

How to use audio to help your startup scale

Appetite for audio content is at an all time high. More than two-thirds of the British public listened to a podcast in the last year. That's a huge amount of people compared with just a few short years ago

Temps de lecture : minute

29 July 2024

Podcasts now have significant reach, yet still come from a relatively small number of creators. Not every business needs to launch a podcast, but this is illustrative of what an untapped avenue for growth audio is.

The problem is, of course, that audiences don't want any old audio. The quality of the content and the recording need to be good enough for people to want to listen. " Writing content is one thing, but producing high quality audio is notoriously tricky. The cost, time, and technical expertise involved has deterred many writers from getting in on the audio action.



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At the same time, startups, who so often lead the way in innovative marketing, know just how important company identity is. Audio can help to shape this. Now, with access to AI tools, studio-quality audio is at our fingertips. From branded podcasts to narrated newsletters, there are many inexpensive ways to embed an audio culture into your startup to help you scale. Let me take you through a few.

Launch a company podcast

It's the tip of the iceberg when it comes to audio's potential, but it's often what springs to mind when you broach the topic. And for good reason. A company podcast enables you to share industry expertise, build a community, and has huge potential to establish your startup as a market leader. Inviting relevant guests, for example, is an incredible way to

expand your company's reach and place you at the forefront of your sector's most important conversations. Sharing company content can also be brilliant for talent acquisition, giving potential applicants a clear sense of your company's culture and mission.

With AI, you can make podcasting part of your everyday life, rather than a drain on your time and wallet, by feeding in your thoughts and using AI to generate scripts, talking points, and even audio. Whether it's a run-down of your sector's biggest headlines or a deepdive into a particular news story, producing regular, informative audio content is a surefire way to be adopted into people's routines.

Produce your own podcast adverts

If you're still hesitant to launch your own podcast, advertising with an existing podcast, a podcast network or streaming services like Spotify are great places to leverage the power of audio. *Research* tells us that regular podcast listeners in the UK are generally more affluent, educated and more likely to be in employment than the general population. Securing ad spots should be an obvious route to reaching these coveted consumers. Likewise, if you're aiming to reach other businesses, sector-specific podcasts often have a dedicated listenership.

Do your research and find out what your target audience is tuning into; social media can be a great place to start with this (people love to share their favourite episodes). When you've honed in on a podcast you'd like to advertise with and made contact, AI tools can be a brilliant way to produce ads without the hassle or expense of a studio.

Invest time in your sonic branding as well. This is simply the audio version of your logo. Too few brands realise the immense power it holds but the ones who do this well can truly become iconic. McDonalds, Netflix or Haribo are just a few that anyone can bring to mind. Don't miss the

opportunity to make your brand recognisable.

Turn blog posts into 'snackable' audio

Startups often already have heaps of written content with audio potential, like blog posts. Repurposing your blog back catalogue can give these pieces a new lease of life and provide you with the basis for ready-made 'snackable' clips. Evergreen pieces, like Meet the Team articles, can be perfect for this. AI tools can turn these posts into audio in seconds. And, by offering up a sample of your colleague's voice, you could even use AI to have them narrate their own company interview without them being in the room.

Other examples of written content that can easily be brought to life with audio include weekly sector news roundups or daily newsletters. Offering these up in an audio format can boost accessibility and increase engagement, and they're often the perfect length for people on the go who want to stay in the loop but are pushed for time or want to be hands free.

In a pitch deck and social posts

Whether you're seeking investment or attracting new business, adding audio to your presentations and social posts can level up your appeal. Client testimonials, for example, might read beautifully when given full attention, but text-heavy slides and reading fatigue can cause them to be overlooked in a presentation setting. Playing audio alongside these written quotes can maximise their impact. AI tools, like Wondercraft's "Parrot Mode", now offer the ability to adjust the tone and intonation of line delivery, so you can ensure these endorsements reflect the enthusiasm they were written with.

Background music and voice-guided product demos are other great

examples of using audio in pitches and socials. Not only will these additions improve accessibility, they also help to build credibility, increase audience engagement, and carve out a brand identity.

Produce audio in multiple languages

For startups looking to expand, producing audio in the native languages of target countries can be an extremely effective way to build an audience overseas. Going this extra mile shows credibility, offers a personalised experience for listeners, and improves your SEO ranking in new markets.

The wonderful thing about the advancements made in AI technology is that every audio format listed in this article can easily be translated into multiple languages, with little expense. Startups can also make edits to their audio output to be a better fit for different cultural preferences or to tap in to other countries' news agendas. These translation tools can throw the doors open to new horizons and ensure your brand identity remains consistent.

Oskar Serrander is the cofounder of *Wondercraft*.



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Article by Oskar Serrander