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# **Creating a podcast series for marketing**

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<p>Abstract</p> <p>This thesis presents the implementation and evaluation of a four-part podcast series tailored to the Olu Bryki Raum brewery. With the growing popularity of craft breweries and the increasing interest in beer culture, effective communication and storytelling are crucial for brewery owners and marketers to engage and connect with their target audiences. The objective of this thesis was to explore the potential of podcasting as a medium of brand storytelling and promotion in digital marketing. The goal for the podcast series was to raise awareness of the products which the brewery produces and stories behind them.</p> <p>This project-based thesis begins by reviewing the theoretical foundations of digital marketing and podcasting. By examining existing literature and case studies, the research establishes a framework for understanding the key principles and best practices for successful implementation.</p> <p>Using the Olu Bryki Raum brewery as a case study, the methodology involves the creation and production of a four-part podcast series which covers comprehensively an ancient northern homebrewed farmhouse ale called Sahti for the listeners. The production process included planning, scripting, recording, editing and post-production to ensure a high-quality and engaging listening experience for the target audience.</p> <p>Data collection methods comprised the Sahti podcast's Spotify analytics, interviews with the stakeholders and from comments of the Sahti podcast listeners. The findings demonstrate that the integration of digital marketing with podcasting had a positive impact on the Olu Bryki Raum brewer's promotional efforts. The podcast series successfully increased listener engagement, expanded brand reach, and fostered a sense of community among Sahti enthusiasts. The thesis identifies the key factors contributing to the success of the podcast series, such as compelling storytelling, informative content, and effective promotion across the company's digital channels.</p>		
Keywords Digital marketing, Podcasting, Audio production, Sahti		

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## 1 INTRODUCTION

Podcasting has become an increasingly popular medium for storytelling and information sharing during recent years. As a result, many individuals and organizations are now creating their own podcast shows to engage with their audience and communicate their message further. A podcast series is a great way to market a company's product and services for their customers.

This thesis focuses on the process of creating a four-part podcast series, for the Olu Bryki Raum brewery. The Company searches new ways of implementing their digital marketing in different social media platforms. The goal of the podcast series is to raise awareness of the products which the Olu Bryki Raum brewery produces and stories behind them. The thesis also aims to support and diversify the Olu Bryki Raum's digital marketing.

This thesis aims to provide a comprehensive overview of the production process of podcast series, from the initial idea to the final edit. It will cover topics such as research and planning, scriptwriting, recording, editing, and publishing the podcast show online.

By researching every step of the process in detail, purpose of this thesis is to offer viewpoint into the skills and techniques needed for creating a high-quality podcast series. Thesis will also explore opportunities and possible challenges which may arise during production process of a podcast series.

Overall, this thesis aims to provide a valuable resource for anybody interested in creating a podcast series. It will offer practical guidance, theoretical frameworks, and real-world examples to guide upcoming podcasters develop their skills and produce compelling audio content.

## 2 OBJECTIVES, CONCEPTUAL FRAMEWORK

### 2.1 Purpose of the thesis

The purpose of this project-based thesis is to create a podcast series to support digital marketing of the case company. Podcast episodes would be implemented for the Olu Bryki Raum brewery. The case company is looking for a new way of boosting their digital marketing. Previously company marketing was based on good customer experience. The Olu Bryki Raum core business concept was to take part of beer festivals and events mainly in summer. There they would execute their main sales with customers and connect with possible retailers. Case company has gain followers on Facebook and Instagram. However, posting on their social media accounts has not been constant. The idea was to make a podcast which would support the company's marketing and fit the company's overall brand.

### 2.2 Objectives of the thesis

The objectives of the thesis are to explain the concept of podcast and ponder what should be considered while planning a podcast for a case company. Other objectives are to find out what elements a good podcast episode contains and how to create one. Main practical objective is to create four 20 minutes long episodes which would introduce listeners to the Olu Bryki Raum brand and to the Finnish traditional beer called Sahti. The Podcast episodes would provide basic history and interesting stories behind the brew. The Podcast series would be great addition for company's digital marketing toolkit. Audio content would provide customers with additional information from products and services which they have purchased from the company. Interesting knowledge and new stories will hopefully interest new customers to try their brew and find out more about the brand.

### 2.3 Information about the case company

Olu Bryki Raum is a small size brewery which is specialized for brewing traditional Finnish beer called Sahti. The company moved their brewery operations to Rauma at the end of 2021. The brewery was officially opened in December 2021. The new Olu Bryki Raum brewery premises also have a dedicated store. There customers may enjoy Olu Bryki Raum brews and buy their packaged products to go. The company is looking to boost their marketing and raise awareness of this ancient brew. The history of Sahti goes way back, however the majority of consumers has never tasted well brewed Sahti or doesn't know the long heritage behind it. This knowledge is based on my discussion with Olu Bryki Raum Brewmeister Jouko Ylijoki. He has a long history with Sahti as he has studied two decades of traditional ways of making Sahti. He also knows the history and the stories behind this ancient beverage. Recording stories and the knowledge of Jouko Ylijoki would save that heritage for the becoming generations in the future.

### 2.4 Conceptual Framework

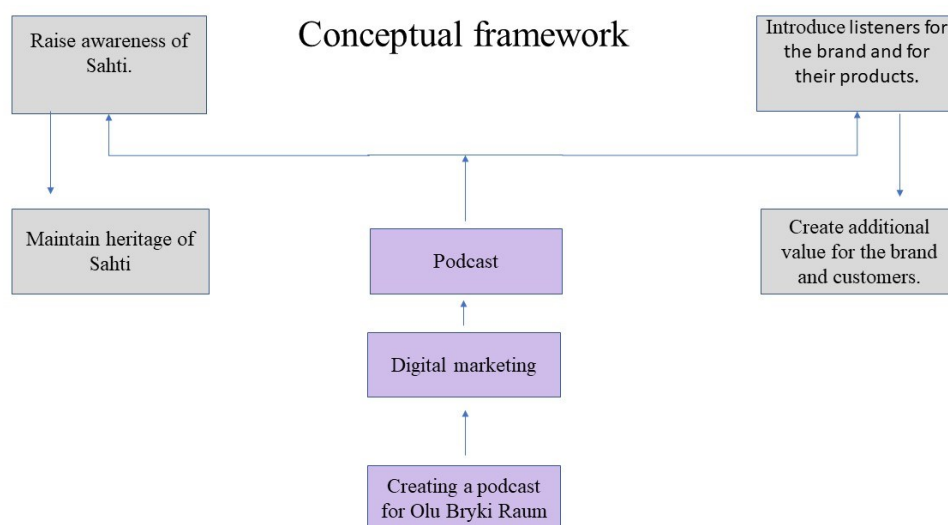


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of the thesis. Thesis describes the process of implementing a four-part podcast series for Olu Bryki Raum. The thesis includes two theory chapters. The first theoretic chapter describes the matters of digital marketing, such as the benefits and possibilities of digital marketing.

The second theoretic chapter handles podcasting. This chapter explains terms regarding the topic and also describes matters to consider while planning a podcast. It also explains different podcast formats, describes equipment needed in a process and explains how to create a cover art for a podcast. The expected outcome of this project-based thesis was a four-part podcast series for the Olu Bryki Raum. With the podcast the company hoped to introduce listeners to the brand and for their products. With the podcast Olu Bryki Raum aimed to create additional value for the brand and for their customers. The goals of the podcast also were to raise awareness of Sahti among people and maintain heritage of the Sahti for the future generations.

### 3 BENEFITS AND POSSIBILITIES OF DIGITAL MARKETING

#### 3.1 Digital marketing

Digital marketing has changed how businesses and organizations communicate with their target audiences. Digital marketing has become a widely used term in the 21<sup>st</sup> century. The term refers to marketing communication which implements marketing on various digital channels by using modern digital technology. These channels can be such as web pages, email, online browsers, social media, and mobile apps. (Lahtinen, Pulkka, Karjaluoto, Mero, 2022, p. 17)

### 3.2 Possibilities of digital marketing

Digital channels offer great way to implement marketing effectively and less costly. Digital technologies have changed creating, publishing, sharing, and interacting easier to carry out than before. Digital marketing offers many opportunities compared to traditional marketing channels such as television, radio or print media. Digital marketing can be more targeted for a specific customer compared to traditional marketing channels. Results of digital marketing can be analyzed thoroughly from gathered data which digital platforms provides. This makes targeting, monitoring and forecasting easier to companies while planning implementation and direction of the company's digital marketing (Rämö, 2019, p. 7)

Practical example using traditional media: My case company Olu Bryki Raum purchases an ad in local newspaper Länsi-Suomi. The Company hopes that the ad will get noticed by many possible clients who are interested in their products or services. However, company cannot really know certainly how many people they have reached or how many new customers they have gained. (Rämö, 2019, p.7)

Practical example using Digital marketing: Olu Bryki Raum wants to use search engine marketing by using Google Add with keywords. They can monitor their advertising efforts in real time. With Google analytic digital tools, they can see how many people have clicked on their advertisement precisely. When Olu Bryki Raum carry out their marketing on digital platforms advertising can be more targeted for their customers. Using digital platforms such as Facebook the company can choose the target age group, certain area where the ad is shown, select people whose interests are related to their product or services. By monitoring results of the digital marketing Olu Bryki Raum can use their marketing budget more wisely, focusing on those digital marketing platforms which creates more visibility on markets and more customers to the business. (Rämö, 2019, p. 7)

If a company decides to take advantage of the digital marketing, they should get to know how the algorithms of the selected digital platforms work in advertisement purpose. Digital platforms such as Facebook, Instagram, You Tube, offer great tools



to how companies may target digital advertising for their target customers by filtering data such as age, gender, demographics and other. With targeted digital marketing company have a change to reach wider audience for their advertisement with better contribution. That is due to that advertising is targeted more for people who are more potential customer groups for the company. It is important for a company to know who their target customers are and what are their needs. (Barlow, 2020, p.6)

Digital marketing offers a great way to familiarize the brand, product, and services through different digital channels. An average individual spends two hours 22 minutes per day on social media, networking with their friends, going through their personal feed, posting a picture from their daily life. With wide usage of social media, it creates great possibilities for targeting and reaching the potential customers where they spend time daily. This has become a resource to capitalize for companies if there are aware of it. Importance of each digital platform is suspended on your target customers, or what product or services may offer for them. By maintaining a strong image, a company must have a strong online presence to accomplice that. (Barlow, 2020, p. 5)

The competition of people's attention has become more intensive on the digital platforms. Customers may judge in a split second if they are interested in the brand or not and whether or not people will take a closer look of at company's marketing content which appear on their own social media timelines. Social media users may judge a brand for example by their advertising slogans or visual image which their present online. Matters which effect on how people judge digital marketing on social media are number of followers a company have on their channels, visuals and overall quality of the posts they share online. Other things which matter are quantity of interaction and overall look of the digital channels. These will be straight indications for potential customers if they are willing to take a closer look of digital marketing material which a company offers. In digital marketing it is vital to ensure that a company have strong online presence that is a key into success in the middle of intense competition for the people's attention. (Barlow, 2020, p. 5)

Digital channels are a great way to display a brand, product, and services for target customers. Some may take a company's social media account under closer look to gain a view of what the company offers them, while some people are reading customer

reviews for getting an idea of the feedback the company receives for their product and services. On the digital platforms users may leave their comments and reviews anonymously. It has become more common that people check reviews and comments before making a purchase decision, as the positive or negative comments, and reviews may have an effect on the final decision greatly. Received customer feedback should be handled with care and any negative feedback should be taken care of with great professionalism. This may affect the company's reputation and customer base online. (Barlow, 2020, p. 7)

Interaction on the digital platforms helps companies to build customer relationships with their clients. Active online presence lets potential customers gain a better view of the products and services the company offers them. The content which the company creates, shares, display the brand's personality and tone of voice used in them. Clients' connection for the brand comes stronger when they can display content posted online constantly and interaction with clients online is regular. Interaction with clients helps companies to keep on track and analyze what kind of content resonates best for them. By using digital marketing the brands have become easier to approach for customers and become more humane. This has increased customers' loyalty to the brands they prefer. Instead of waiting for the customers to find the company, digital marketing brings the company closer to the target customer by well accomplished digital marketing. (Barlow, 2020, p.8)

While the desirable target customers go through their social media feed, they come across company's business posts, which reminds them of the brand's presence, product and services they offer them. This may spark an interest to acquire more information of the brand, products and services they offer. Good experience from the sold product or service creates a positive buzz around the brand. By receiving exposure on digital platforms helps a business to generate more sales. Due to that many companies are present on the digital platforms, and a business may reach out for other potential companies for collaboration. By joining forces companies may create something innovative, exciting, and completely new for their customers. (Barlow, 2020, p. 8,9)

## 4 PODCAST

The term podcast originates from the words iPod and broadcasting. Podcast format was created around 2004, however it became a mainstream digital format a decade later. Podcast refers to a series of sound files which are shared in a digital form in selected platform or webpage. Podcasts do not have a specific broadcast time which differs them from the regular broadcast radio. Podcasting has revolutionized the audio content creating as anyone can create content and it can be planned and executed on a low budget. Listeners may download podcast content on their device and listen when it is best suitable for them. (Kortesuo, 2019, p. 146)

### 4.1 Matters to consider while planning a podcast show

A good way to start planning a podcast is to consider the main topic and set up goals which can be measured later. An idea for a podcast can be a topic which the creator finds interesting or is passionate about it. Next step is to choose a target group to whom a podcast is aimed. Good matters to consider in the beginning of a creative process is how well the idea works in podcast form, can the idea hold content for several podcast episodes, is there already other similar podcasts, has somebody already told the same story, what kind of content I could bring that would interest others. In the beginning it is a good to consider who would be the suitable host and select a format for the podcast show. (Tremouille, Rautiainen, 2020, p. 4)

The next step is to create a concept around the main idea. Concept refers to a draft of a text which is more developed from the basic idea. In practice that refers to a layout which is created from an idea. Well-formed concept includes short description of the main topic. It should include the target group of a podcast, the host of the podcast, goals, and the tools how they can measure later. The concept of the podcast also includes a number of planned episodes. (Tremouille, Rautiainen, 2020, p.4,5)

After the concept for a podcast is planned, the episodes can be scripted. The script is a solid description of an episode's content, construction, and a release schedule. A frequent and well-informed release schedule increase the listeners to be committed to the show. While planning the episodes it is good to think how long the episodes should be. This matter helps to clarify how much material is needed for the episode and how to plan the content right. (University of Oulu 2023) (Tremouille, Rautiainen, 2020, p.15)

While planning the episodes it is good to think how the intro of the show would be. Intro usually starts every podcast episode and often it stays the same along the way of the podcast season. Intro is a great way to capture listener's attention and increase interest to listen the episode further. (Tremouille, Rautiainen, 2020, p.9) (Spotify 2023)

## 4.2 Different podcast formats

While planning a podcast it is important to consider which podcast format works best in the content. Choosing a format beforehand will help planning and executing a podcast episode. Good way to getting to know different podcast formats is to listen different podcast shows and mirror which format would work best in your production.

### 4.2.1 Solo show format

The solo show refers to a podcast format where there is just one host who is talking during the episode. A solo show format works best in cases where the host is focused on a specific topic and where they have gained wide amount of knowledge. A solo show episode require more planning because there is no co-host or a quest who may help the episode move on more smoothly. (Rowles & Rogers, 2019, p.102,103) (Spotify 2023)

The benefits of solo cast are that whole episode doesn't need to be recorded just in one take. Episode may be recorded in sections and edited together later in post-production. This is good in cases where a host example mispronounces or accidentally stutters. For keeping audio quality consistent it is important to remember use same equipment during episode recording and same place. These matters help later when you edit your solo cast podcast episode together. (Rowles & Rogers, 2019, p. 102,103) (Spotify 2023)

The solo cast format requires a well-planned structure which moves the episode forward otherwise the podcast might run out of ideas and the episode stops moving forward. Well planned episode helps keeping the story straight and the listeners engaged to the content. (Rowles & Rogers, 2019, p.102,103) (Spotify 2023)

#### 4.2.2 The two-host format

The two-host format refers to a style of podcast which includes two hosts who know each other beforehand and who are excited about the same topic. By creating on-air roles early on can create a good structure and gives personal touch for a podcast. Example case could be where other host takes the role of being an expert on a selected topic while the other host could be a novice for the topic with curious mindset. This method explores the topic in a way which may be a learning experience both for the podcasters and listeners. (Rowles & Rogers, 2019, p.104,105)

#### 4.2.3 Interview podcast format

This is one of the most used formats in the podcast field. The idea of this format is that the host interviews a selected expert to which episode topic is related. On this format it is important to create a base structure and possible questions which may be handled during the podcast. Finding good guests for each new episode might be challenging. The standard of interviews and guests affects the overall quality of the podcast. (Rowles & Rogers, 2019, p.100,101) (Spotify 2023)

## 5 THE PROCESS OF CREATING A 4-PART PODACAST FOR OLU BRYKI RAUM

In this chapter I will discuss the creative process of executing a 4-part podcast for Olu Bryki Raum. I will describe how the project was started, different steps and creative process to finalize a 4-part podcast for Olu Bryki Rauma

### 5.1 Background research for making a podcast.

Preparation for creating a podcast series started by listening to different podcast shows with various podcast formats and topics. Information was also gathered on podcasting by watching YouTube tutorials, reading books and articles related to the topic.

The preparatory phase included acquiring fundamental knowledge on podcasting which was needed in the implementation of a podcast series. The stage included matters such as learning the basics of recording, usage of equipment in recording, writing a script for a podcast, editing recorded audio, and finding alternatives where to publish a podcast series. Basic knowledge on the topic functioned as foundation in the implementation process of making a podcast series for Olu Bryki Raum. I had no previous experience creating a podcast series for a company.

### 5.2 Concept of the podcast

The concept for the podcast worked as a roadmap for all stakeholders during the implementation of a podcast series. The layout for the project operated also as the foundation in the planning and the implementation stage of the project. Important matters in the concept of podcast were divided into parts. Each of the three column helped visually clarify important matters in the planning and the implementation stage of the podcast series.

## Concept for the podcast

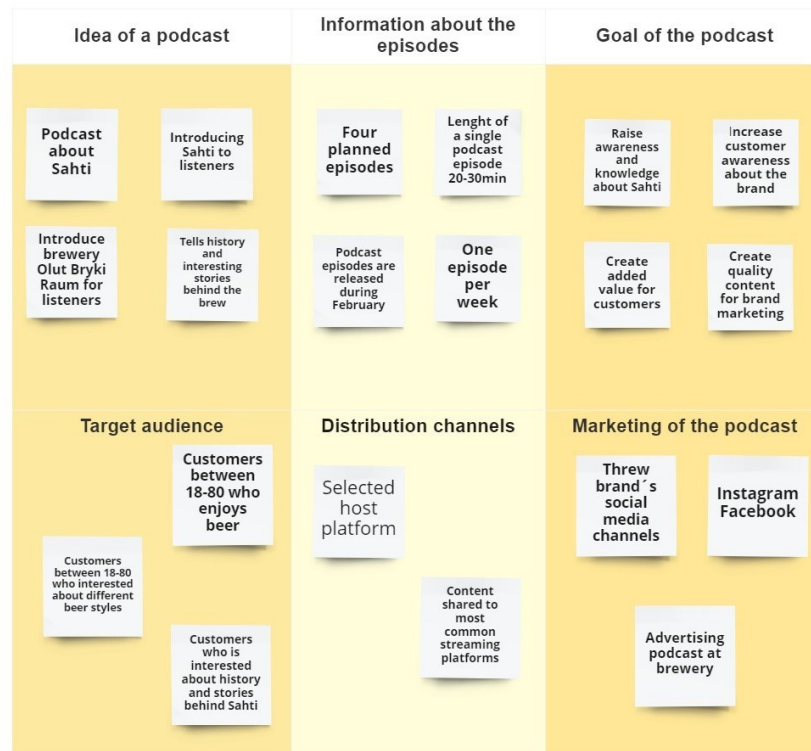


Figure 2. Concept of the podcast

The concept of the podcast in figure 2 describes briefly the main idea of the company's podcast which was to implement a podcast series about Sahti. The podcast's goal was to function as an introduction to an ancient northern homebrewed farmhouse ale called Sahti. This ancient farmhouse ale is quite mysterious and unknown to many people. During the episodes listeners will hear history and interesting stories behind the brew.

The goal of the podcast series was to present the company to listeners with a medium of a podcast. Olu Bryki Rauma is one of the few commercial microbreweries in Finland who are still brewing Sahti. The company's goal was to showcase Olu Bryki Raumi's brand for the listeners who may become new potential customers if they find the podcast's content interesting.

The podcast series was targeted for beer enthusiasts, who are possibly brewing beer at home or are interested in trying out different styles of beers. Content also serves people who are interested in Finnish history and mythology. The podcast series was targeted

for the company's current and future customers. The targeted age distribution among listeners was between 18-80 years old. According to Olu Bryki Raum the interest towards old Finnish beer tradition is not age-related. Due to recent changes in the Finnish beer industry, customers have more selections among brewery brands and beer styles than ever. People are more willing to try out new beer brands and eager to learn more about the products they consume.

The middle parts in the concept of the podcast describe detailed information of the podcast episodes and distribution channels for the series. The company's podcast series contained four episodes with changing topic each week. The length of a single podcast episode varied between 20-30 minutes after post-production. The original release schedule for the podcast series was planned around February and March 2023. A Four-episode series were planned to release on a one episode per week pace during February and March 2023.

Digital channels used in the podcast series distribution were Anchor, Spotify, and YouTube. The company chose these digital channels due to their popularity; good user experience and they can be used free of charge. The Podcast series episodes were downloaded to a host platform which worked as a base for the company's podcast content. The host platform used for this purpose was a software called Anchor.

All additional content created for the podcast such as description of an episode and the cover art was downloaded to the Anchor among the podcast audio content. From the host platform the podcast content can be shared to most common streaming platforms such as Spotify and YouTube. According to Suomen podcast media research, Spotify is the most common digital platform from where people listen podcasts. (Suomen podcast media 2021)

The Company's objective for the podcast series was to raise awareness and knowledge about Sahti and to increase customers awareness about Olu Bryki Raum brand. The goal of the podcast was also to offer added value for customers who want to know more about the product after purchase. Another objective of the series was to support Olu Bryki Raum digital marketing and add ways the company can reach their customers.



The last part in the concept of the podcast presents a marketing plan for the podcast series. The company implements their digital marketing in their social media channels which are Facebook and Instagram. The goal for social media marketing was to promote upcoming episodes before the release date. The objective for promotion was to gain people's attention and offer teasers from upcoming podcast episode. The company's brewery store would also promote the podcast with posters and banners.

### 5.3 Process of the podcast

Spring 2022 was the starting point for the podcast's creative process. As mentioned earlier in 5.1, preparation for creating a podcast series included listening to various podcast shows with different topics. During that time the vision for the Olu Bryki Raum podcast started to form. When listening to other podcasts it became clear that many solo podcasts included opening and ending theme music. The themes supported the host and the episode narrative. Various shows had the same theme music at the beginning and at the end of an episode. There is plenty of copyright free music and sounds available online, however the company wanted music used in the podcast to be original.

The creative process of the podcast series continued by establishing ideas for the music used in the podcast. This phase was approached by writing down influences and sounds of which the theme music would consist. Olli Attila is a music producer who writes and composes music. All the music and sounds used in the Olu Bryki Raum podcast series are made by him. The soundtrack for the podcast was finalized during the summer 2022, The soundtrack included the theme music and additional ambient sounds. The dedicated soundtrack gave a good basis for the project to go further.

Later in 2022 the research for podcasting progressed further. Explored topics were related to the audio production. The matters studied over that period were the basics of recording audio, microphone techniques and audio production on laptop. Good sources for learning the matters issues related to podcasting were Metropolia

Ammattikorkeakoulu's video series and Oulu University guide in implementing a podcast. These sources were educational and guided how to implement a podcast from start to finish.

The book by J. Pekka Mäkelä's Kotistudio (2003) provided great information on microphones and home recording. During that time equipment used in the Olu Bryki Raum podcast was purchased. Preparation for recording included learning how to apply purchased audio equipment in practice. A few practice sessions gave experience and confidence in how to utilize audio equipment in the further podcast production.

Creative process included in January 2023 the script writing of the episodes. Over this stage the topics and number of episodes were determined. Each episode had its own topic related to Sahti. Four episodes were planned for the company's upcoming podcast series. Selected format for the company's podcast was a solo show. The host of the podcast was selected to be company's brewmaster Jouko Ylijoki. He is known for his wide knowledge on the subject and his approach to storytelling suited well for a podcast format. The topic of each episode was scripted with main points which guided the host during the recording. This working method was found effective and it supported podcast episodes implementation process.

During same period the name for the podcast was selected. The brainstorm session contained several name alternatives, however the final name for the podcast was selected unanimously. Selected name for the series was Sahti podcast. Title informed right away to the listener what the podcast series is handling. According to Olu Bryki Raum word Sahti is well known domestically and internationally among the people who are interested in different beer styles. Online background check for the title was conducted to ensure that Sahti podcast name was not taken by another podcast. In January the podcast concept plan was created for Sahti podcast.



Figure 3. Process of implementing a podcast series

At the end of January 2023, two episodes for the Sahti podcast were recorded. The recording took place in a small room suitable for recording. The space was quiet and convenient for recording a podcast. There was no echo or disturbing background noise which would negatively affect the recording. As was previously mentioned the solo cast episode can be recorded in sections. Whole episode can be edited together later in the post-production phase. This was a good way to start gaining experience on recording. The first Sahti podcast handled the origins of Sahti. The episode included approximately 40 minutes of recorded material. The second episode of the podcast series was recorded later that day. The second Sahti podcast episode's topic was the anatomy of Sahti. The podcast episode introduced the main raw ingredients of Sahti.

The planned script gave a solid guideline during the recording process. The second episode contained about 30 minutes of recorded material.

Marketing of Sahti Podcast started in February 2023 based on the podcast concept plan. The marketing material included cover art and written advertisement for each Sahti podcast episode. Digital marketing was implemented in the company's social media channels Facebook and Instagram. Marketing started a week before the first episode's release. Sahti Podcast episodes were released in Spotify and YouTube.

Post-production of the first Sahti podcast episode took a couple of days. The software used in the post-production was Audacity. The decision regarding the editing software was made based on good online reviews. The software could also be downloaded for free from the company's website. The basic use of Audacity software was learned during the first episode post-production stage.

Post-production phase started by listening to raw material of the podcast recordings. During this stage notes were taken on the audio content. Notes helped during the editing process to identify the recordings and execute possible changes in the editing. Post-production notes operated as own script while making an edit for the podcast episode.

The first episode of Sahti Podcast was released in mid-February 2023. All content regarding the episode was uploaded to the Anchor podcast host platform. The platform delivered audio, cover art and description of an episode to streaming service Spotify. YouTube release was made through the company's own YouTube channel. Listeners had two alternatives where to find the Sahti podcast. Both streaming platforms are popular among podcasters. Olu Bryki Raum wanted to start their podcast journey by sharing Sahti podcast in two most common streaming platforms.

Later in February 2023 the second episode of Sahti podcast series was edited and released in Spotify and YouTube. The second episode handled anatomy of Sahti, narrative in podcast dive into ingredients of Sahti and history behind them. The second episode was marketed in the company's Facebook and Instagram similarly to the previous episode.

The planning phase for the third Sahti podcast episode started in the first week of March 2023. The third episode's topic was the manufacturing phases of Sahti. The episode described how Sahti is made and the steps before the final product. The episode also presented what kind of methods and equipment there has been used in the process of brewing Sahti. Later that same week recordings for the third Sahti podcast were implemented. Approximately 30 minutes audio material was recorded for the third podcast episode.

Unfortunately, recorded audio content had some disturbing audio interference caused by nearby cell phones. The problem was solved by using Microsoft word and tool called transcribe audio to the text form. The third Sahti podcast episode was re-recorded on the following day without problems. Facing audio interference was frustrating. However, all parties gained experience on how to avoid and solve such a problem in the future. The third podcast episode was marketed and released in the same concept as previous episodes.

Pre- production for the fourth Sahti Podcast episode started mid-March 2023, this state included script writing and designing visual material for the upcoming fourth episode. The goal of this topic was to promote Olu Bryki Raum brewery and introduce the host of the Sahti podcast more extensively to the listeners. The fourth podcast episode recording, and post-production process was easier compared to earlier episodes. This was since all parties were more familiar with podcasting in this stage. The fourth Sahti podcast episode was digitally marketed in the company's social media channels before release.

#### 5.4 Equipment used in implementation of the podcast series

Requirements for audio equipment used in podcasting may vary on the needs and budget planned for the production. Execution of the Sahti podcast series was carried out with low budget equipment. However, the equipment used in the production delivered good quality audio, which fulfilled all stakeholders' expectations. The audio

equipment used in the production was light to carry and easy to set up in a recording location.

A good quality microphone is essential for recording high-quality audio. Three common microphone styles used in podcasting are handheld, stand and lavalier microphones. A handheld microphone can be for instance a digital field recorder, smartphone used as a recording device or an external microphone which is held in hand during recording. Stand microphones are commonly larger and heavier than handheld microphones. Stand microphones are more sensitive to capture sound therefore they are commonly used in professional podcast productions. External stand reduces handling noise and vibrations which may affect the quality of recording. Lavalier microphones are small size microphones which can be fastened near to the sound source. Due to the lavalier microphone pickup pattern, a lavalier microphone may easily capture background noise if recording is not monitored well. Every microphone has its own type of pickup pattern. This refers to how the dedicated microphone captures audio. Most common pickup patterns used in podcasting are cardioid, bi-directional, and omnidirectional. (Olmsted 2019 p.95-107)

Cardioid polar pattern in microphone capture sound mainly in front of the microphone. This function works well in podcasting if there is one host in the show for instance. Bi-directional polar pattern records sound coming from the front and the back side of a microphone. This feature makes it a good choice for recording interviews for instance. Omnidirectional polar pattern in microphones captures sound from all sides of a microphone. This feature makes the omnidirectional microphones easily capture unwanted background sounds if not monitored well in recording of a podcast. This type of microphone may work great while recording ambient background sounds which are used in podcast production. (Olmsted 2019, p.107)

Sahti podcast episodes were recorded with a Rode Podmic. The Microphone offered a durable built construction which gave a sense of quality. This particular microphone is a dynamic microphone that is well-suited for tasks which involve capturing the human voice, such as podcasting and broadcasting. The Microphone's cardio polar pattern operated well by capturing details and depth of narrative voice in the Sahti Podcast recordings. The microphone functioned well in reducing background room

noise and other small unwanted sounds in the background. The Rode Podmic delivered rich and well-balanced audio which suited well for the Olu Bryki Raum podcast production purposes. The product came with a built-in pop filter which prevented unwanted plosives in a recording. The microphone included an internal shockmount which helped optimize microphone positioning in recording situations.

(J. Pekka Mäkelä, 2003, p.102,103) (Rode 2023)

In recording Zoom H4 was used as audio interface and field recorder. Audio interface helped amplify and shape the audio in the process of recording material for the Sahti Podcast. The microphone was connected to the audio interface by using a XLR cable. During recordings the microphone was mounted on post by desk stand. A solid stand gave good and secure hold for the main microphone with adjustable height.

### 5.5 Sahti Podcast artwork

Podcast cover artwork is one of the first possible matters which prospective listeners may come across before listening to a podcast in Spotify or on another streaming platform. A well-designed podcast cover artwork attracts visually and gives a sense of a well-produced content for the potential listener. Podcast cover art should display instantly for prospective listeners what style and topics the podcast show may handle. Cover art plays a big part whether a new listener will get acquainted with the podcast show. A good action while designing cover art is to conduct a research on competition and if there are other podcasts which are covering the same genre. Good matters to ponder are how do they stand out from other podcasts and what is special about them. (Olmsted ,2019, p. 89-90; Speaker 2020; Buzzsprout 2023)

If a podcast cover art contains text it should be rather simplified. Podcast artwork should not include too many words or font styles. Commonly the podcast artwork only displays the name of the podcast and details about an episode. Each episode may also have its own dedicated artwork which displays information about the content of the episode. (Buzzsprout 2023; Speaker 2020)

Cover art used in podcasting belongs to the company's overall branding strategy. Released podcast artwork should be consistent and changes should not be major along the way. Customers interested on a company's services should quickly identify the brand. However it is presented in the company's operations. With strong branding the company can stand out from other competitors in the same market field. Consistent branding promotes trust between all stakeholders, trust functions as a base for gaining customers loyalty and furthering of company's brand.

(Buzzsprout 2023; William Arrula 2016; Speaker 2020)

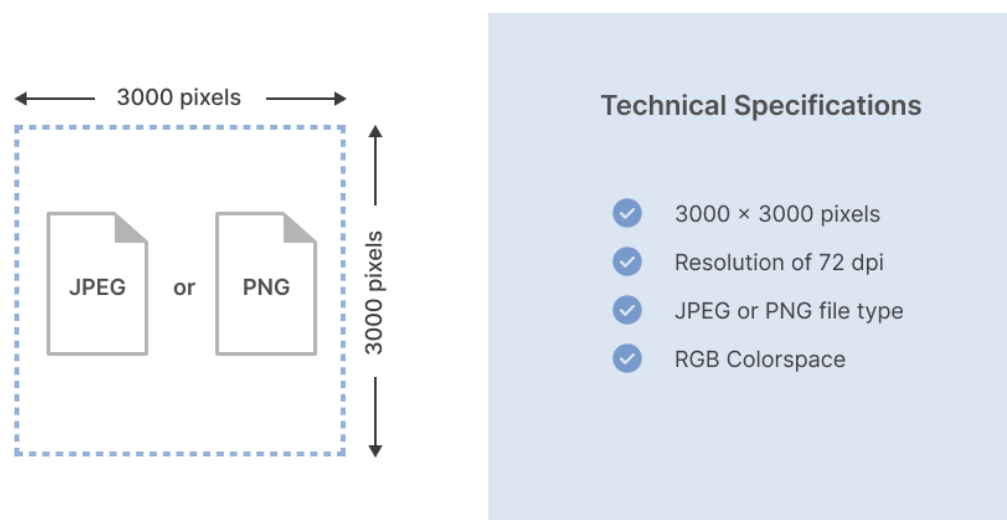


Figure 4. Podcast artwork specifications modified from Buzzsprout picture 2023

There is a certain technical requirement when distributing podcast cover art to a podcast streaming services such as Spotify, Apple Podcasts, Google Podcasts. Used podcast artwork should be original, exported cover image size should be 3000 x 3000 pixels. The best final file types are either JPEG or PNG. RGB colorspace should be applied for the best possible color display. The cover art should not include improper language or imagery. (Apple 2023) (Buzzsprout 2023)

## 5.6 Designing the cover art for Olu Bryki Raum

Follow up work after the podcast's post-production was to design a cover art for the latest episode. Usually, the process started by planning visual ideas which were related



to the episode. Cover art pictures used in Sahti podcast were taken in Olu Bryki Raum brewery premises. Pictures were edited afterwards, this process included photo editing, text design and finalizing the cover art for the right file form.

The first cover art for the Sahti podcast presents the host of the podcast for a potential new listener. The podcast episodes included history-based content of the origins of Sahti. The cover art picture displays podcast host talking to the microphone in an atmospheric setting. The initial idea was to create visual content which supports the podcast episode's storytelling.



Figure 5. The Sahti podcast first episode cover art

The second Sahti podcast episode topic was called anatomy of Sahti. In the episode the host of podcast presented main raw materials used in the brewing process of Sahti. The second episode also explored the fascinating history behind the ingredients of Sahti. The main ingredients used in the brewing process are grain, water, and yeast. According to Olu Bryki Raum new customers often ponder what is sahti made of. In the medium of podcast the company wanted to answer to the customers most common questions. In the episode cover art company wanted to highlight anatomy of sahti in the picture form. Picture displays a stein full of sahti with the main ingredients grain, water and yeast written on side. The original idea was to design cover art which was

related to the second episode. The cover art functioned also as a teaser for the second episode. The Sahti podcast typography design was kept same in the cover art each episode. With this approach the company wanted to increase brand consistency around podcast series.



Figure 6. The Sahti podcast second episode cover art

## 6 MEASURING AND ANALYTICS FOR SAHTI PODCAST

One of the cornerstones of effective digital marketing is a reliable measurement of its effectiveness. This can be executed by analyzing data which was collected during the digital marketing. Ideally, the data collected can be used not only to maximize advertising revenue, but also to improve overall business performance. Measuring actions should be made part of the overall digital marketing in the early stage. Measurement processes should be incorporated into all digital marketing as early as possible so that the comparable data is available at a later stage. The objective of measuring digital marketing is to direct resources to operations which generate the best results. As a whole, it is therefore worth aiming to ensure that the marketing channels work together to achieve the business objectives. Every marketing campaign is an

investment and companies have expectations for return. By understanding which digital channels deliver the best results with the best return, decisions regarding the optimal allocation in marketing budget can be made. (Lahtinen, Pulkka, Karjaluoto, Mero, 2022, p.244,245) (Rummukainen 2019, p. 78-80 & 114-117.)

After implementation of Sahti podcast series, the gathered data was analyzed. The statistics were provided by podcast hosting platform Anchor. The following statistics are collected from the Sahti podcast listeners in the Spotify streaming platform. The company's objective was to explore statistics and find out more detailed information about Sahti podcast listeners. With the new information the company can make decisions regarding improving and targeting future podcast episodes.

## Analytics

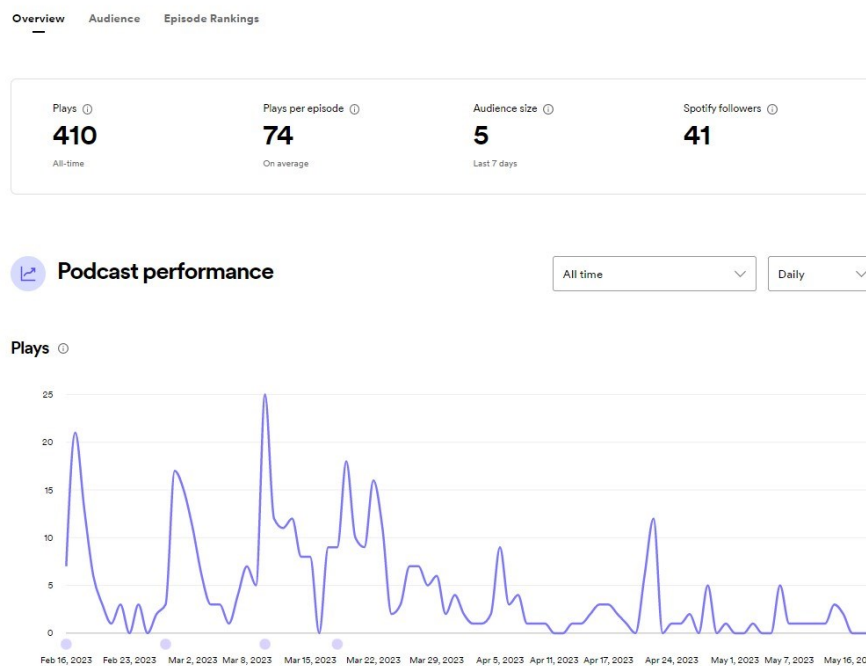


Figure 7. Listening analytics of the Sahti Podcast

Figure 7 displays the listening analytics of the Sahti podcast. Data was gathered between mid-February to mid-May 2023. The data analytics are displaying matters such as total number of plays regarding the podcast series, plays per episode on

average, audience size in last seven days, number of followers in Spotify. Line graph presents podcast performance on timeline.

The Sahti podcast episodes had 410 plays during a three-month analytic period. The podcast series collected 74 plays per episode on average. Audience size was 5 in the last seven days. This refers to the number of different devices which have streamed an episode during the last seven days. The Sahti podcast gained 41 followers in the Spotify during three-month period. The line graph displays highest peaks of plays of the Sahti podcast series between February 16<sup>th</sup> and May 16<sup>th</sup>.

Analytics present that in the graph the highest peaks on number of plays were after a new podcast episode was released. The Sahti podcast series was released one episode per week pace. Line graphs show that there have been less new plays of the episodes in April and May due to break from new episode releases.

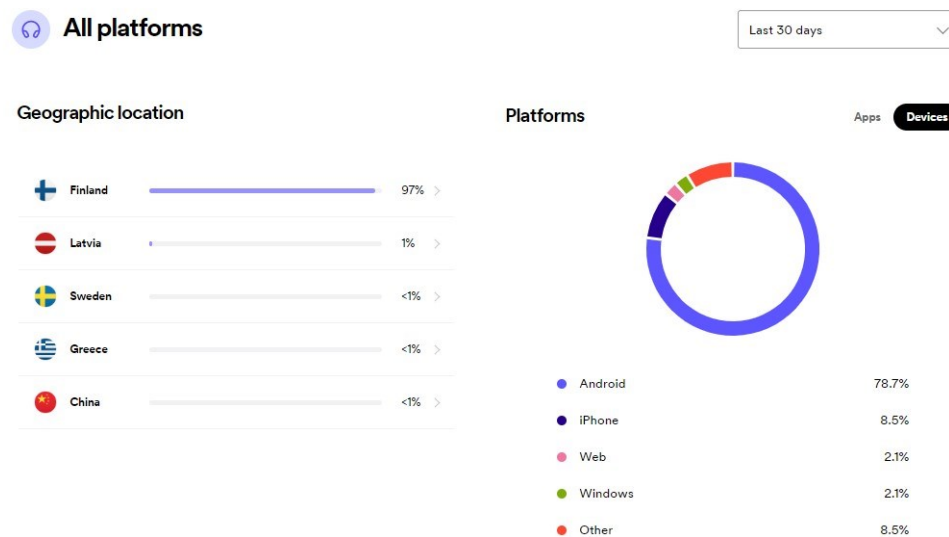


Figure 8. The Sahti podcast listeners geographically location and used platforms

Figure 8 presents geographic locations where Sahti podcast has been listened. The data indicates that majority of podcast plays were from Finland. The Sahti podcast was

recorded in Finnish therefore it is natural that most of listeners are from Finland. It was surprising to see that the podcast series received plays from numerous countries. Other countries where The Sahti podcast has been listened were Latvia, Sweden, Greece, and China.

The data analytics indicates that most people apply smartphones while they listen the Sahti podcast series. Total percentage of other devices used for listening the podcast series such as laptops were 12,7%.

Figure

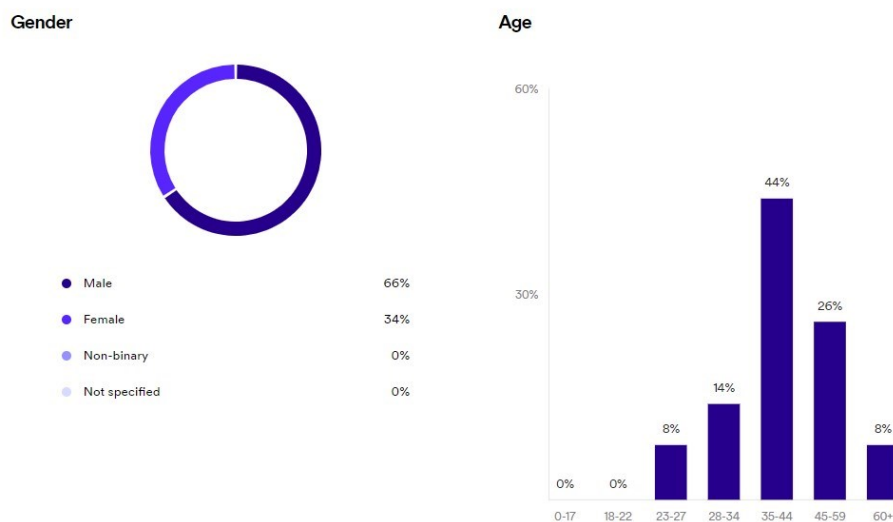


Figure 9. The Sahti podcast listeners gender and age distribution

Figure 9 presents gender and age distribution among Sahti podcast listeners.

The chart displays that 66% of the Sahti podcast listeners were male. The chart presents that 34% of the podcast listeners were female.

The age distribution among the Sahti podcast listeners was between 23-60+. The age group which streamed the podcast series most were age group 35-44 with 44%. The second biggest age group were 45-59 with 26%. The third biggest group was age group 28-34 with 14%. Age groups 23-27 and 60+ had both 8% of a share from the age distribution percentage chart.

The Sahti podcast demographics in conclusion: most of the Sahti podcast listeners are located in Finland. The majority of listeners apply smartphone while they are streaming the podcast. Both genders listen the podcast, however majority of listeners are male. The age groups who listened the Sahti podcast most were 35-44 and 45-59.

## 7 THE CONCLUSION

The Sahti podcast series has been very positively received by the listeners. Feedback has been mainly received in the company's social media channels and directly from the customers who have visited Olu Bryki Rauma's store. According to the Olu Bryki Raum the podcast series has sparked interest in many new customers who became interested in Sahti after discovering the podcast series. The company wants to carry out podcast episodes also in the future and apply medium as part of the brand's digital marketing.

This thesis marks a significant milestone in my academic journey as I undertook the creation of a four-part podcast series for Olu Bryki Raum brewery. This project allowed me to delve into the world of craft brewing and explore the unique story behind this exceptional brewery.

Through podcasting, I have explored the power of audio storytelling in marketing and its potential to educate, engage, and inspire audiences. By crafting each episode with care and attention to detail, I aimed to showcase the Sahti's rich history, brewing process, and gain the listeners' interest in the Olu Bryki Rauma brand.

The process of producing this podcast series has been a transformative journey, one that has deepened my understanding of the subject matter and honed my skills in research, storytelling, and audio production. I did not have any previous experience on podcasting before. From researching the topic to conducting the podcast content and editing the final product, every step has contributed to my growth as a creator.

Collaboration has been a cornerstone of this project, and I am grateful for the support and contributions of the Olu Bryki Raum brewery team. Their openness, knowledge, and willingness to share their story have enriched the podcast series. I extend my deepest gratitude to my thesis tutor who has guided and supported me throughout the thesis process. Cheers to the love of Sahti and the power of storytelling!

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