

How PodReacher Helps Foundersuite Turn Its Interview Podcast Into Hit Articles (That Get Published on Big Name Websites Like TechCrunch)





“Working with PodReacher has been a worthwhile investment for us, especially as a startup trying to build credibility. It’s allowed us to get our brand out there in multiple formats, building trust with our audience.”

Nathan Beckord
Creator and Host
“How I Raised It” podcast

ABOUT

‘How I Raised It’

Foundersuite’s Nathan Beckord started the “How I Raised It” podcast in 2018.

As the founder of a software platform that helps startups raising capital, Nathan started the podcast to interview fellow startup founders and venture capitalists. He wanted to create a podcast to discuss the ins and outs of raising venture capital.

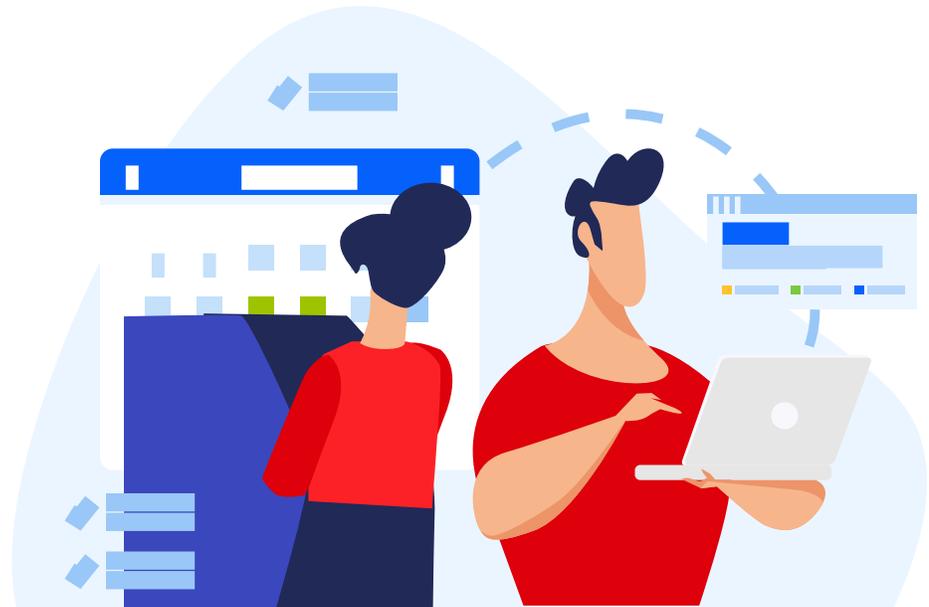
“It’s fun to have the opportunity to talk with the people behind all of these really interesting companies,” says Nathan, who hosts the podcast. “I learned more in my first year of interviewing founders on the podcast than I did from 12 years of doing the work of fundraising.”

What started out as a fun experiment blossomed into a top-of-funnel marketing tactic to drive interest and business to Foundersuite. As the podcast grew, Nathan knew he wanted to further expand its reach and started looking for ways to repurpose his podcast content into “multi-media gold.” That’s when he discovered PodReacher.



IN HIS OWN WORDS:

How PodReacher Helps ‘How I Raised It’ Create Content for Major Publications



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I know I may be a little biased as the host of the show, but I truly felt like the content we were putting out there with “How I Raised It” was pure gold, full of really insightful tips and tactics that could help growing startups raise capital.

It couldn't stay siloed.

I knew it needed to be available across multiple formats, not just within the podcast audio.

Life before PodReacher...



Before I started working with PodReacher, I would manually write up articles to go along with each podcast we produced, which would take forever. **I like to think of myself as a pretty skilled writer, but between trying to carve out time to write and actually getting it done, it was just far too slow of a process for us. We couldn't keep up.**

Then we experimented with automated transcription software, but the content produced by these services was extremely rough and not ready to be published. We had to actually pay another person on top of that, to take the transcript and edit it to be more readable.

While both options provided us with written content to support our episodes, they each presented their own unique challenges and, at the end of the day, we knew we could do better.



Enter: PodReacher



We began working with PodReacher less than a year after the podcast got started and it was immediately like night and day from where we began. PodReacher helps us take our raw audio and turn it into amazing articles we can use across multiple marketing platforms. We might use them as guest posts on other sites, post them to our own blog or publish them on Medium.

Being able to have high-quality content that gets published on other websites has been a huge added benefit for us. TechCrunch, which is a really big online publication within the startup community, has even picked up a few of our articles.

It lends credibility to our brand. One of the hardest parts about being a startup is no one really cares about you or trusts you until you've been around for awhile or if you can get your brand's name on a site like TechCrunch.



We've also seen a couple of our Medium posts go viral in the Entrepreneur's Handbook publication, which is insane to think about. One that comes to mind was a profile of a startup in Chicago called Cameo. Cameo

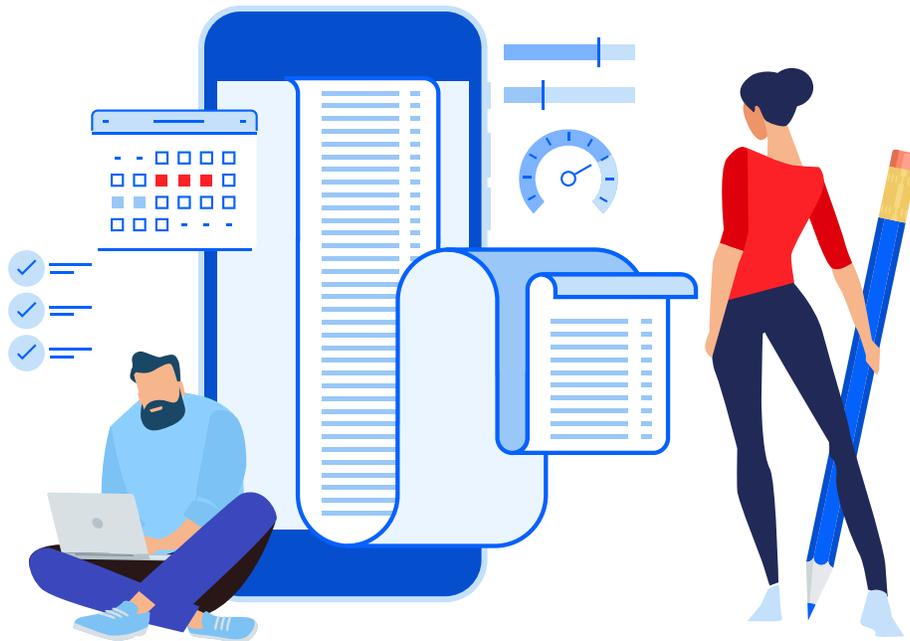
is an app that allows users to request personalized video messages from celebrities for a fee. After recording our podcast with the founders at Cameo, we used PodReacher to produce an article with the podcast content and it blew up, receiving more than 24,000 views. That week, we also saw an enormous amount of downloads of the podcast itself. It was definitely a homerun for us.

The volume of articles we're able to create has also dramatically increased since we began working with PodReacher. We're able to consistently crank out at least two articles per month and keep that momentum going. We never would have been able to do that previously, without hiring a full time writer.

“Frankly, the written content created by PodReacher is probably much more powerful and effective at generating results than the audio podcast itself. People love the podcast, but from a pure marketing perspective, the articles have much more of an impact.”

Nathan Beckord

Creator and Host
“How I Raised It” podcast



AT-A-GLANCE:

Working With PodReacher

What other benefits have you experienced by working with **PodReacher**?

It has been a huge time saver. Working with PodReacher means we can crank out content at a pretty healthy clip, whereas previously that was a huge limitation for us.

We also recently started working with PodReacher to create show notes for our podcasts, which is really nice and makes for a much richer experience for those visiting us online.



If you were to describe **PodReacher** to someone who is unfamiliar with the service, what would you say?



PodReacher takes your podcast and turns it into quality, reimagined and repurposed content.

What has your experience been like working with **PodReacher's** team?



The team at PodReacher is always super responsive to my questions. The onboarding process was really smooth. Overall, our experience has just been awesome.

What would you tell other podcasts considering working with **PodReacher**?



I would definitely tell them to give it a try! You can start off by signing up for just a few podcasts, maybe three or four, and see if you get the same results as we did. You may even be able to get better results.

Your podcast is a content goldmine. We help you leverage it to reach your target audience.

[Learn More](#)