

"It's not nearly as difficult, or as expensive as people think," Rodham says. "It's actually one of the lesser expensive means of marketing, and one that catches a lot of attention. It's a great way to establish yourself as an expert in your field, and really reach people with what you want to say."

Building an audience with podcasts, can be done relatively quickly, according to Daniel Hall. Podcasts can run for as little as two minutes, or as long as 10 minutes, depending on what the marketer needs to say. Hall states that simply determining what to say may take longer than the actual act of creating the podcast.

According to Rodham, many consumers prefer podcasts over reading information, because hearing it often sticks with them longer. People tend to remember things told to them as opposed to something that they have read, which makes this particular form of marketing much more effective than many other strategies. Rodham says that it also gives the marketer the chance to connect with listeners more on a personal level, much like social media marketing, as consumers can hear the voice of the marketer, and it gives them a feeling of personal connection.

More on this particular type of marketing can be seen on Forbes, where a list of the main reasons that

marketers are choosing podcast marketing can also be found.

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### **Daniel Hall Combined Enterprises**

*Daniel Hall is a bestselling author, speaker, publisher, nurse, attorney and sometimes blogger. He is also the creator of the highly popular ?Real Fast? brand of training products.*

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