

TECHNOLOGY USE CASE: LOGOSNET

Leveraging the power of audio to educate customers on the value of the Ed Tech experience

PERFORMANCE

Podcast reach	-	24 698 Views
Cost per Podview	-	\$0.02
Go live timeline	-	3 Days



THE CHALLENGE

- Educate and engage customers
- Explain the value of a sophisticated product and service
- Lead customers on the path to purchase

THE SOLUTION

Logosnet adopted AudioHarvest's real-time audio creation and distribution platform in order to educate customers on the value of their service and Ed Tech in general across podcast, social & web



- The AudioHarvest platform scanned the Logosnet website for suitable sections / articles
- Established that the market insights pieces within the Logosnet website would work really well as audio experiences
- Distributed the podcast across key audience platforms such as Spotify, iTunes, Google, Linked, Facebook and Amazon
- Enabled users when visiting the Logosnet website to listen to these stories via AudioHarvest's onsite audio player

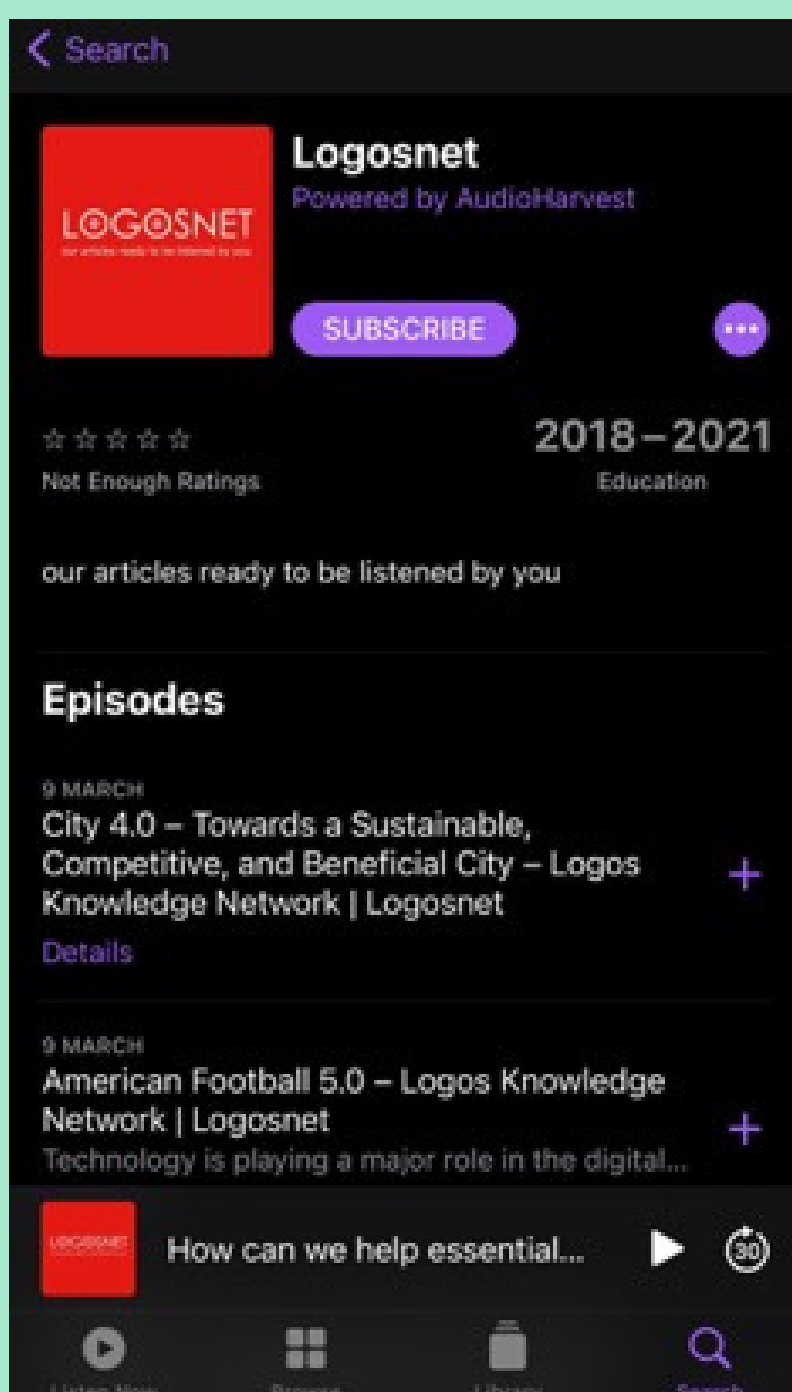
"SO EASY TO SETUP AS THE TECHNOLOGY DOES ALL THE WORK; CREATING AND DISTRIBUTING THE PODCAST OUT OF THE ONSITE E-LEARNING THOUGHT LEADERSHIP ARTICLES"

FERNANDO SALVETTI – HEAD OF DIGITAL

THE RESULT

- Established Logosnet as the leading Ed Tech branded podcast
- Engaged and inspired their core audience with great audio content across social, the web and podcast
- Established an always-on automated audio marketing channel that reaches a high volume of their target audience - **26,000 views**
- Delivered a platform through which to educate customers and lead them on the path to purchase

BRANDED PODCAST



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

"I LOVE THAT THE AUDIOHARVEST PLATFORM FINDS THE RELEVANT CONTENT AND CREATES THE AUDIO STORIES WE WANT TO TELL.

AUDIOHARVEST HAS BEEN GREAT FOR GROWING OUT CUSTOMER BASE AND LEADING CUSTOMERS ON THE PATH TO PURCHASE !"

FERNANDO SALVETTI – FOUNDER

To find out how AudioHarvest enables companies to create always-on audio marketing activity quickly and easily:

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

To find out more about Logosnet go to: www.logosnet.org