



Introducing BrandStoryCasting™: Business Leaders Can Share B2B Stories via High-Quality, High-Fidelity Podcasts

Communication Strategy Group Debuts Service to Enable Business Brand Storytelling Anywhere, Anytime with a Simple Web-based Studio

HUNTINGTON, NY, US, October 15, 2020 /EINPresswire.com/ -- Huntington, NY – October 15, 2020 – Today there are more than one million active podcasts covering many topics of interest including the top five genres: Society & Culture, Business, Comedy, News & Politics, and Health. The popularity of podcasts relies on how simple it is to listen; just pop in your earbuds and listen via your smartphone wherever you are, whatever you're doing, and any time you want. Until now, the main challenge has been for entrepreneurs, agencies, associations, and business podcast producers to easily develop, record, produce, and distribute their own podcasts. BrandStoryCasting™ from Communication Strategy Group (<https://communicationstrategygroup.com>) debuts today to solve those challenges. BrandStoryCasting™ enables you to create and share your own high-quality, high-fidelity podcast with our affordable, [podcasting](#)-as-a-service web-based solution. More information for podcasters, agencies and associations is available at <https://BrandStoryCasting.com>



B2B Podcasting Made Easy at BrandStoryCasting.com



BrandStoryCasting: Podcasting-as-a-Service for B2B Podcasters

Now you can make a splash on a new product launch or build awareness for yourself and your organization without the need for an entire recording studio. You and your guests don't even



We are excited to introduce BrandStoryCasting to enable business podcasters, agencies, and associations a way to quickly and easily create their own podcasts and build new audiences."

Arthur Germain

need to be in the same location. BrandStoryCasting provides a simple three-step podcasting process:

1. Podcast Pre-Production – Our podcast audio producers help you decide on details about your podcast and we create an interesting podcast audio intro and outro with voiceover and music to use in your episodes.
2. Podcast Online Recording Studio – You and your guests join a private web-based studio to record your podcast episode. All you need is your computer.
3. Podcast Post-Production – Our podcast audio producers edit your podcast, add your intro and outro, and

distribute your podcast to multiple podcasting services. Then you can share your podcast on your website, through email, and on social media.

BrandStoryCasting also offers a [partner](#) program to allow qualified marketing agencies and business associations to offer podcasting to clients or members at a discounted rate. Please sign up on our Partner page to learn more about qualifying for this program at <https://BrandStoryCasting.com/Partners>

"We are excited to introduce BrandStoryCasting to enable business podcasters, as well as the agencies and associations that serve them, with a way to quickly and easily create their own podcasts and build new audiences," says Arthur Germain, Principal and Chief Brandteller at Communication Strategy Group.

BrandStoryCasting™ is a trademark of Communication Strategy Group

About Communication Strategy Group

Communication Strategy Group, an award-winning brand storytelling agency founded in 2005, helps clients develop brand stories that are remembered, repeated, and rewarded through a strategic Brandtelling® approach. We focus on building and supporting client communications to create strong, consistent messages and presentations that have the greatest impact. The Communication Strategy Group team is comprised of senior-level communications professionals who work directly on client accounts to achieve results. Our clients include both Fortune 1000 and growing companies in technology, manufacturing, media, and professional services industries. For more information, please call 1-631-239-6335 or visit us at <https://www.communicationstrategygroup.com/>.

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