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First Ever State of Podcast Interviews Report Shows Positive Culture of Podcasts

KALAMAZOO, Mich. (August 23, 2017) – Podcast interviews rank as the best return on investment (ROI) when compared to Facebook ads, email marketing and other marketing tactics. Podcasts also topped the list for marketing plans over the next year, beating out video and blogging. These results and more came from the first ever State of Podcast Interviews report, put together from the survey sponsored by Interview Valet.

“We all have an opinion on things like the current state of an industry,” says Interview Valet Founder and CEO Tom Schwab. “but when you ask over 10,000 podcast hosts, podcast guests, and marketers you get answers. We are happy to release this comprehensive report with actual answers, great analysis and terrific advice from hosts and guests alike.”

The Interview Valet team found that the culture surrounding podcasts is a positive one, with hosts believing in the medium so strongly that they go on other shows as guests, they use it for promotion and they plan to do more in the next year. Here are a few takeaways:

- Podcast interviews were ranked as the best return on investment (ROI) with FB Ads and email marketing a close #2 and 3
- The biggest marketing focus for next year: 1) Podcasts 2) Video 3) Blog
- It's easy to get on a podcast. 2/3 of new podcasts say yes to cold pitches
- Podcast interviews are promoted by the host on their website (100%), Facebook (90%), Twitter (85%), iTunes (83%), email (80%)

Download the full report and more at <http://interviewvalet.com/sopi/>

For an exclusive interview with:

- Tom Schwab (CEO) email Tom@InterviewValet.com call his cell at [269-217-6690](tel:269-217-6690) or [access Tom's calendar here](#)
- Dan Moyle (CMO) email Dan@InterviewValet.com call his cell at [269-330-4696](tel:269-330-4696) or [access Dan's calendar here](#)

About Interview Valet: Interview Valet (www.interviewvalet.com) is the concierge-level podcast guest booking service providing the fastest way for authors, executives, businesses & thought leaders to maximize the benefits of podcasts. Our premium white-glove solution takes care of everything but the speaking to reach your ideal audience with the least amount of snags or hassle. Interview Valet's all-inclusive system empowers clients with interview preparation, Certified Guest™ training, and personalized attention that ensures you, the podcast guest or host, the best experience in the podcast industry.

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