

MaxProductions

presents

Why your company needs a private podcast

The ~~Problem~~ Opportunity

The pandemic created a communication crisis for many businesses

30% of the population are auditory learners

An internal company podcast is an efficient cost-effective way to engage, empower and connect with employees. Not to mention it's scalable!

The numbers greatly support podcast listenership!

- In 2021 an estimated **120 million people** listened to podcasts in the US. That number is expected to surpass **160 million** by 2023, a growth rate of **20%**. (source: 2021 Statista report)
- **21%** of internal emails are never opened. Companies with engaged employees outperform those without by **202%** (source: Fieldcast)
- The average email gets read in **13.4 seconds** (source: Litmus 2019 survey) whereas the average podcast listener listens to the **entirety of a podcast episode**. (source: Nielsen 2020 report)

How To Respond

*You can't show empathy
over email. It doesn't work.*

*To nail empathy,
you need to nail tone.*

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- Audio storytelling is a way to go much deeper on specific topics.
 - Employees will get to know executives and department heads better, which in turn will make them feel more connected, especially when initiatives and information get disseminated.
 - If it's a host-driven podcast, it's a way for that person to feel like a celebrity in the organization.
 - If it's a guest-driven podcast, it's a special experience for an employee to say, "*Hey, I get to be on the company podcast!*"

Companies Already Producing A Private Pod

The following are just some of the companies that see the value in how a private podcast impacts their employees:

- Netflix
- Shopify
- Quicken Loans
- Carfax
- Hello Fresh
- DHL

Max Productions' Services

PHASE 1 (approximately 1-2 weeks)

- Determine your podcast format, length and frequency
- Selecting intro/outro music and any artwork.
- Establish subscription to private hosting platform (at client's expense)
- Choose podcasting equipment (at client's expense)

PHASE 2 (ongoing for duration of season)

- Customizing intros/outros
- Managing noise reduction, volume matching and audio cleaning.
- Offer show notes

For a technical breakdown of all labor:

- Story editing
- Audio engineering
- Sound mixing

**Prior to publishing you will have unlimited revisions to each episode until you are 100% satisfied.*

Why Max Productions?

Max Productions was born out of a collection of years spent creating and distributing content in the New York media, podcast space, and across the financial landscape.

Benjamin Block is the Founder and CEO of Max Productions. Benjamin's professional career spans 10 years as a featured writer in New York's sports media, where he wrote for outlets including The National Baseball Hall of Fame, Bleacher Report, Bloomberg, CBS, VICE and Playboy.

Leveraging his coverage of some of the biggest events and high profile people over the past decade, Benjamin developed his own podcast beginning in 2018, which he hosted and produced. He's collaborated with and interviewed subjects including Ken Burns, Tiger Woods, Jon Wertheim, Don King, Brian Cashman, Martina Hingis, Peyton Manning and countless others.

Benjamin also spent six years working in an internal communications department for a New York-based financial PR company, where he harnessed the ability to edit and distribute sensitive information under tight deadlines.

Benjamin launched Max Productions to channel his passion for using entertainment as a way to educate and engage.

Thank you!

For an initial consultation, please contact Max Productions today.

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