

*ensombl:*

# *The Ensombl Podcast Series*

#1 podcast for Australian advice professionals



**OVER 600,000 DOWNLOADS**

## *The power of podcasting*

**43%**

Thanks to their unrivalled convenience and portability, podcasts have rapidly become the medium of choice for many content consumers. This is especially true for B2B decision makers consuming business related content. One recent study estimated that 43% of business decision-makers are now using podcasts to access business-related content.

## *Podcast advertisers are rewarded by listeners*

**70%**

Advertising within podcasts has been shown to be incredibly effective, with a Nielsen study finding that nearly 70% of respondents exposed to podcast advertising agreed it had increased their awareness of new products and services.

## *Driving awareness*

**62%**

A staggering 62% of them also correctly recalled the brand advertised in the podcast being tested – making them the perfect channel to drive awareness and launch new products.

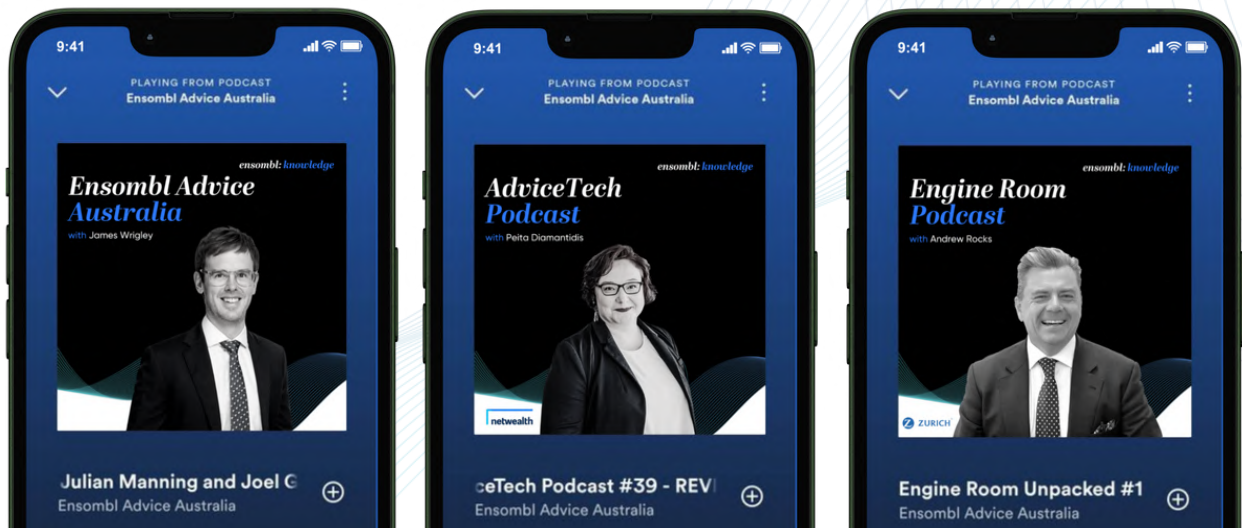
## ***Ensombl weekly podcasts***

Australian financial advisors have a longstanding affinity with podcasts, and this is especially true of the Ensombl weekly podcasts.

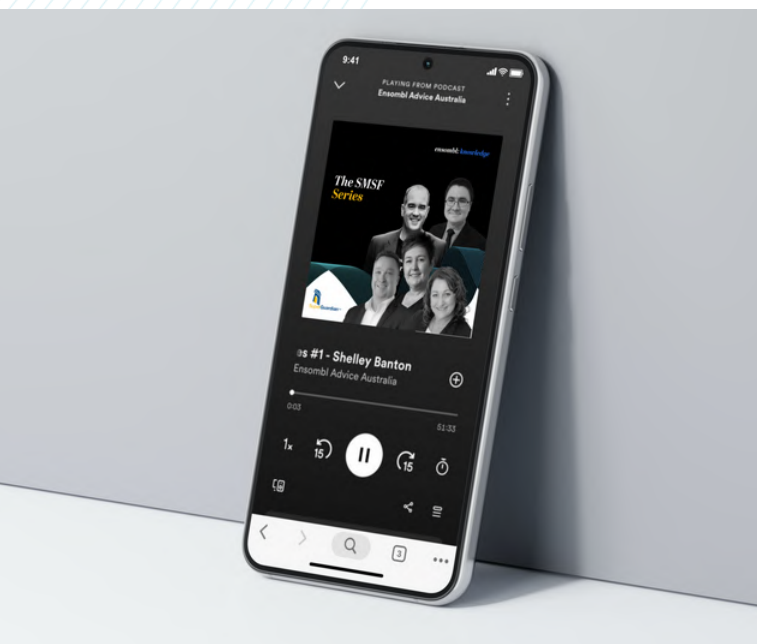
Now into their 7th year and with more than 600,000 downloads, the Ensombl weekly podcasts are the mainstay of the Ensombl community and are among the most popular offerings for corporate partners.

The Ensombl podcast is easily the number one downloaded podcast in Australia for financial advisors, making it an ideal channel to make through to which to make an impact.





As well as the flagship Ensombl podcast, our current weekly podcast offerings also include the more specialised Investment Podcast series, the AdviceTech series, and the Engine Room business growth series, allowing brands to be more targeted in their messaging.



### ***Thematic Series***

In addition to our weekly podcasts, we also work with partners on bespoke, limited podcast series.

Typically, these series will comprise 4-5 episodes which deep dive on a particular topic or thematic.

A representative from your brand can appear in each episode, along with financial advisors and external experts, ensuring the conversation is brought to life by a wide range of perspectives.

### ***Our secret sauce: the co-creation dividend of 45%***

From the thousands of conversations taking place across our 8,000-member advice community, we are able to tap into advisors' most pressing issues and challenges. By producing content based on these insights, we are effectively co-creating content with advisors for advisors.

Research across the Ensombl platform shows the responsiveness of content based on community member insights is 45% higher than standard corporate content.



## Who we've worked with

A growing number of our corporate partners have used the power of podcasting to connect their message efficiently and effectively with their audience, including:



*Our Monday morning Market Insights podcast has already had 30k downloads and has almost singlehandedly accelerated awareness of our brand and proposition.*



**Kristine Brooks**

Chief Country Officer, Australia  
Milford Asset Management

## *Harness the power of podcasting for your brand*

If you need to connect your brand and offering with a savvy, engaged audience of growth-oriented advisers and advice business decision makers, Ensombl podcasts could be the perfect solution.



## *Find out more*

To find out more, reach out to our Chief Commercial Office, Danni Visser, at [danni@ensombl.com](mailto:danni@ensombl.com), or our Chief Marketing Officer, Richard Dunkerley, at [richard@ensombl.com](mailto:richard@ensombl.com).