

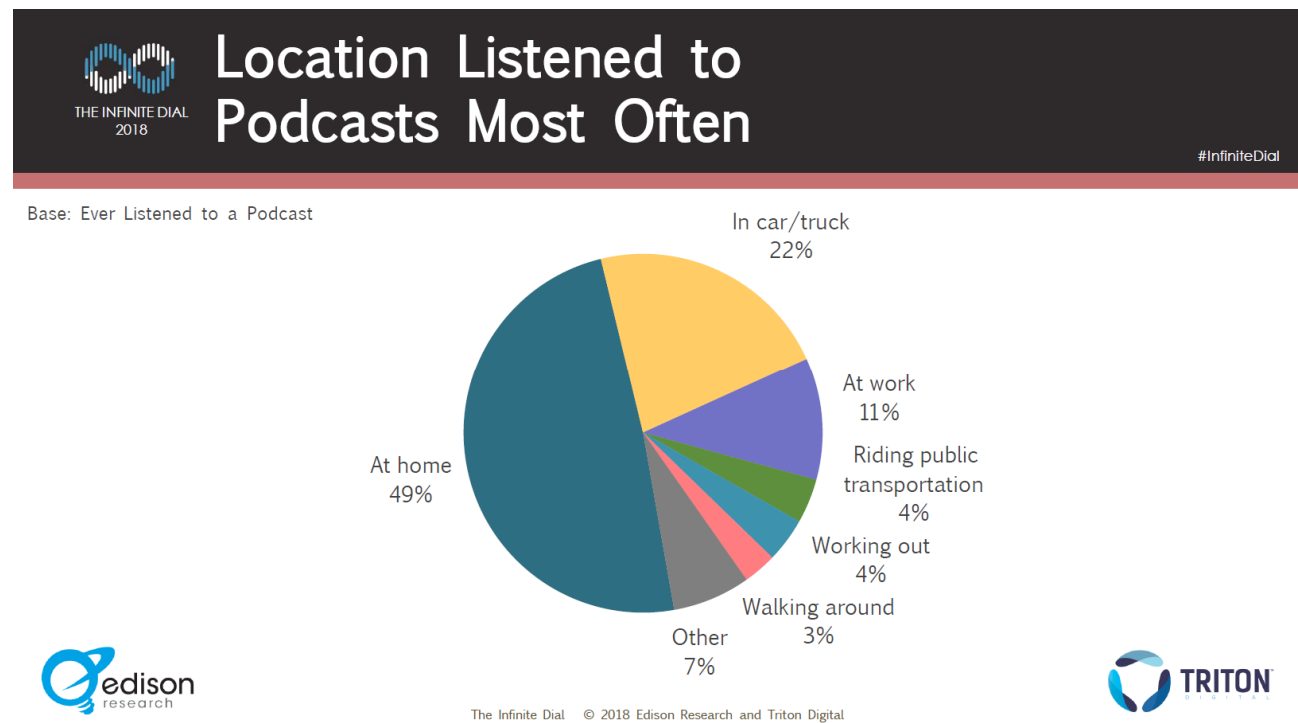


NRF[®] THE VOICE OF
RETAIL



Why a podcast?

Reach our audience



Tell Retail's Story





The Pilot – Could we make it work?

1. Earn stakeholder buy-in
2. Learn from feedback
3. Share with prospective guests and partners

Heads Up: Be ready for feedback.



The Pilot – What we learned

1. Our audience wanted to subscribe
2. Don't over script it – let the natural conversation happen
3. Don't assume you know what interests your audience

Don't forget: Use the feedback



RetailGetsReal.com
NRF.com



Topics & Guests – How do we pick them?

1. You can't force a topic of conversation
2. Guests don't work for you

Tell Retail's Story



Advocacy – How can a podcast support advocacy



Advocacy – How can a podcast support advocacy



shoeinshow.com
fdra.org



Logistics – How does it actually work for NRF?

- Record monthly on a single day and as needed
- Release weekly
- Use a vendor to audio correct, splice and dice and post episodes to platform for distribution
- Post to nrf.com
- Promote. Promote. Promote.
- Measure. Measure. Measure.

Listeners – How do you grow an audience?

- Find people who listen to podcasts
- Make it easy for guests to share
- Take advantage of SEO



Scott Galloway
@profgalloway

The future of retail — podcast w/
@KWMcBreen @NRFnews #retailgetsreal
[nrf.com/news/scott-gal ...](https://nrf.com/news/scott-gal)



Bluemercury
@bluemercury

Check out Founder #BarryBeck on
@NRFnews' new podcast about the future of
#retail! bit.ly/2sfgO8o #retailgetsreal
#bluemercury



PwC LLP
@PwC_LLP

Tune into @NRFNews' #RetailGetsReal
podcast to hear @ShannonSchuyler's
perspective on the business value of leading
with purpose, alongside @byAshleyStewart
CEO @iamjamesrhee:



Leading with passion: The values that saved Ashley Stewart
Episode 50 of Retail Gets Real: CEO James Rhee on how he
turned the company around.
nrf.com



Saje Wellness
@SajeWellness

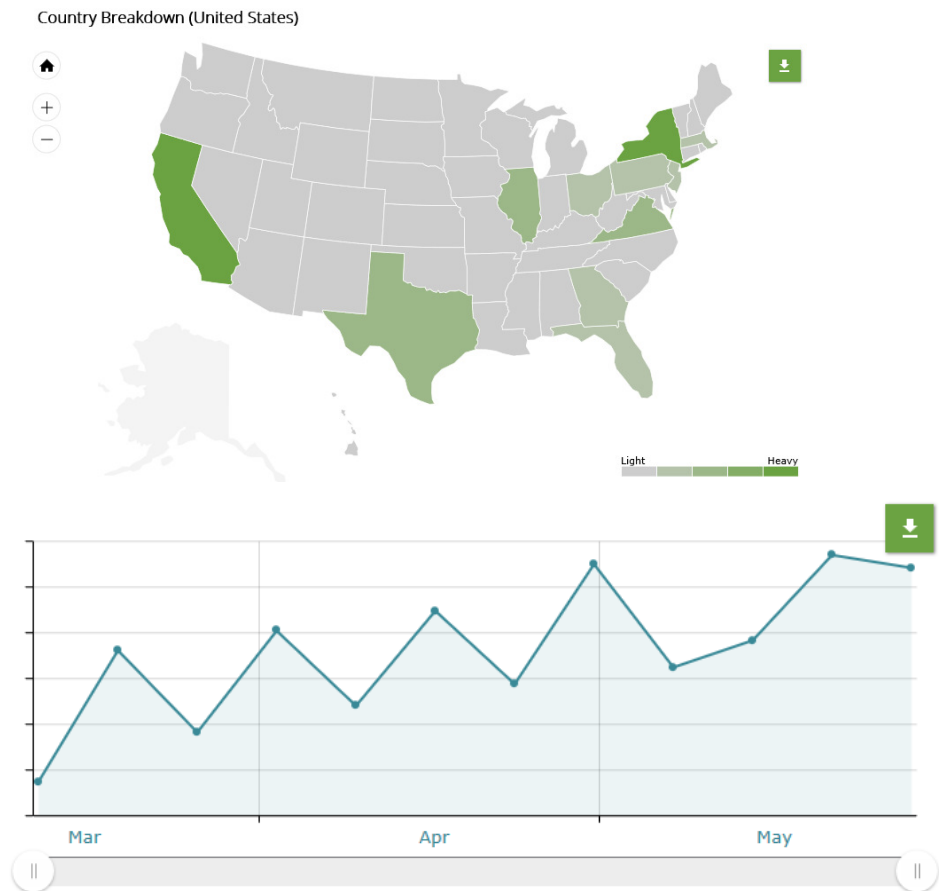
Saje CEO and co-founder Kate Ross LeBlanc
joins hosts Steve Barr and Ellen Davis on the
latest episode of the @NRFnews' podcast,
#RetailGetsReal. Listen now: bit.ly/2ob7rXs



Metrics – What does success look like?

Downloads/Listens by:

- Episode
- Day/Week/Month
- Platform
- Location



Metrics – What does success look like?

Episode Data:

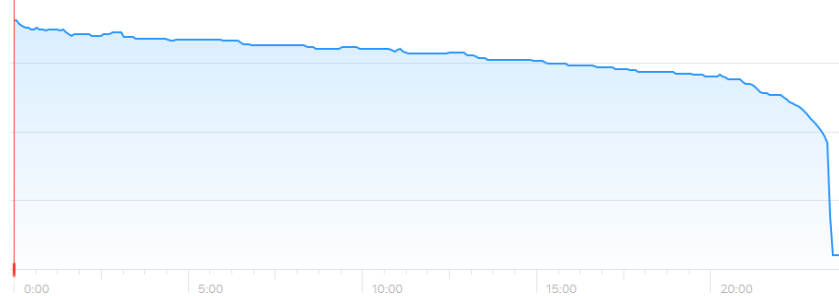
- Number of devices
- Total time listened
- Time per device
- Average consumption



Behind the curtain at
Retail's Big Show



How DSW stays a
step ahead



Retail Industry
Predictions for 2018



Metrics – What does success look like?

“... was just thinking about shannon, your and my podcast - it was smooth like butter.”



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Questions?