

The State of the B2B Podcast Listener



CoHost 



Introduction

In 2016, I can remember leaving my office and walking during my lunch break so I could listen to David Cancel (Executive Chairman, former CEO) and Dave Gerhardt (Former CMO) from Drift talk about marketing on their podcast *Seeking Wisdom*. Their show wasn't about Drift the product. *Seeking Wisdom* was about their philosophies, what they were working on, and how they were overcoming obstacles to push their business forward.

The more I listened to their show, the more I felt like I knew David and Dave. I'd take notes on my phone when they said something that applied to my work. I was finding so much value in their show that I'd send it to all of my marketing friends to make sure they were listening too.

Drift's use of *Seeking Wisdom* was a powerful display of brand building through the podcast medium. I became a fan. I bought Drift at two different companies. I flew to Boston for their first ever Hypergrowth conference. *Seeking Wisdom* influenced how we started marketing at The Juice.

I was a month into my role at The Juice and I pitched a podcast to our CEO. I wasn't even halfway through the pitch when Jonathan said, "do it." I got to work and started talking to marketers. I wanted to explore the question of, "what are the types of things that you're doing to stand out in such a crowded market?" The more I pushed on this question, the better the episodes got.

Modern Day Marketer has been more than just our podcast at The Juice. The show is our vehicle for attaching our brand to places it probably shouldn't

be at this stage of our company's life-cycle. *Modern Day Marketer* has resulted in new relationships, collaboration opportunities, members on The Juice, customers, product feedback, and so much more.

We're advocates for podcast content because we believe that it can help you transform your brand. Based on the product that we've built at The Juice, we have the fortunate position to get a bird's eye view on how marketers and sales professionals are consuming B2B branded podcasts today.

At the time of writing this report, there are 17,278 podcast episodes from 316 B2B brands on The Juice. The goal of this report is to use the platform data on The Juice to better answer the question, "What do listeners want from branded B2B podcasts?"

In this report you'll learn:

- The types of podcast topics that are resonating with sales and marketing professionals
- The brands who are performing the strongest and most consistently
- The types of roles and personas who are consuming branded podcasts

I want to thank everyone who has taken time out of their day to listen to an episode of *Modern Day Marketer*. Thanks for joining The Juice and reading the report.

Take care,

Brett McGrath

VP of Marketing at The Juice 🍷

Share this report with a coworker AND give them \$10 worth of actual juice 🍷

Scan the QR code or click this link: [Give your coworker juice!](#)



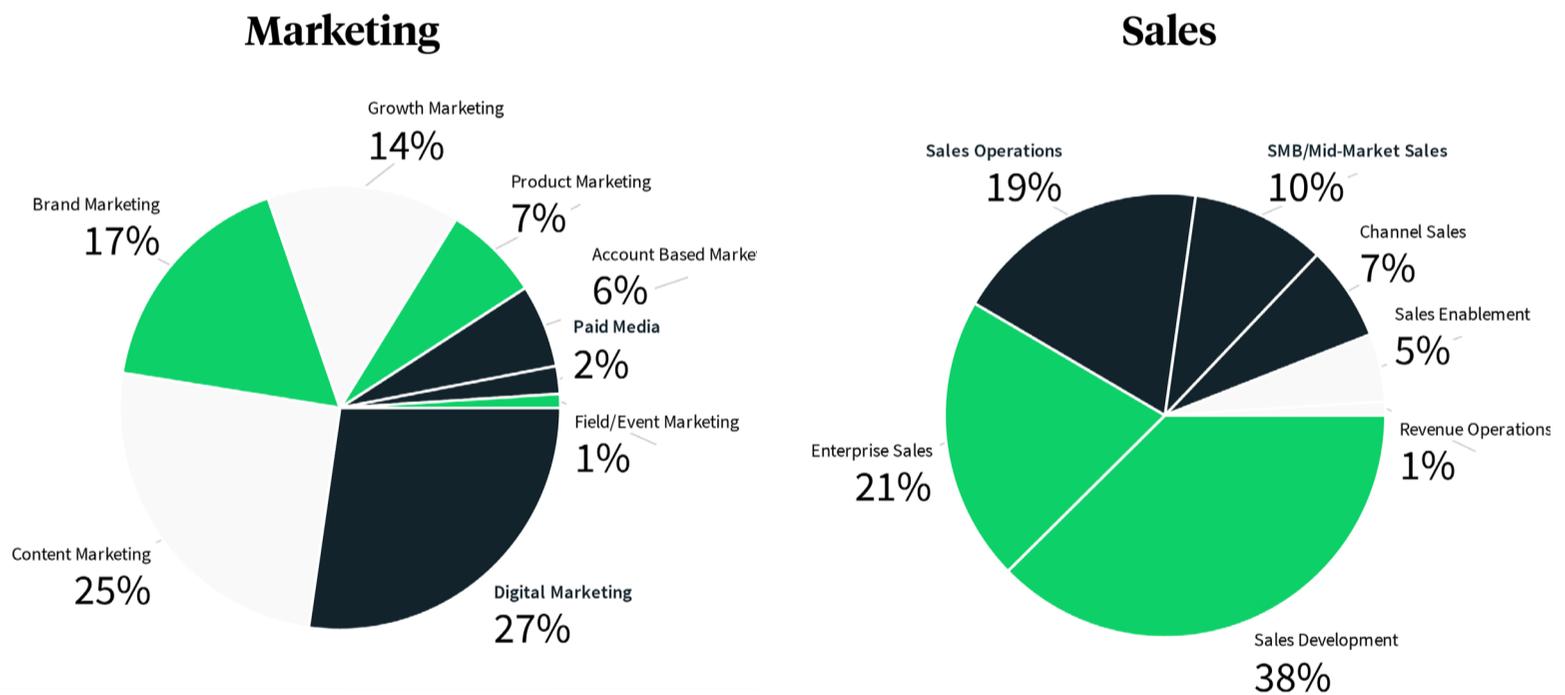
 Send juice

Data Methodology

The Juice is the content curation platform for B2B marketing and sales professionals, and the distribution channel for brands who want to reach them. The Juice has the largest library of sales and

marketing resources on the planet. We've analyzed the interactions of our 15,000+ members to better understand how they're interacting with branded podcasts on The Juice.

AUDIENCE MAKE UP BY ROLE



We used platform engagement data to track interactions with podcasts on The Juice.

This means:

- Tracking engagement and actions with all of the podcast content on The Juice platform
- Calculated things like bookmarking, favoriting, and sharing
- Data is filtered by media type and data used here is specifically for any member on The Juice

The podcast data on The Juice is proprietary and impossible to replicate based on the member make up and branded podcasts distributed on the platform.

This presents the reader with a unique opportunity to get a bird's eye view of how sales and marketing professionals on The Juice are engaging with podcast content.

We want to thank our friends at CoHost and Quill for their collaboration and sponsorship of *The State of the B2B Podcast Listener*.

CoHost

CoHost is a podcast analytics, hosting, and audience insights platform. We help global brands and creators distribute, grow, and measure their podcasts and their impact.



Quill is an award-winning production agency specializing in corporate podcasts. We work with global brands like Expedia, PwC, McKinsey & Co., Amdocs, and many more to bring their podcast strategies to life.

From the **Quill & CoHost Team**

When we think of B2B interactions, we often envision formal boardroom meetings, extensive whitepapers, and crafted webinars. Podcasts, however, offer a bridge between brands and their audience, fostering genuine connections.

In an era where the line between professional and personal is increasingly blurred, podcasts humanize B2B conversations, making them relatable, accessible, and engaging.

Furthermore, the unique nature of audio paves the way for passive consumption. As busy professionals multitask, podcasts seamlessly integrate into their

daily routines. This constant touchpoint enhances brand recall, establishes authority, and positions brands as leaders in their space.

Leveraging data from their platform, we're thrilled to partner with The Juice on *The State of the B2B Podcast Listener* to delve into what listeners are resonating with and the opportunities for branded podcasts.

With its blend of storytelling, industry insights, and expert discussions, B2B podcasts are becoming a necessity for brands.

Top 10 Podcasts on The Juice

What makes for a podcast that listeners keep coming back to?

The top 10 most engaged podcasts on The Juice are a mix of marketing, sales, and customer-centric shows that have been consistent in creating new episodes and curating great guests. The top 10 most engaged podcasts were determined by the volume of episodes that received engagement by members of The Juice.



[Motion's Recorded Content](#)

Hosted by Ben Decowski



[Metadata's Demand Gen U](#)

hosted by Jason Widup & Mark Huber



[CaliberMind's Revenue Marketing Report](#)

Hosted by Camela Thompson



[HubSpot Podcast Network's My First Million](#)

Hosted by Sam Parr and Shaan Puri



[Sprout Social's Social Creatures](#)

Hosted by Cat Anderson



[Drift's Revenue Talks](#)

Hosted by Justin Keller



[Salesloft's Hey Sales People!](#)

Hosted by Jenna Sacks



[Animalz's Content Marketing Podcast](#)

Hosted by Ryan Law and Devin Bramhall



[Customer Camp's Customer Show](#)

Hosted by Katelyn Bourgoin



[Dooly's The Revenue Playbook](#)

Hosted by Camille Trent

Great podcasts are not only a magnet for your brand, but can also be a gateway for all of the other content that you create and distribute.

We also analyzed follower data from brands on The Juice. There is a direct correlation between listeners' likelihood of following brands for all of their content if they produce a captivating podcast.

6 of the top 10 most engaged podcasts also reside in the top 40 most followed brands on The Juice. Sprout Social, Motion, and Animalz are in the top 20 of the most followed brands on The Juice. Consumers want to follow brands that they know and trust.

An additional lesson we learned from the highest performing branded podcasts is that great podcasts still perform even when the hosts move to other jobs. Great podcasts can be timeless and even outlast campaigns, brands, or team members.

Podcasts often serve as the "front porch" to the rest of a brand's content library. When a podcast is a listener's first touchpoint they are far more likely to explore additional content from this brand and creator.

Looking for new podcasts from hosts who are doing something new?

Check out these new podcasts that we're digging at The Juice:

- Don't Say Content hosted by Devin Bramhall and Margaret Kelsey
- Content Logistics hosted by Camille Trent

From the Quill & CoHost Team

When thinking about client shows at Quill or assisting users in the growth of their shows at CoHost, we find that the most important questions are: Who is your target audience and why would they want to listen to your show? When you understand the answers to these questions, it makes the creation of your show much easier.

For many of these podcasts listed above, we can assume that for their target au-

dience, education is a primary goal for them. They want to press play on your podcast and learn something that they can implement into their jobs.

That's why we see all of the podcasts being an interview or discussion-style show where the host can bring on a credible guest to share their insights and experience for listeners to learn from (or for Demand Gen U, have a discussion between hosts).

Top 10 Podcast Episodes on The Juice

B2B podcast listeners appreciate actionable episode titles, recognizable guests, and positioning that makes them feel like that episode you're dropping is for them. We analyzed the top 100 podcast episodes on The Juice to uncover key insights. We're highlighting the top 10 podcast episodes that are leading the way when it comes to engagement on The Juice.



Metadata

[BUILDING YOUR 2023 MARKETING PLAN](#)

Jason Widup and Mark Huber

Mark and Jason explain the benefits of involving other teams, planning objective key results and why planning your whole year is impossible.



HubSpot Podcast Network

[HOW CONTENT CREATORS MAKE MILLIONS](#)

Shaan Puri and Sam Parr

Shaan Puri and Sam Parr talk about how easy it is for content creators to make millions, trademark scams, and more.



Alyce

[HOW TO BECOME A CMO WITH SANGRAM VAJRE](#)

MK Getler-Porizkova

In this episode of Office Hours, MK meets with Sangram Vajre to dig into what it takes to land a spot among the few as CMO.



Buffer

[7 PSYCHOLOGY FACTS THAT ALL SOCIAL MEDIA MARKETERS SHOULD KNOW](#)

Hailley Griffis

A deep dive into 7 psychology facts that all social media marketers should know and how you can apply them to everything from content and customer support to strategy and execution.



Better Product

[PRODUCT MARKETING SERIES | HOW DOES PRODUCT MARKETING DIFFER FROM TRADITIONAL MARKETING?](#) Christian Beck

In the first episode of our new series on Product Marketing, we talked to some key players in the industry to answer the most obvious question: What is product marketing?



Chili Piper

[HOW AHREFS GREW TO \\$40M+ ARR BY DITCHING CONVENTIONAL MARKETING WISDOM WITH TIM SOULO](#) Emil Shour

Tim Soulo (CMO @ Ahrefs) breaks down how Ahrefs ignores the conventional wisdom about marketing, and how it helped them grow to over \$40m ARR with a 5 person marketing team.



Customer Camp

[HOW TO FIND WHERE YOUR CUSTOMERS ARE HANGING OUT ONLINE WITH RAND FISHKIN](#) Katelyn Bourgoin

The rise of independent content creators has fragmented consumer attention. To get in front of your ideal customers, you're going to have to know where they spend their time online.



SalesLoft

[SECRETS OF SUCCESS AMONG THE TOP 1% SELLERS WITH SCOTT INGRAM](#) Jeremey Donovan

On this episode of Hey Salespeople, Scott Ingram of Sales Success Media talks about what it takes to be the top 1% of sales professionals.



Correlated

[HOW TO USE FREEMIUM PRODUCTS TO GAIN PAYING CUSTOMERS | DAVID ROSTAN, REVENUE AT STONLY; EX-CALENDLY](#) Breezy Beaumont

93% of B2B buyers say they'd rather buy directly from a website than a sales representative. But kicking off your product led strategy comes with a range of challenges: How much do you offer for free? How do you determine a pricing strategy?



The Anonymous Marketer

[SKILLS TO HELP A MARKETING MANAGER QUALIFY FOR A HIGHER ROLE WITH RYAN NAROD](#) Nick Bennett

In this episode of The Anonymous Marketer, Nick and Ryan explore questions about career growth and the challenges of moving from a small organization to a larger one.

Top 100 Podcast Episodes on The Juice (All Time)

There were three primary trends based on the data set. Although each of these trends are not exclusive to every episode that we have listed, we can begin to make inferences on the types of attributes that B2B podcast listeners are attracted to when looking for something new to listen to.

“ A compelling podcast episode merges subject knowledge with audience insight. Yes, it’s about crafting a story that resonates, ensuring clarity in its title, description, and CTA, and promoting it effectively. But at its core, it’s about having a deep understanding of who your audience is. What do they want to take

away from the podcasts they listen to? What are the questions they might have about their industry or jobs? How will you make them better at the end of the episode? Once this is nailed down, you can provide value and engagement that truly speaks to the listener and makes for a great episode.”

Alison Osborne

VP of Marketing at Quill and CoHost

| | TITLE | BRAND |
|----|---|--------------------------|
| 1 | Building Your 2023 Marketing Plan | Metadata |
| 2 | How Content Creators Make Millions | HubSpot |
| 3 | How to Become a CMO with Sangram Vajre | Alyce |
| 4 | 7 Psychology Facts That All Social Media Marketers Should Know | Buffer |
| 5 | Product Marketing Series How Does Product Marketing Differ from Traditional Marketing? | Better Product Community |
| 6 | How Ahrefs Grew to \$40m+ ARR by Ditching Conventional Marketing Wisdom with Tim Soulo | Chili Piper |
| 7 | How To Find Where Your Customers Are Hanging Out Online with Rand Fishkin | Customer Camp |
| 8 | Secrets of Success Among the Top 1% Sellers with Scott Ingram | SalesLoft |
| 9 | How to Use Freemium Products to Gain Paying Customers David Rostan, Revenue at Stonly; Ex-Calendly Correlated Podcast | Correlated |
| 10 | Sell more and sell better in 2021 | Gong |
| 11 | How To Write Emails That Customers Love Opening with Val Geisler | Customer Camp |
| 12 | How B2B Brands Can Stand Out on LinkedIn | Metadata |
| 13 | Content Curation with Jonathan Gandolf | Userlist |
| 14 | Marketing Campaign Planning (The Good, The Bad, and The Ugly) | Metadata |
| 15 | HubSpot's CCO on Go-to-Market Success, Redefining Growth, and Doing the Right Thing | OpenView |
| 16 | The Hidden Storytelling Approach | MarketMuse |
| 17 | The Anonymous Marketer: Skills to help a Marketing Manager qualify for a higher role with Ryan Narod on Apple Podcasts | Motion |
| 18 | Product-Led Content & Thinking Like a Strategist with Dr. Fio Dossetto Episode 59 | Animalz |
| 19 | How Marketers Can Run Successful Side Hustles With John Bonini From Databox and Some Good Content [AMP 225] | Coschedule |
| 20 | RateMyPitch January 2022 | LeadIQ |
| 21 | Changing the Narrative with Comparison Pages | Metadata |
| 22 | B2B Marketing Trends for the Rest of 2022 | Metadata |
| 23 | The Animalz Principles of Quality Episode 51 | Animalz |
| 24 | Turning Sales Objections Into Marketing Content | Metadata |
| 25 | Why a podcast can work for any stage of your company's growth with Tristan Pelligrino | Motion |
| 26 | Disruptive, playful, successful: Ryanair's social media marketing | Sprout Social |
| 27 | Prioritizing Customer Retention as a Marketing Team | Metadata |
| 28 | Enabling Sellers Through Impactful Leadership with George Mogannam | SalesLoft |
| 29 | Doubling Email Subscribers In 1 Month (w/ Camille Trent) | Databox |
| 30 | SaaS Content Strategies: Quick Wins and Long-Term Plays | MarketMuse |
| 31 | Reset your personal brand for career growth [podcast] | Uberflip |
| 32 | Workfluencer Marketing: Where personal meets the professional Social Creatures Podcast | Sprout Social |
| 33 | Emotional marketing with Innocent: Balancing humour, purpose and profit | Sprout Social |
| 34 | Building a template library that drives over 30% of acquisition with Hiba Amin | Motion |
| 35 | How to recession-proof your marketing with owned content featuring Anthony Kennada | Motion |
| 36 | Building a Community: An Intro to Community Ops | CaliberMind |
| 37 | Shifting from a funnel to a flywheel with Yamini Rangan, CEO, Hubspot | Gong |
| 38 | Recording Your Podcast Episode in Person with Rob Ruscher | Motion |
| 39 | Adjusting and Refocusing Your Marketing Strategy | Metadata |
| 40 | How SalesLoft's Head of Sales Builds Great Leaders - Terminus Site | Terminus |
| 41 | Brand Strategy, Process, & Framework Explained by a Brand Strategist (Branding) My First Million | HubSpot |
| 42 | The 15 Best Sales Podcasts for Any Sales Pro to Grow (and Thrive!) | BombBomb |
| 43 | Creating Laser-Focused Audiences for Your Campaigns | Metadata |
| 44 | Is That a Content Strategy or a Content Plan? Episode 38 | Animalz |
| 45 | How to gather, organize, and use reviews in your conversion copy | Motion |
| 46 | Getting over 1 million YouTube views with a small & scrappy team featuring Ali Schwanke | Motion |
| 47 | Building social community through customer-centric marketing with Riley | Sprout Social |
| 48 | The State of Generative AI | MarketMuse |
| 49 | Learning how audience research makes your marketing team more sustainable with Amanda Natividad | Motion |
| 50 | Are You Over-Investing in MarTech? | CaliberMind |

| | TITLE | BRAND |
|-----|---|-------------------|
| 51 | How to humanize yourself as a sales leader | Gong |
| 52 | How to Recession-Proof Your Messaging in a Down Economy | Metadata |
| 53 | Content Strategy for Early Stage Companies with Amanda Natividad | Motion |
| 54 | How to tackle internet trolling with FIFPRO | Sprout Social |
| 55 | How content decay delays business growth with Nate Turner | Motion |
| 56 | Positioning and Messaging: How to Unlock Accelerated Growth | CaliberMind |
| 57 | Planning Your B2B Social Media Strategy | CaliberMind |
| 58 | Empowerment as Leadership Philosophy with Catie Ivey | SalesLoft |
| 59 | Creatives vs. Marketers: Can't We All Just Get Along? | Metadata |
| 60 | Do You Really Need a B2B Funnel? | CaliberMind |
| 61 | Why Trust in Marketing Matters: A Sales Executive Viewpoint | CaliberMind |
| 62 | 3 interview techniques I learned from my favorite comedian with Tristan Pelligrino | Motion |
| 63 | Content-Market Fit: How to create the right content strategy for your GTM | Motion |
| 64 | How to Make Maximum Impact With Minimal Budget Through The Power of the Press Release With Mickie Kennedy | Coschedule |
| 65 | Humans of SaaS: Give Before You Take (with Lloyed Lobo, Co-Founder and President of Boast.AI) on Apple Podcasts | Catalyst |
| 66 | Ultraviolet Keynote Sessions: Angela Duckworth | Lev |
| 67 | How To Create A B2B Content Strategy For YouTube | Simple Strat |
| 68 | Steph Smith: Jobs of the Future, Fractional Real Estate, Mouth Tape and More | HubSpot |
| 69 | Category Creation: How to Build a Movement | Metadata |
| 70 | The benefits of podcasting when starting a new marketing role with Tristan Pelligrino | Motion |
| 71 | Our 5 Favorite Quotes About Pitch Decks from the Founders Forward | Visible |
| 72 | Innovation Series: What's Possible in Marketing Cloud? | Lev |
| 73 | Why and How B2B Marketing Leaders Are Investing in Content The Digital Advantage | Bynder |
| 74 | How to Build an Effective Local SEO Strategy | MarketMuse |
| 75 | 7 Reasons Organic Traffic Isn't Driving Conversions | Ten Speed |
| 76 | Marketing at a Big Enterprise vs. a High Growth Startup | Metadata |
| 77 | Are we back in 2019? | HubSpot |
| 78 | Make Your Business Stand The F*ck Out with Louis Grenier | Customer Camp |
| 79 | B2B Marketing Playbooks, Trashing Lead Gen, and Cracking The Code Edward Ford @ Supermetrics | Chili Piper |
| 80 | Speakeasy Business: How to Build Your Brand Without Social Media (Unthinkable #205) | Unthinkable Media |
| 81 | What Epic Thought Leadership Content Looks Like with Steffen Hedebrandt on Apple Podcasts | Motion |
| 82 | The Ultimate HubSpot CRM Demo - Updated for 2023 | HubSpot Hacks |
| 83 | B2B Content & Social Media Strategy with Ross Simmonds (Founder & CEO at Foundation) | Drift |
| 84 | #342 - Website Trends for Small Businesses in 2023 with Kali Edwards | HubSpot |
| 85 | Demystifying Account-Based Marketing in Outbound | CaliberMind |
| 86 | The State of B2B Marketing 2022: Lessons from B2B Marketing Ignite USA - Umault - B2B video ad agency | Umault |
| 87 | How to Nail Your Campaign Audience Targeting | Metadata |
| 88 | ByteDance Conquers the World | HubSpot |
| 89 | #291 - How to Hire Employees for Your Business | HubSpot |
| 90 | A Beginner's Guide to Newsletters - Cuppa Press | Paperflite |
| 91 | Bootstrapping a Beauty Brand with Aishetu Dozie, CEO of Bossy | Visible |
| 92 | Episode 12: Sahil Mansuri and Kamal Ahluwalia | Metadata |
| 93 | Maximize marketing with SXSW | Sprout Social |
| 94 | Behind the Scenes: Creating a show to help you look great on camera with Justin Brown & Tristan Pelligrino | Motion |
| 95 | Holly Chen Shares What to Do in the First 90 Days of a New Job | Metadata |
| 96 | How to Create Demand with Existing Customers | Metadata |
| 97 | How To Build Your Content Strategy From Scratch? | Demandbase |
| 98 | Is Precision Marketing the next phase of ABM? | Demandbase |
| 99 | Starting Your Own Growth Marketing Agency (with Annie Mosbacher, Co-founder & Chief Strategy Officer at Decoded Strategies) | Drift |
| 100 | Notion's Marketing Secrets for Small Teams with Big Dreams | OpenView |

What Do Listeners Want from Branded Podcasts?

ACTIONABLE HEADLINES



Podcast Episode

How to Keep Your Creativity Alive When Everything Tries to Kill It with Lindsay McGuire of Goldcast

MODERN DAY MARKETER

The modern day B2B podcast listener gravitates toward podcast episode titles that inspire action. 58% of the episode titles in the top 100 most engaged podcasts on The Juice include the phrase “How to”, and have action words like “building”, “changing”, “turning”. Podcast listeners want to make sure that before they commit to a 30-minute or more episode they’ll leave with something tangible. 70% of the top 10 most engaged podcast episodes on The Juice include an actionable word or phrase in their episode title.

GUESTS MATTER



Podcast Episode

How to Become a CMO with Sangram Vajre

OFFICE HOURS: WHERE B2B SALES AND MARKETING LEARNING HAPPENS

People want to learn from people. More specifically, people want to learn from people who they feel like they know. Enter the power of hosting guests on your podcast! When analyzing the top 100 episodes on The Juice 48% of those episodes included a guest outside of the brand hosting the podcast. Also, 60% of the top 10 highest performing podcast episodes featured a guest. The topic for which the podcast looks to explore will always be the force to attract new podcast listeners, but curating amazing guests is a close second.

JOB FUNCTION CALL OUT



Podcast Episode

Building Your 2023 Marketing Plan

DEMAND GEN U

33% of the top 100 most engaged podcasts had either “marketing” or “sales” in the episode title. B2B podcast listeners identify with their individual function and gravitate towards podcasts that specifically call it out. It’s easy to see why Metadata’s episode on Building Your 2023 Marketing Plan not only resonated with marketers on The Juice, but took the top spot.

Top 10 Podcast Episode Topics on The Juice

It's really challenging to separate the signal from the noise when it comes to finding the right podcast. We believe that analyzing podcast data by topic can give you a more focused view into the primary areas of interest for B2B podcast listeners. We analyzed 50 podcast topics on The Juice and broke the data set down into the top 10 highest performing categories for podcast listeners. The result was a healthy mix of both marketing and sales podcast topics that are resonating with members on The Juice.

- | | |
|---|--|
| 1 Content Strategy (37%) | 6 Growth Marketing Tactic (4%) |
| 2 Content Distribution (25%) | 7 Podcast Marketing (2%) |
| 3 Cold Email (8%) | 8 Content Marketing (2%) |
| 4 Prospecting (7%) | 9 Sales Staffing (1%) |
| 5 Social Media Marketing (6%) | 10 Marketing Privacy (1%) |

The remaining 40 topics analyzed make up roughly 7% of the most engaged podcast topics on The Juice.

Who says B2B marketing should be shifting focus away from content marketing? Podcast listeners are gravitating to podcast topics that have to do with content strategy and the distribution around it. We talk a lot about content distribution at The Juice and it's awesome to see members using podcasts as a medium to get off the content hamster wheel.

It's not just about marketing topics either. We're seeing strong performance with sales topics, too. Cold email, prospecting, and sales staffing related podcasts are performing exceptionally well. Sales pros are taking to podcasts as a way to refine their strategies and craft messages that are going to resonate with their next customer.

“Too often as content creators, we get lost in the new, shiny objects. What are the hottest trends, the biggest thought leader topics, and loudest buzz?!

What we continue to find is that the B2B audience doesn't actually want those topics. They want topics that will help them be better at their job. So often, when we're consuming branded content

it's to better understand and better perform ... the basics. Notably missing from the list above is artificial intelligence, web3, and other new trends.

When you're creating your podcast, be sure that the content is actually helpful and actionable. That's what your listener wants.”

Jonathan Gandolf

CEO of The Juice 

Asking the AI Machines What They Think About the B2B Podcast Listener

You can't create a report in 2023 without asking AI for some help? We asked our good friends at Copy.ai "What can you tell me about the state of the B2B podcast listener?" and here's what we learned:

Based on the information available, the state of the B2B podcast listener is showing positive trends and growth. Here are some key points:

Global Adoption

The adoption of podcasts is increasing globally, with millions of active podcast listeners predicted in the U.S. alone^[1]. This indicates a growing interest in consuming podcasts as a form of content.

→ **Changing Listener** ← **Demographics and Habits**

The popularity of podcasts is still on the rise, with a significant number of new listeners joining the space in the past year^[3]. This suggests that the listener base is expanding and diversifying.

Podcast Consumption Habits

B2B podcast lengths can vary, ranging from 20 minutes to 90 minutes or more^[1]. The length of the podcast is not as important as the value it provides to the listeners. Additionally, B2B podcasts may prioritize aligning their ROI objectives with other content marketing avenues, such as growing their business^[1].

Market Growth

The podcast industry is projected to continue its growth, with estimates suggesting it will be a multi-billion dollar industry by 2028^[4]. This growth indicates the potential for B2B podcasters to engage with a large and expanding audience.

These trends suggest that B2B podcasts have the potential to be an effective marketing tool, reaching a wider audience and generating business growth. As the popularity of podcasts continues to rise, it's important for businesses to consider incorporating podcasting into their marketing strategies.

Please note that the information provided is based on the sources available, and it's always useful to consult more research and industry reports for a comprehensive understanding of the B2B podcast listener landscape.

Sources:

1. [Demand Sage: 49 Podcast Statistics That Really Matter](#)
2. [TopRankBlog: 2022 Essential Podcasting Trends for B2B Marketers](#)
3. [TheB2BHouse: Podcast Statistics, Data & Trends – 2023 Update](#)

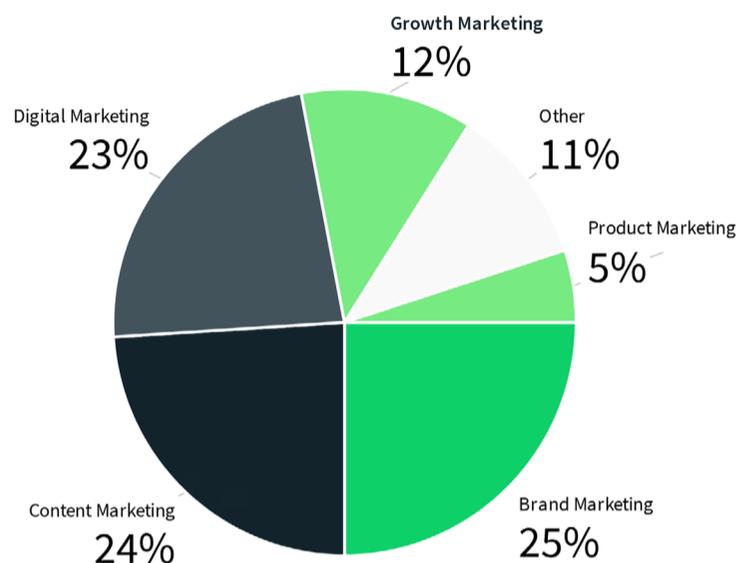
4. [Lower Street: B2B Podcasting: Benefits, Best Practices and Statistics](#)
5. [Insider Intelligence: Podcast Industry Report: Market Growth & Statistics in 2022](#)

Additional Resource: [Check out the Podcast Landscape from CoHost and Sounds Profitable](#)

Top Job Functions: Podcasts Are a Preferred Medium for Marketers

Unsurprisingly, the individuals who spend the most time creating content are also the highest consumers of podcast content. Content marketers are the most active and engaged podcast listeners on The Juice. Interestingly enough, the top 5 job functions that consume podcast content are all marketing roles.

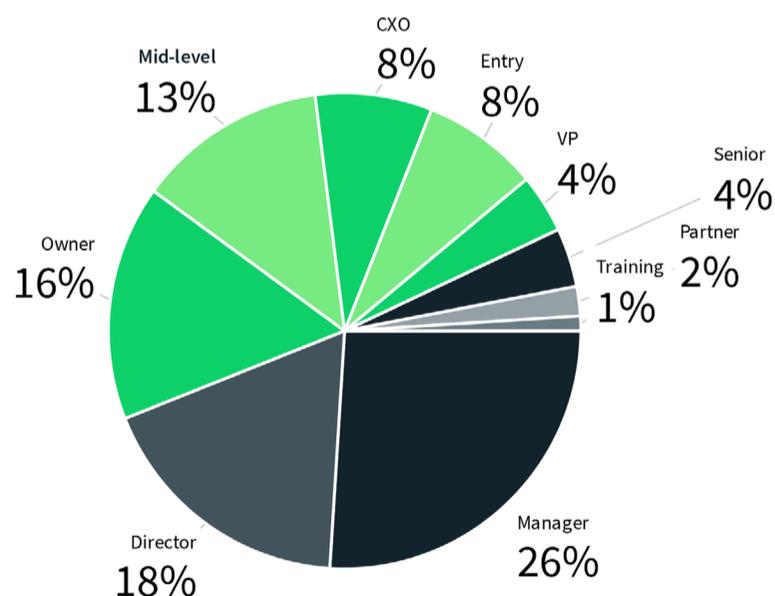
Other roles include: Account Based Marketing, Sales Development, Enterprise Sales, Sales Operations, Paid Media, Field/Event Marketing, SMB/Mid-Market Sales, and Information Technology



Top Job Levels: Podcasts Are a Preferred Medium for Decision-Makers

I'll never forget my first run in management. I had absolutely no idea what I was doing and could use all the help that I could get. It was a lot of trial by fire and learning along the way.

Podcasts have become a critical source of information for managers who are learning on the fly. Managers are consuming podcast content at the highest rate. Great podcasts take a consultative approach and give away information that would take years to obtain on your own. Today, managers have the ability to pop in the AirPods on lunch break and gather some lessons that they can take back to their day-to-day work.



Conclusion

We hope that The State of the B2B Podcast Listener gets you to think differently about the podcast that you're currently hosting or the podcast that you're planning to launch. It's common for show hosts to feel like an island when they are constantly creating and dropping new episodes.

We all ask ourselves questions like: "Are the right people listening? Is the message resonating with anyone? Are people coming back for more?" The Juice believes that sharing listener habits and trends can help us better answer some of those questions along the way.

Here are the primary takeaways after digging through the data and writing this report:



Podcast listeners are likely to find podcasts in the places that they're already going for content.

Distribution is everything and in order to make sure your content investment is being heard you need to make sure it's available in the right channels. (enter shameless plug for The Juice and CoHost if possible!)

Actionable headlines can make or break your podcast.

It's marketing 101, but still holds true with podcasts. Make sure you're going the extra mile to create actionable episode titles.

Great podcasts can be a gateway to the rest of your content.

Committing to a podcast episode is one of the highest levels a listener can reach with your brand. If they dig your podcast there's a strong chance they will follow your brand for the long haul.

Podcast listeners want you to be just as much in the curation business as the creation business.

Facilitating great guests on a consistent basis can help your podcast gain exposure in places that you might not be expecting.

Niche down to specific job functions in your episodes.

Podcast listeners want episodes to be tailored for their role and function. Positioning to fewer, but higher quality listeners is always a good decision.

The final and arguably most important insight that we can leave you with is to always consider the wants, needs, motivations, and desires of your listeners. Podcast consumers turn to branded episodes to get educated and be

entertained. The more you can lean into specific topics and answer questions that are on the minds of your listeners the more great things will result from your podcast.

Want More From **The** **Juice?**

📌 [Join The Juice](#) for access to the largest library of marketing and sales resources that's curated for you

📌 Subscribe to Modern Day Marketer [on Apple](#) or [Spotify](#)

📌 Subscribe to the [Modern Day Marketer newsletter](#)

Grow your B2B business with branded podcasts.

[Chat with the Quill](#) team to learn more about launching and marketing your branded podcast.

Already podcasting? [Get a demo of CoHost](#) to gain deeper insights into who your audience is and what content resonates with them.

[Subscribe to The Branded Podcaster](#) to get the latest news, trends, and tips on branded podcasts.

**Share this report with a coworker AND
give them \$10 worth of actual juice 📌**

Scan the QR code or click this link: [Give your coworker juice!](#)



 Send juice