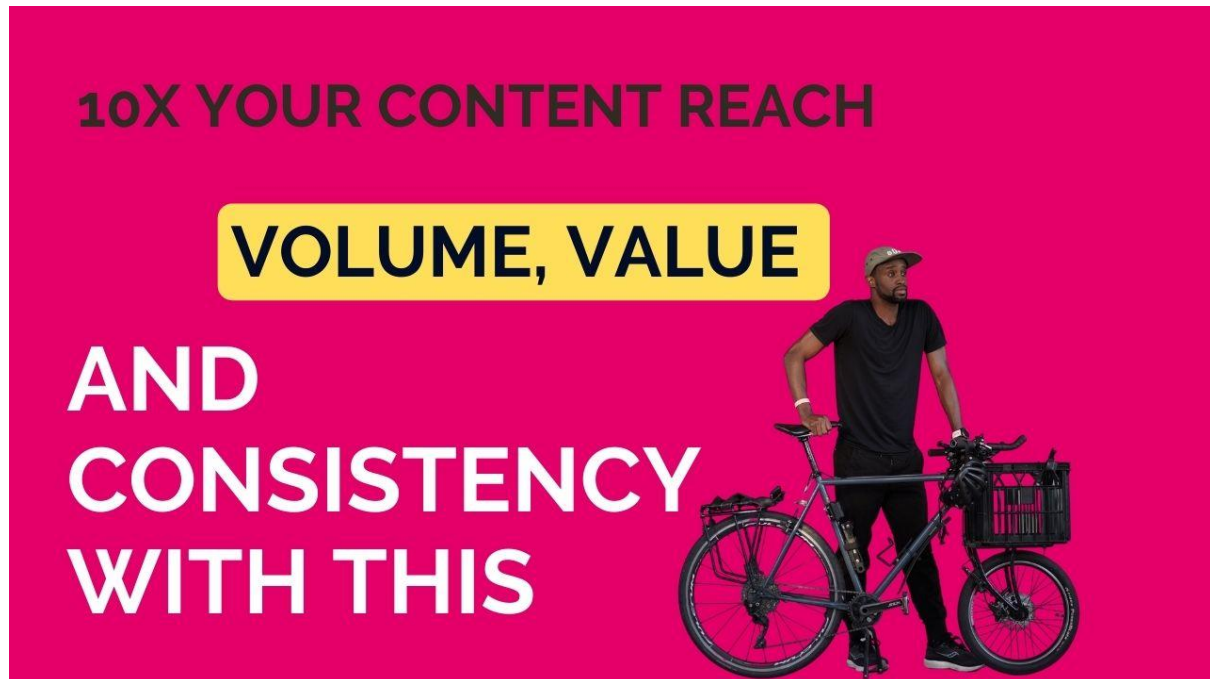


# Do this to 10x your content reach, volume, value and consistency



In Greek mythology, the god Janus is... Actually, it's Roman mythology. The god Janus is often depicted with two faces looking at opposite directions. One towards the past and one towards the future. And in content marketing, you need to be able to look both ways. It's important to look at the past and what's worked before, but also attempt to look at the future and adapt accordingly.

Don't miss out on the latest content marketing tactics to bridge the gap between your brand, your content, and your customers. On this episode of Content on the Go.

Hey, I'm Darren Lake, founder of PodPaste, and welcome to Content on the Go. We are a creative production agency that specializes in helping endurance sport, fitness, and health brands be as dope as they could possibly be. If you're anything like my team and me, you're always on the move with more energy than a marathon runner that just downed three shots of espresso.

We had a challenge to grow our brand with podcast content and were able to 10x our engagement and reach with slight tweaks to the system. And we do all of this to keep you energized and going because, again, action is the only way you can succeed at doing anything. Let's go.

Okay, on this episode, you will learn how to bridge the gap between your company, your content, and your potential customers and clients. How to 10x your overall content reach

with volume, value, and consistency. How to use education and social media to build trust and grow your brand and much more. Let's get into it.

As the famous Wayne Gretzky quote goes, "I skate to where the puck is going, not where it has already been." And like the great one, I learned the importance of anticipating where the future is headed and not just sticking to what has worked in the past. For years, I struggled to grow my podcast and social media brand by doing what everyone else was already doing.

But then I took a risk, kind of, and entered the world of video content. I was early and it paid off and I validated that in order to succeed, I needed to adapt, take action, and move forward.

And I have a brand that focuses on running, enduring sports, health, fitness, and well-being. And while many of you may not care about that, I want to show you that by anticipating where the puck is going, I was able to bridge the gap between my fitness brand and my podcast production business.

Now, you might be asking yourself, why is this important to me? And that's you, not me.

Well, the way I content market my brand might be of interest to you because with a whole bunch of trial and mostly error, I was able to 11X. And that's no BS. My content reach from the podcast, socials, newsletter, and website visits.

And as I put this whole thing together, I realized that this framework is applicable to any brand, company, and any industry.

I really believe that the biggest opportunity with content, in particular social media, should be used to educate. Most people on social media are not ready to buy and they don't even know that they have a problem. So building trust at first, obviously, is key.

If you're familiar with the five stages of customer awareness as outlined by Eugene Schwartz, I think that the first three stages need to be focused on when you do content marketing. And just so you know, and let's review it really quick, the five stages are one, unaware, two, problem aware, three, solution aware, four, product aware, and five, most aware. But unfortunately, most companies and brands, they focus on stages four and five, which is buy this product back to education.

So my rebranded company kind of rebranded does this whole education bit with content marketing and more with our content packages so that you can two, five, if not 10X or more your returns. And these are the benefits and the kind of outcomes that you'll get. You will get new customers. You'll not worry about creating sticky content. You because sticky content's hard. You free up valuable resources in your marketing department, which may just be you and a few other people. And you get back to running, pun intended, maybe your business, which is the main thing you should be doing and not content creation.

Side note, if you really love content creating and you have a business, we would love to work with you on that. Please hit me up.

The title of this whole video podcast content, whatever you want to call this medium that I'm doing. This series is called content on the go. And yes, I will be doing this sometimes here,

sometimes out in the field running, walking, cycling, hiking, whatever it is. I'll be on the go actually making some of this content. That's the whole two, three sides of all of this.

I've proven that as a content creator with a focus on a podcast, you can be more than just audio. It's hard for a brand to put out a podcast and see hundreds, thousands, tens of thousands of listens and convert those hundreds, thousands and tens of thousands of people into paying customers and clients. It's extremely hard to do because everyone's attention is spread out everywhere, all over online on the smartphones, et cetera.

But we're going to use that to our advantage. You think it's a flaw. You think it's a bug, but it's actually a feature.

By video recording all podcasts, I've been able to 10x again. I'm using that number 10x because it's legit who and where people consume the value of this podcast content from one 20 to 30 minute episode. Right. That's that's a short podcast episode in the world of Joe Rogan. You can reach and touch 10x more people than you did if it was just an audio podcast by creating 10 to 20 pieces of content, if not more from that one audio podcast. If you record it as video, we call this content stacking and that's totally ripped graciously and remixed from Gary Vee's 64 pieces of content and also the podcast host.

All right. Moving forward with every piece of content. My goal is to present interesting thoughts, ideas, and questions all in a casual way because marketing can get a bit stuffy. It can get a bit of marketing ease and wordy. And I believe personally that marketing is way more at least content marketing. Let's say content marketing is way more artistic and creative than it is analytics, science and business. I'm always learning new stuff that renders my old stuff wrong or obsolete. And I want to talk about that and fail in public. I like being vulnerable.

Let's see where that takes us. I might get all deep and meaningful. I call that the formative side introspective. And then I might insert some funny jokes, memes and humor along the way. That's the fun side. And come on, that's all going to be fun formative content and information for you. Yes, fun formative is still a thing. Five years in the making.

Either way, let's be consistent because consistency is key and do this once a month for a quarter. That's three times. And then I'll reevaluate and reassess from there. See or hear you in the inbox and a quick PS if you're into running and endurance sports, health, wellness, all that fun stuff. I actually have a dedicated newsletter that's very step by step and educational and how to do stuff. Also get deep and introspective. It's called D Lake Runs Three Thing Thursday. Go check it out. Link is in the show notes or below wherever you're listening. Or even if you're reading this somewhere in this email newsletter.

Peace.

All right. Thank you so much for listening. Really appreciate it. You know the drill. Make sure that you like follow subscribe depending on wherever app you're on, whether you're listening to this podcast or you're watching it on YouTube, LinkedIn, wherever you get this. It really helps us get the word out. And if you're feeling this and you've gotten some value, please make sure you share this with someone that you know and we'll see you on the next episode.

