

Journal



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Symbolic Interaction in Podcasts as a Marketing Tool for Institutions and Businesses: An Analytical Study (*)

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Abstract

The study explored the role of podcasts as a marketing tool for institutions and businesses, focusing on content analysis and the impact of content quality on podcast success. It utilized a theoretical framework based on Symbolic Interaction Theory and GLAFT content strategy model to examine marketing podcast development.

A survey approach was used to analyze a sample from successful corporate marketing podcasts. Results showed consistency in episode production, and targeting specialized audiences. Promoted organizations spanned industries such as technology, real estate, restaurants, and solar energy, with varying exposure levels in episodes.

Content formats were dominated by conversational and storytelling styles, fostering emotional engagement and deeper audience understanding of marketing messages. Most messages were direct, aimed at increasing audience awareness and enhancing brand image, with extended messaging noted in programs like Business in Arabic and The Podcasters.

Social media, comments, and hashtags were leveraged to boost interaction, highlighting the significance of direct audience engagement in reinforcing messages. Corporate marketing strategies utilized symbols, language, and stakeholder perception shaping, with minimal emphasis on organizational culture-building strategies.

Episodes exhibited high audio quality and professional presentation, though music and sound effects were sparingly used. These findings underscore the importance of content quality and innovative strategies in podcast success.

Keywords: Corporate Podcasts, Branding - Corporate Communication - Podcast Marketing - Content Quality - Symbolic Interaction.

(*)The Paper was received on February 10, 2025, and accepted for publication on April 09, 2025.