



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
February 6th 2019: Hear and Now: Audio
Content in Digital Marketing

The buzz: Podcasts aren't a bubble, they're a boom—and that boom is only getting louder” (Miranda Katz). In the midst of our current digital renaissance, with breakthrough technologies maturing, an old-school yet cutting-edge marketing tactic is resurging: audio. From podcasts to audio whitepapers, apps to smart speakers, the world of sound is immediate, portable, affordable, customizable, and wherever you go. The experts speak. Pam Didner, Consultant and Author: “Keep it simple stupid” (Kelly Johnson). Kenneth Kinney, AI Media Group: “Yesterday is history. Tomorrow is a mystery. Today is a

[Read more](#)

 [DOWNLOAD PDF](#)

 [GET CODE](#)

Featured Guests



Pam Didner
Pam Didner is a B2B marketing consultant, writer, speaker, and author of 2 books: Global Content Marketing and Effective Sales Enablement.
[Read more](#)



Kenneth (Shark) Kinney
Kenneth Shark Kinney is a highly accomplished and creative datadriven marketer, growth executive, and nationallyrenowned consultant and speaker.
[Read more](#)



Ginger Shimp
An award-winning marketer with 25+ years' B2B experience, Ginger Shimp is a Senior Marketing Director for SAP, a multinational corporation that makes enterprise software to manage business operations and customer relations.
[Read more](#)



Jeff Janiszewski
An award-winning and passionate marketer with over two decades of real-world marketing experience working for small, mid-market companies, Jeff Janiszewski is a Marketing Director for SAP, a multinational corporation that makes enterprise software to manage business operations and customer relations.
[Read more](#)

Share This Episode

 [Share On Facebook](#)

 [Share On Twitter](#)

 [Share On LinkedIn](#)

Connect with VoiceAmerica

Download our mobile apps

 Available on the App Store

 Get it on Google play

 Download for kindle











Read what our hosts are writing about.

