

ATM

BROADCASTING

FOR ALL YOUR BROADCASTING NEEDS



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INTRODUCTION TO ATM BROADCASTING

All Things Media (ATM), known for publishing leading titles such as Essential Install, Electrical Contracting News (ECN) and Data Centre News (DCNN), are branching out with the launch of ATM Broadcasting.

ATM Broadcasting has been set up to complement the print and online services offered by these leading titles.

To add to your print and online campaign, ATM Broadcasting can now offer podcasts, webinars and even a TV studio for your own use, should you need it.

ATM broadcasting can produce either a podcast or webinar for your company easily, quickly and inexpensively.

Setting ATM Broadcasting apart, once we have produced a webinar or podcast for a client, we have a tremendous reach to promote these through our print and online products, and also our database of 50,000, comprising of AV and home automation installers, electrical contractors, and data centre installers.

Webinars and podcasts can lend themselves to the following.

- Webinar round table.
- Launching new products.
- Announcing a new distributorship.
- Announcing distributor/manufacturer open day.
- Training internal and external.

Take a look at this brochure and see what podcasts and webinars can do for your business and how you can reach your audience in a different way, leading to greater sales.

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PODCASTS

8 Benefits of Podcasting for your Business

1. Personal connection

Opening up to your listeners can help your business build relationships with your customers and sell more product. Your podcast could include specific product launches, or generally talk about your company's products and services. A podcast can even be used as a training tool.

2. Convenient and easy to understand

People are carrying around an entire library of podcasts in their pockets every day. Your listeners will be able to listen to you on the go and be able to comprehend much more information from a relaxed conversation.

3. Inexpensive and fast

Setting up a podcast can be relatively cheap. You can set up a high-quality podcast in an afternoon.

4. Laser focused

So many companies are producing podcasts and they have tons of listeners. Podcasting prevents content saturation because each podcast is laser focused.

5. More ways to buy your products and services

Connecting to your audience will help you create more ways for them to buy your products.

6. Building authority

Whether you are the first, or the first of many to create a podcast in your industry, they can help you build up your authority. When people have more ways of consuming your content and hearing from people on your team, you become the go-to person or business they want to talk to.

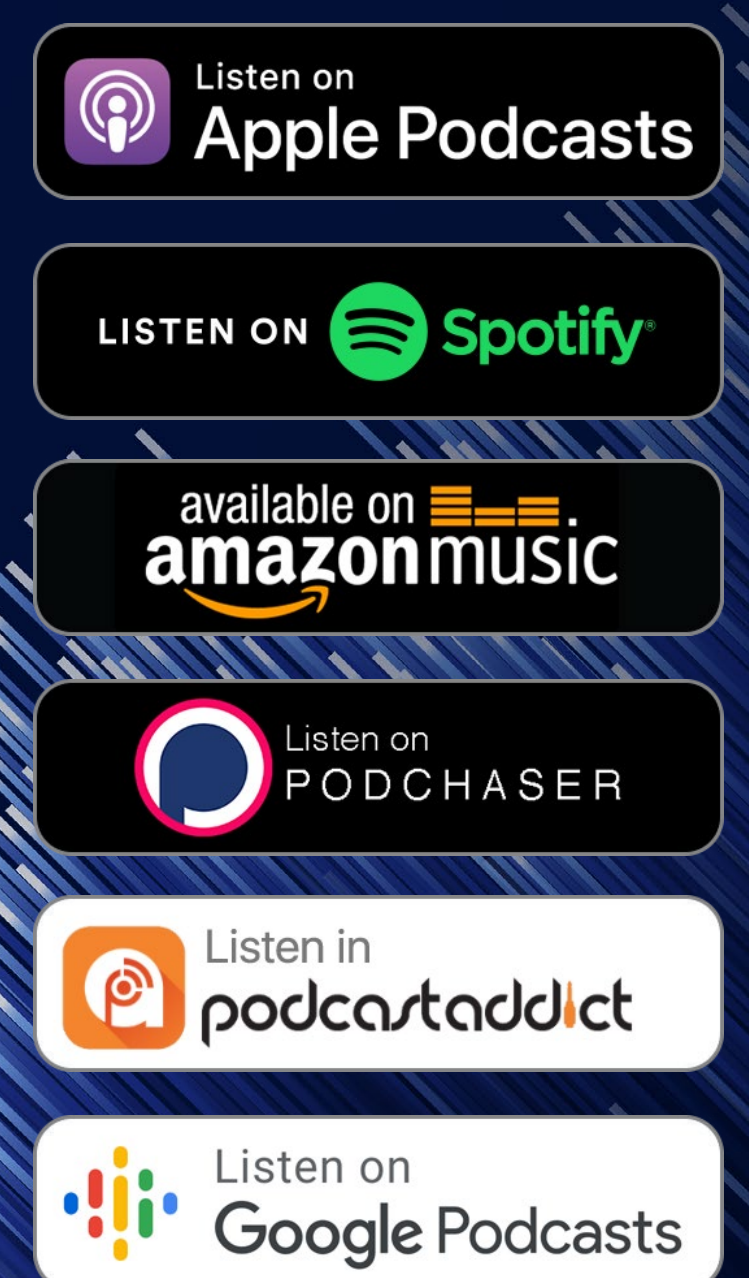
7. Client connection

Apart from connecting with new customers, what about the ones you already have? Clients love hearing from your experiences and might even want to be featured on your podcast. This helps you build a better rapport with your current clients.

8. Collecting new ideas

When you get together with other co-hosts or carry out research for each episode, this gives you a chance to collect information you may not have noticed before.

Note: Any podcasts we produce will be available through Apple Podcasts, Spotify, Amazon Music, Podchaser, Podcastaddict and Google Podcasts.



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WEBINARS

Reasons why a webinar can impact on your business

We obviously understand the importance of webinars from a business standpoint. However, it's easy to overlook many of the benefits that can come from running webinars for your business.

They position you as an expert in your field

To attend a webinar, your prospect has to register, put the date in their calendar, set aside time for the event, show up at the right time, and then give you some of their valuable time. They are doing ALL of this just to listen to you talk about a certain subject; this positions you as an expert before you even start teaching the content. During this process you are collecting data.

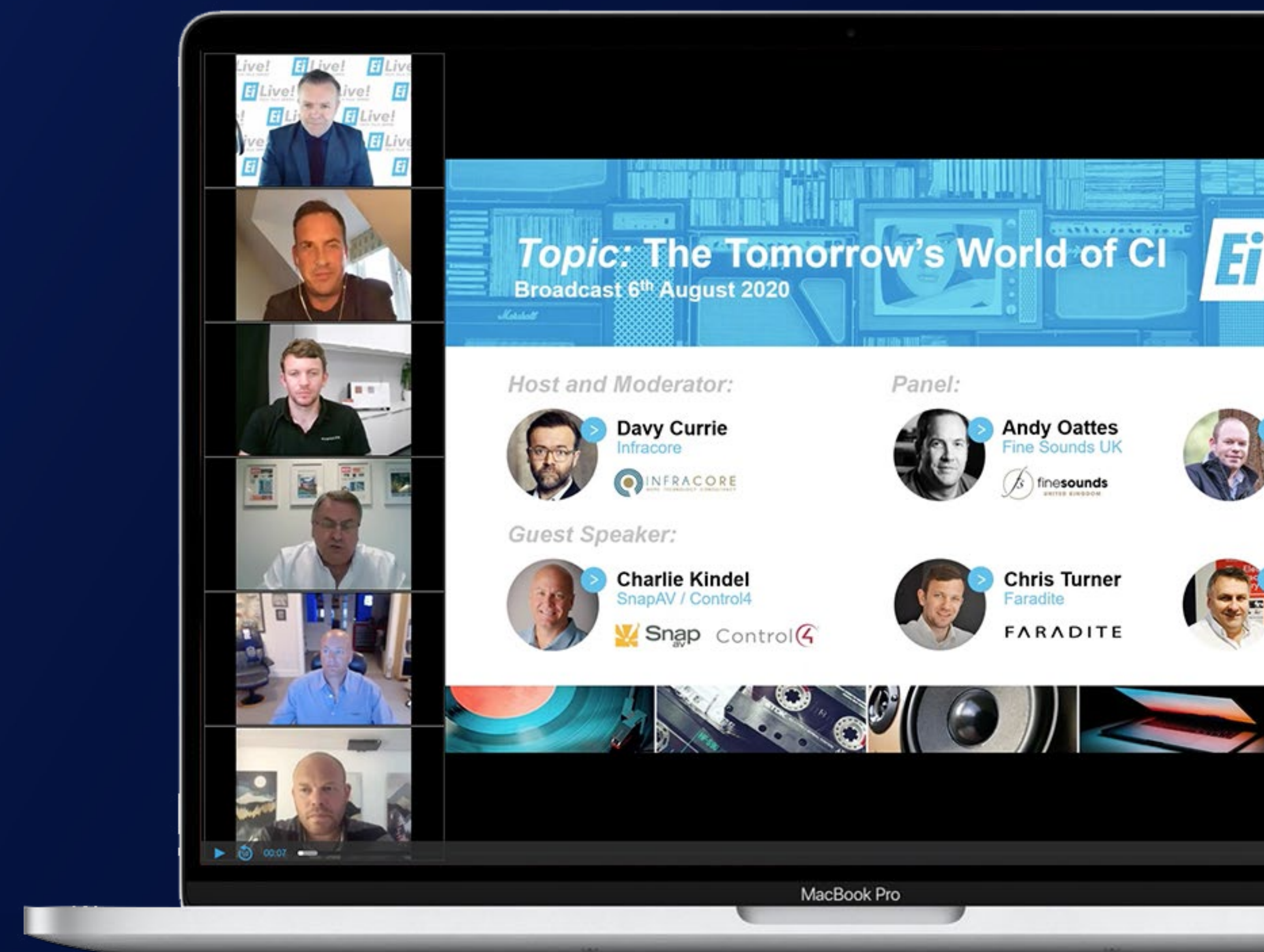
You can communicate with hundreds of people from anywhere in the world

This is one of the best reasons why webinars work very well - the ability to have a conversation with many people virtually from anywhere in the world, and never having to leave the comfort of your computer chair.

They keep your audience engaged

Webinars are special for two main reasons. First off, they're one-time events that happen LIVE.

Secondly, webinars offer conversational engagement. With webinars, your audience gets a voice. They can chat, vocalise opinions, ask questions, answer questions, and more. When someone is asking questions and chatting about what they are being taught, they are more focused and engaged by default.



Example of how each session looks on screen

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WHAT SETS ATM BROADCASTING APART

The benefits of ATM Broadcasting producing a webinar or podcast for your company, is the promotional reach we have. We can promote your event to any or all of the print or on-line products we produce. This unrivaled reach will assure you of attendees and listeners to your podcast or webinar.

The reach we have is as follows:

- Essential Install magazine print
- Essentialinstall.com
- Essential Install weekly newsletter
- Electrical Contracting news (ECN) print
- ECN online
- ECN weekly newsletter
- Data Centre & Network News (DCNN)
- A database of 50,000 for dedicated industry eshots

ATM Broadcasting has an unrivalled reach into several interlinking industries and can be assured to generate attendees for the webinars and the promotional reach for the podcasts.

What better way to extend the reach for your business and secure new customers?

TV Studio – available on request

To get involved and book your podcast or webinar contact:

David Kitchener on david@allthingsmedialtd.com

EssentialINSTALL

MAGAZINE



DATA CENTRE & NETWORK NEWS

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