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## Podcasting for business. Isn't this a recycled trend?

August 28, 2014 - Front Section

NEREJ began podcasting our weekly radio show back in October 2012 and we are approaching our 100th show this fall. I remember when NEREJRadio show host Rick Kaplan first brought this idea to the NEREJ management team. We have a motto at NEREJ, "try it." So we approved Rick's idea and told him to go ahead and try it. With much trepidation I agreed to join him on the air. I thought to myself, who is going to listen to a commercial real estate radio show podcast? No one, that's who. Nobody's listening to podcasts. That is so 2004. And boy was I wrong. Rick has enjoyed letting me know each week and I have to say it's been the best being wrong I have felt. I have plenty to compare it to.

Why was I so wrong? Because what I didn't know, and Rick must have, was that this trend was coming back with a vengeance because of our mobile phones. The average commute time is 26.2 minutes and there are over 127 million of us who make that commute by ourselves. Almost everyone is listening to something and for many of us iTunes carries that needed distraction. iTunes carries podcasts and being able to use time efficiently when traveling is a huge bonus. What better way to spend time than to listen to industry specific podcasts. Right? The success of our podcast has helped drive business not only for NEREJ but provides expert industry insight from our guests who join us driving business for them as well. The greatest return on investment from our podcast radio show are the relationships and connections that we have been able to form with interviewees and listeners. I am thankful that Rick came into the office two years ago with this crazy idea about recycling something thought of as old and making it art and I said yes.

Friendly reminder, you can share your podcast via iTunes, email and social media but it's an absolute must to have it on your website.

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