

What is Podcasting?

Although relatively new, podcasting is proving to be one of the best ways to share information and conduct business via the Internet. ReadyTalk's podcast feature enables you to easily turn audio and web conferences into podcasts, allowing people to listen to your content anytime and anywhere.



What is Podcasting?

Podcasting is the latest in on-the-go, on-demand technology. The term "podcast" is a combination of "iPod" and "broadcast." But it's important to note that podcasting is not just for iPods. Podcasting is a method of publishing files over the Internet for playback on any computer or portable device such as your iPhone, iPod or other MP3 player.

With podcasting, you can create your own online training sessions, press releases or sales demonstrations. And people can easily subscribe to your podcast and listen to it when and wherever they want. This anywhere, anytime freedom is the main attraction of podcasting.

How does it work?

Publishing Your Content

Podcasting uses RSS, or "Really Simple Syndication," which is a standardized format for syndicating content online. To publish recorded media files to the Internet, you must first create a podcast "RSS feed". This podcast feed is simply a collection of audio and/or video files that reside at a unique web address link.

Once your podcast feed is created, then you simply need to add recordings to it and post it to your website, email newsletter or on the Internet.

Viewing Your Podcast

People can "subscribe" to your podcast by clicking on the podcast feed link on your website. This will bookmark the podcast in iTunes or in their selected feed reader.

When you add new "episodes" or recordings to your podcast, they will be automatically be downloaded to peoples' computers or iPods. People can watch these new episodes anytime.



1. Bookmark the podcast in iTunes or another RSS reader

2. Content is automatically delivered

3. Watch content anytime and anywhere

Podcasting is an excellent tool for both internal and external communication. It will help you increase your marketing reach, build your online presence and establish ongoing communication with your employees and customers.



1. Record your web & audio conference

2. Edit your recording and add it to your feed

3. Publish your podcast feed to the Internet

Get started podcasting with ReadyTalk today — and begin taking advantage of one of the easiest ways to communicate with your key audiences.

Give us a call at 800.843.9167 or 303.209.1601, or email us at sales@readytalk.com.