

MARKETING IN THE DIGITAL AGE

A Candid Conversation with
Patricia Baronowski-Schneider and
Kristina Milosevich



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INTRODUCTION

As the digital landscape continues to reshape the way we connect with audiences, Patricia Baronowski-Schneider and Kristina Milosevich come together to shed light on the fusion of classic marketing wisdom with cutting-edge digital strategies. In this candid conversation, they tackle the most pressing questions businesses face today and share their insights on navigating the future of marketing.



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The content:

The Rise of Video Podcasts

What Brands and Marketers Need to Know

As the digital landscape continues to evolve, so do the ways audiences consume content. One of the most notable shifts? The explosive growth of video podcasts. In this issue, we take a deeper look at why brands are turning to this medium — and how marketers can make the most of it.

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1. What is fueling the rise of video podcasts?

Answer:

Video podcasts are gaining popularity because they merge two powerful formats: audio and video. With the continued rise of platforms like YouTube, TikTok, and Spotify Video, people are consuming content in more immersive ways. Viewers don't just want to hear from their favorite creators — they want to see them too.

This trend is also driven by changing audience behaviors. Viewers, especially younger demographics, prefer video content because it feels more personal and engaging. Whether it's watching a podcast on YouTube during lunch or catching a clip on Instagram Reels, video podcasts meet audiences where they are — on screens.

Kristina Milosevich



2. How do video podcasts help strengthen brand identity?

Video podcasts allow brands to show more than just their voice — they reveal personality, style, and values in a way static media can't. The choice of set design, colors, and even camera angles can subtly reinforce a brand's visual identity. Every episode becomes a brand touchpoint, from the opening sequence to the call-to-action at the end.

They also create opportunities for repeated exposure in a non-intrusive way. An audience that tunes in weekly begins to associate certain visuals, mannerisms, and conversational styles with your brand, building familiarity. Over time, that familiarity becomes trust, and trust is the foundation for loyalty.

- **Patricia Baronowski-Schneider**



3. How are brands using video podcasts as part of their marketing strategy?

Answer:

Brands are leveraging video podcasts in several strategic ways. Some are sponsoring established creators to gain access to loyal niche audiences. Others are producing their own podcasts as a form of thought leadership, brand storytelling, or community engagement.

Video podcasts offer a chance to go deeper than traditional advertising. Instead of a 30-second ad, brands can spend 30 minutes in conversation — creating a stronger connection with viewers. It also allows brands to repurpose content: long-form episodes can be broken into short clips for TikTok, Instagram, LinkedIn, and more, extending reach and maximizing ROI.

- **Kristina Milosevich**

4. What role do micro-content clips play in a video podcast strategy?

Micro-content clips — short, engaging snippets taken from longer episodes — are key to driving discovery. They serve as teasers that can be posted to TikTok, Instagram Reels, YouTube Shorts, and LinkedIn, reaching people who may not commit to a full 30- or 60-minute episode right away.

By sharing the most compelling or insightful moments, brands can pique curiosity and encourage viewers to watch the complete episode. This layered approach creates multiple entry points into your content ecosystem, which is especially valuable for building an audience from scratch.



- Patricia Baronowski-Schneider

5. Why are video podcasts more engaging than traditional audio-only podcasts?

Answer

Audio-only podcasts are great for multitasking — think listening during a commute or workout. But video podcasts offer visual storytelling, which adds depth, emotion, and authenticity to the content.

Body language, facial expressions, branded sets, on-screen graphics — these elements make video podcasts more dynamic and memorable. Seeing a guest smile, pause, or react in real-time helps humanize the conversation. This visual layer builds trust, especially when brands are trying to connect with new or skeptical audiences.



- [Kristina Milosevich](#)

6. How can video podcasts humanize a brand?

When viewers see a real person behind the microphone — laughing, reacting, and sometimes even stumbling over words — it makes the brand feel more approachable. Authenticity in unscripted conversation creates a sense of relatability that is hard to replicate in polished ad campaigns.

This human element is amplified when brands feature team members, partners, or customers as guests. Those diverse voices and perspectives make the brand feel like a community rather than a faceless entity, which can be a powerful differentiator in crowded markets.



7. What technical mistakes do brands often make with video podcasts?

One common misstep is underestimating the importance of lighting and audio. Even the most insightful conversation can lose impact if it's poorly lit or hard to hear. Viewers equate production quality with professionalism — if the video looks rushed, it reflects on the brand.

Another mistake is overlooking framing and set design. A cluttered background or distracting visuals can pull attention away from the message. Consistent branding elements on set, even something as simple as a branded mug or backdrop, go a long way toward reinforcing brand presence.

- **Patricia Baronowski-Schneider**

8. Which platforms are best for distributing video podcasts?

Answer:

YouTube is still the king of video podcasting, offering unmatched searchability and discoverability. Many top-performing video podcasts are optimized for YouTube's algorithm and benefit from YouTube's massive global audience.

Spotify has made major investments in video podcasting and is becoming a strong alternative, especially for creators who want to keep their audience on one platform. For promotion and repurposing, social platforms like Instagram (Reels), TikTok, LinkedIn, and even Threads are key. These platforms help brands reach new segments by sharing short clips, highlights, or behind-the-scenes moments.

9. Can smaller brands and startups benefit from creating video podcasts?

Answer:

Definitely. Video podcasts aren't just for big-name brands or influencers. In fact, smaller brands often find success by focusing on niche audiences and providing genuine value through storytelling or expertise.

For startups and small businesses, a video podcast can be a cost-effective way to build trust, showcase thought leadership, and create a content pipeline. A single episode can generate a full week's worth of content — from blog posts to social clips — making it a smart move for lean marketing teams.

The key is consistency, authenticity, and knowing your target audience. You don't need high-end production to get started — just good lighting, clear audio, and content that matters.

- **Kristina Milosevich**

10. How can brands repurpose video podcast content beyond social media?

Full episodes can be transcribed and turned into blog posts, articles, or e-books. Key points from interviews can be made into infographics or slide decks for presentations. Quotes can be used for email marketing campaigns or incorporated into sales collateral.

Repurposing maximizes the ROI of the effort put into recording an episode. This approach also helps brands serve audiences with different content preferences — some people may never watch the video, but they'll read the transcript or engage with a visual summary.



11. Should brands consider live-streamed video podcasts?

Live-streaming adds an element of immediacy and interaction that pre-recorded episodes can't match. Real-time Q&A sessions let audiences feel directly involved, creating a deeper sense of connection. It also introduces an element of unpredictability, which can make the content feel more exciting and authentic.

However, live-streaming requires more preparation to avoid technical glitches and manage audience participation effectively. Brands should test equipment, rehearse flow, and have a moderation plan before going live to ensure the session stays on brand and professional.

- **Patricia Baronowski-Schneider**

12. What kinds of content perform best in video podcast format?

Answer:

The best-performing video podcast content typically falls into a few categories:

- Educational content: Teach something your audience wants to learn.
- Expert interviews: Bring in guests with insights and authority.
- Behind-the-scenes stories: Offer transparency into your brand or team.
- Product deep dives or case studies: Explain how your solution works in the real world.
- Industry commentary: Share opinions or trends that position you as a thought leader.

The tone should feel conversational, not overly scripted. Audiences crave authenticity — so don't be afraid to show personality, humor, or even disagreement. That's what keeps viewers engaged.



- [Kristina Milosevich](#)

13. How can brands measure the success of their video podcast strategy?

Answer:

Success can be measured both quantitatively and qualitatively. On the data side, track metrics like:

- Views and watch time
- Audience retention
- Engagement (likes, shares, comments)
- Follower/subscriber growth
- Click-throughs and conversions (using links in descriptions or show notes)

Qualitatively, pay attention to audience feedback, community growth, and partnerships or opportunities that arise from your podcast content. For example, are you getting invited to speak at events? Are potential clients referencing your podcast in sales calls? These are all signs that your podcast is building influence.

- **Kristina Milosevich**

CONCLUSION



Video podcasts are no longer just an emerging trend—they're a powerful tool for storytelling, brand building, and audience engagement. By combining the intimacy of audio with the visual appeal of video, they allow brands to create a deeper, more memorable connection with their audience. This format offers a unique opportunity to show personality, demonstrate expertise, and bring stories to life in ways that static content simply can't match.

For brands, the real value lies in versatility. A single video podcast can be repurposed into short clips for social media, embedded into blog posts, shared in newsletters, or turned into transcriptions for SEO value. By distributing content across multiple channels, you not only meet your audience where they are—you also maximize the return on every piece of content you produce. This multi-platform reach is one of the key reasons video podcasts are rapidly becoming a cornerstone of modern marketing strategies.

For marketers, the opportunity is clear: invest in high-quality production, be strategic with your distribution, and focus on creating content that delivers genuine value to your audience. Whether your goal is to educate, entertain, or inspire, video podcasts give you the tools to do it all—while building trust, authority, and brand loyalty. Now is the time to start telling your brand's story where your audience is already watching, and to do it in a way that keeps them coming back for more.