

TECH USE CASE: LIVINGSTONE GROUP

Driving purchasing decisions through a company branded podcast

PERFORMANCE

Podcast reach - 36 000 Views

Cost per Podview - £0.01

Go live timeline - 3 Days



THE CHALLENGE



- Develop and nurture high-quality sales leads
- Educate the market / establish industry leadership
- Engage through innovative channels - audio
- Make content accessible to everyone

THE SOLUTION

Livingstone Group adopted AudioHarvest's realtime podcast creation and distribution platform in order to produce a high quality branded podcast at the touch of button



- The AudioHarvest platform scanned Livingstone's site for suitable sections / articles
- Established that the Insight / Customer sections would work really well as a company branded podcast.
- The Harvester platform then captured these articles, transformed them into audio files & created Livingstone Branded Podcast.
- The Harvester platform then distributed the podcast across key audience platforms such as Spotify, iTunes, Google Amazon, etc.

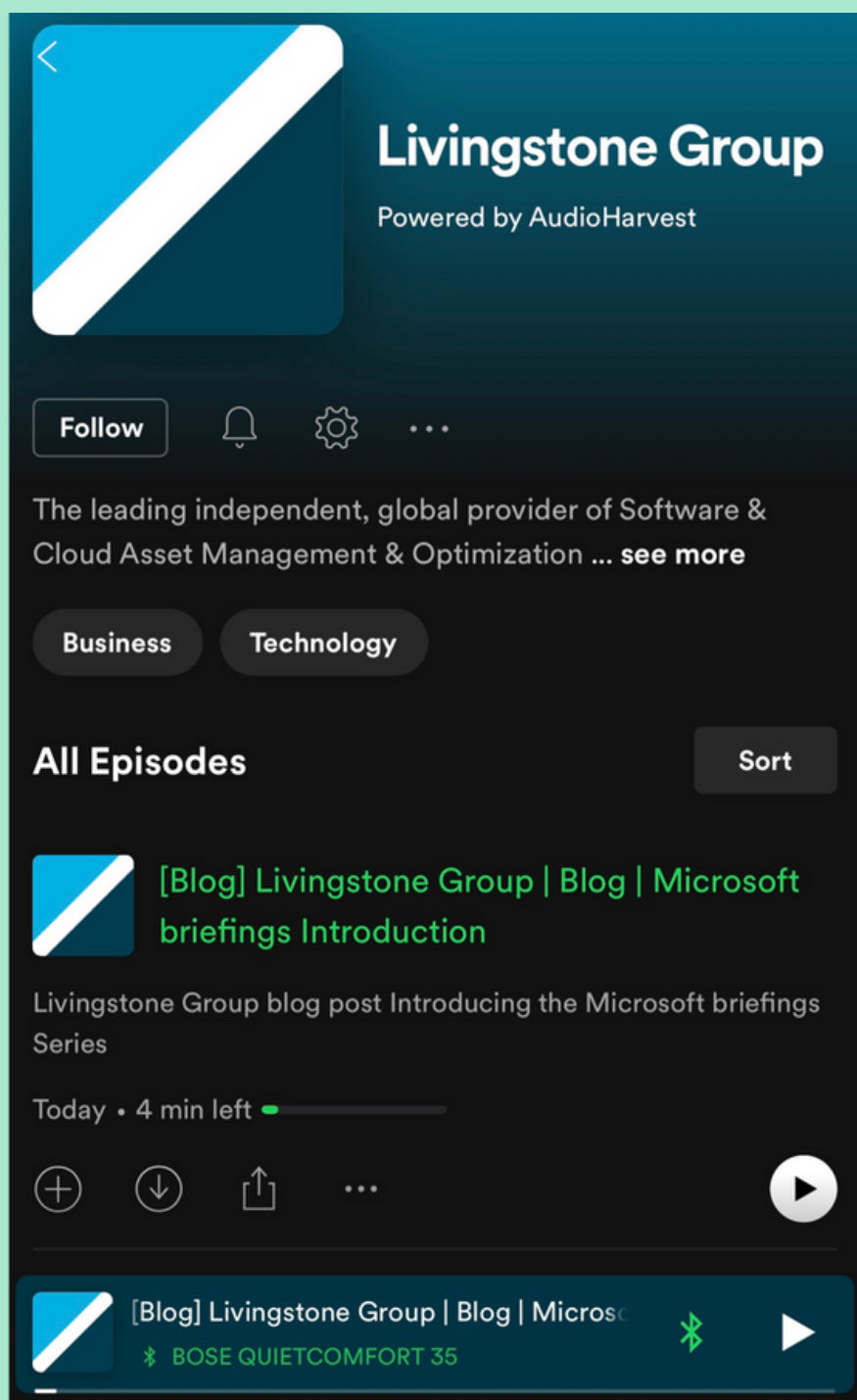
**"THE AUDIOHARVEST PLATFORM RAISES AWARENESS OF
OUR SERVICE AND POSITIONS LIVINGSTONE AS A MARKET
LEADER"**

KATE HAWGOOD – GLOBAL MARKETING MANAGER

THE RESULT

- Established a leading presence in the podcast technology sector
- Delivered a deep engagement with senior business decision-makers via a loyal listenership to Livingstone Podcast episodes
- Establish an always-on automated audio marketing channel that reaches high volumes of new customers - 36,000 views
- Podcast educates customers and leads them directly onto the path to purchase Livingstone products

BRANDED PODCAST



[Click here to listen to the Livingstone branded podcast](#)

"SINCE THE PLATFORM HAS BEEN DEPLOYED, WE HAVE BEEN IMPRESSED WITH THE RESULTS PRODUCED & THE LEVEL OF SERVICE FROM THE AUDIOHARVEST TEAM! IT IS GREAT FOR LEADING CUSTOMERS ON THE PATH TO PURCHASE"

KATE HAWGOOD – GLOBAL MARKETING MANAGER

To find out how AudioHarvest enables companies to create a branded podcast quickly and easily:

- Contact us at: info@audio-harvest.com
- Visit our website: www.audio-harvest.com
- Book a demo: [Click here](#)

To find out more about the Livingstone Group's Technology Services go to the www.livingstone-group.com