



NRF[®] THE VOICE OF
RETAIL

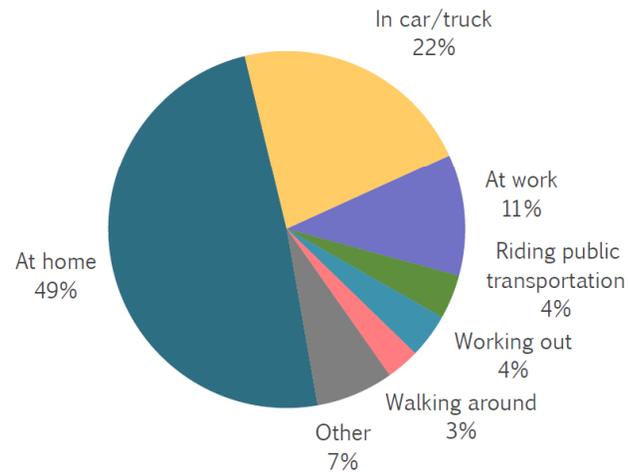


Why a podcast?

Reach our audience

 **Location Listened to Podcasts Most Often** #InfiniteDial

Base: Ever Listened to a Podcast



The Infinite Dial © 2018 Edison Research and Triton Digital





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 ...](http://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](#):



 **Saje Wellness** 
@SajeWellness 

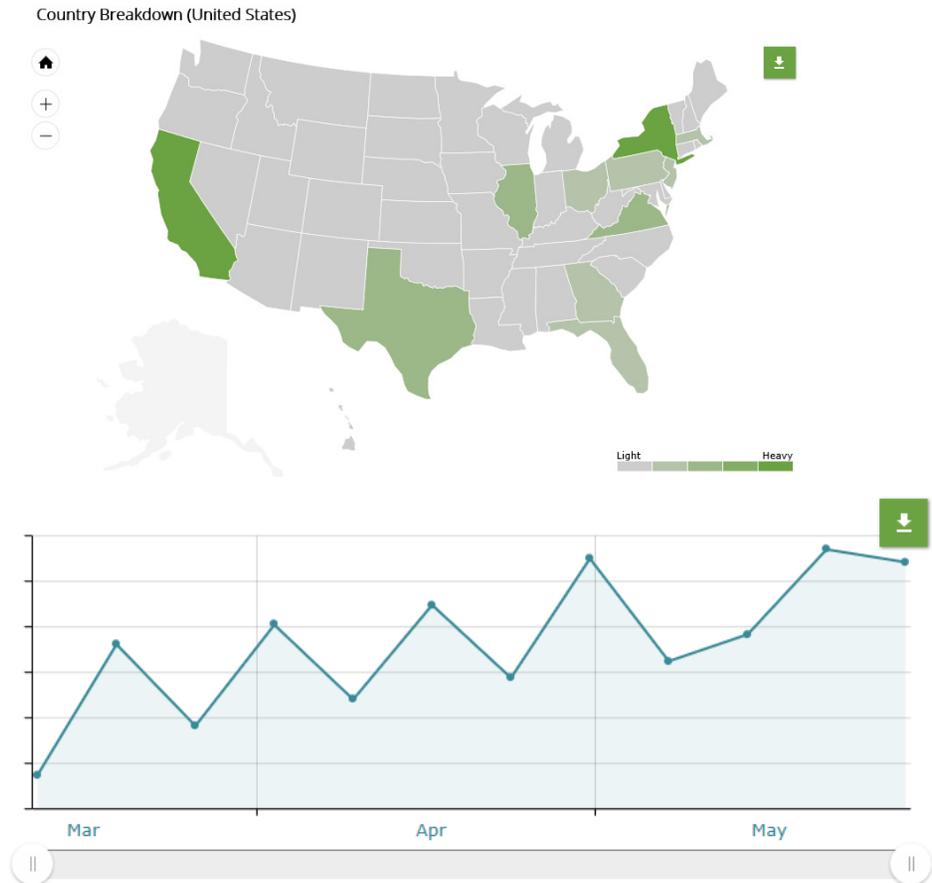
Saje CEO and co-founder Kate Ross LeBlanc joins hosts Steve Barr and Ellen Davis on the latest episode of the [@NRFnews](#)' podcast, [#RetailGetsReal](#). Listen now: bit.ly/2ob7rXs



Metrics – What does success look like?

Downloads/Listens by:

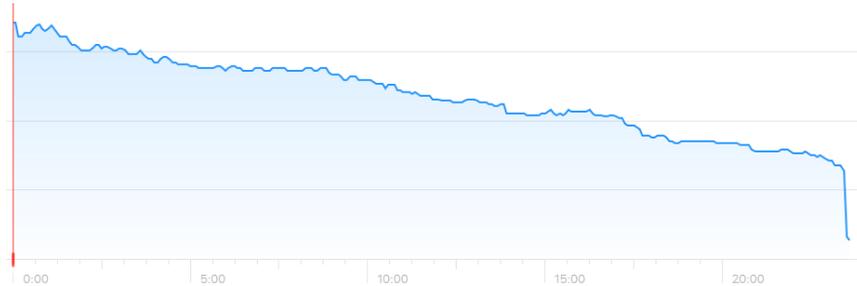
- Episode
- Day/Week/Month
- Platform
- Location



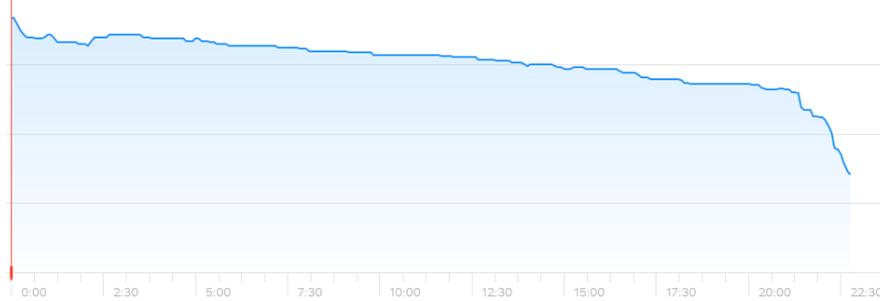
Metrics – What does success look like?

Episode Data:

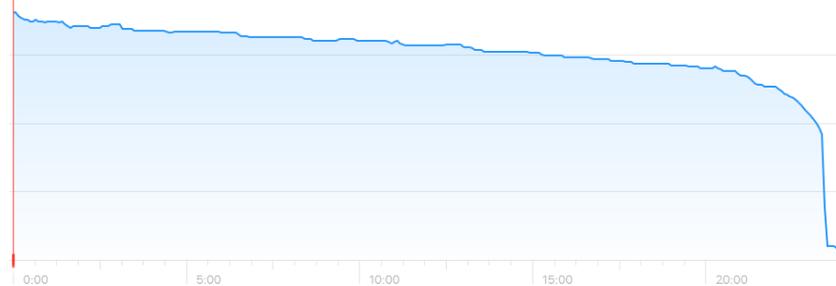
- Number of devices
- Total time listened
- Time per device
- Average consumption



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.”



Questions?

RetailGetsReal.com
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