

The Power of Podcasting: How GPAR Transformed Marketing and Membership Engagement

Client: The Greater Philadelphia Area of REALTORS®

Links: <https://www.youtube.com/@PhillyRealtors>

Project Details

Client Overview

The Greater Philadelphia Association of REALTORS® (GPAR) has been the voice for real estate in Philadelphia since 1908. GPAR is a membership organization whose purpose is to provide education, information, and legislative advocacy for licensed real estate professionals and related service providers in the Greater Philadelphia area.

Episode Examples

- **State of Housing in Black America:** A compelling discussion on systemic barriers to Black homeownership and actionable solutions.
- **Advocacy in Action:** Interviews with local policymakers in Philadelphia on real estate regulations and legislative updates.
- **Market Trends & Forecasts:** Expert predictions on Philadelphia's housing market.

The Challenge

GPAR wanted to increase member engagement, create more video content without a big budget or film crew, establish itself as a thought leader, and create a platform for discussing critical industry topics. Traditional content formats like emails, newsletters, and social media posts were effective, but they lacked the modern, and cutting-edge marketing strategies needed to create meaningful discussions and communications with its members.

The Solution: Launching The GPAR Audio and Video Podcast

To address these challenges, GPAR partnered with Association Headquarters to launch The GPAR Podcast. This audio and video podcast delivers in-depth discussions with industry experts, policymakers, and community leaders. The podcast offers valuable insights on real estate trends, policy updates, and housing challenges in Philadelphia. Association Headquarters turned monthly live workshops and webinars recorded on Zoom into an audio and video podcast. In addition, Association Headquarters also produced interview episodes with guest experts.



Results and Success Metrics

The launch of The GPAR Podcast led to increased member engagement, expanded industry influence, stronger community connections, and more. The following stats are from May 2024 to January 2025:

SOCIAL MEDIA: **3,500+** impressions from short clips.

- Facebook, LinkedIn, YoutubeShorts, Instagram

YOUTUBE:

- **50** new subscribers
- **500** hours of watch time
- **3,350** video views
- **41,250** impressions

EMAILS:

- **1,350** Zoom registrants
- **2,500+** clicks
 - YouTube links
 - Zoom registration page
 - Spotify/Apple links
- Increase in click rate

Podcast Promotion & Multi-Channel Engagement

One of the key drivers of The GPAR Podcast's success is its integration with GPAR's email and social media marketing strategies. By embedding podcast episodes in emails and newsletters, promoting the full on-demand replay of episodes, and leveraging short-form video content across social media, we significantly increased engagement, awareness, and audience reach. Podcasts were also repurposed as written content such as blogs and articles on GPAR's website.

How We Promote the Podcast:

Event Emails: Each email includes links for members to join an upcoming live Zoom session and a link to an on-demand replay podcast of previous episodes.

Call-to-Actions: Subscribers are encouraged to listen via Apple, Spotify, or YouTube, reinforcing multi-channel accessibility.

Cross-Promotion: Each email highlights how the podcast complements ongoing discussions in real estate, advocacy, and market trends.

Social Media Video Clips: Association Headquarters repurposed podcast content into engaging 30-second video clips that are optimized and shared across LinkedIn, TikTok, Instagram, YouTube, YouTube Shorts, and Facebook to drive visibility and engagement.

Social Media and Website Event Pages: Event pages were created on LinkedIn, Facebook, and GPAR's website to directly invite members to register for the Zoom session and engage with the live workshop and podcast interview.

Impact of Podcast Promotion on Email & Social Media:

Increased Engagement: Emails featuring podcast links saw higher click-through rates and longer reader interaction times.

Boosted Attendance: Events that included relevant podcast guests saw a 15-20% increase in registrations.

Stronger Retention: Subscribers who engaged with the podcast were more likely to open future emails, leading to better retention and ongoing audience growth.

Social Media Growth: Short-form video clips resulted in higher engagement rates, attracting new followers and increasing brand awareness for GPAR.

Expanded Educational Reach: Workshops and discussions, such as State of Housing in Black America, are promoted via podcast replays and segmented highlights, increasing accessibility for those who missed the live sessions.

Work Examples



Coffee Talk YouTube Thumbnail



Workshop YouTube Thumbnail

Why Your Organization Needs a Podcast

Podcasts are one of the most powerful tools for brand storytelling, networking, member engagement, and thought leadership. Here's why your company should consider launching one:

- **Position Yourself as an Authority:** Establish expertise in your field by hosting conversations that matter.
- **Networking Opportunities:** Having a platform allows you to network and speak with people you normally wouldn't have access to.
- **Build Deeper Connections:** Unlike social media, podcasts create an intimate experience where audiences feel directly engaged.
- **Reach a Wider Audience:** Your audience can consume content on the go, making it a flexible and accessible platform.
- **Enhance Brand Visibility:** Gain traction across major platforms like Apple Podcasts, Spotify, and YouTube.
- **Monetization Opportunities:** Sponsored content, ads, YouTube channel monetization, podcast platform monetization, and partnerships can transform your podcast into a non-dues revenue stream.
- **Marketing Efficiency:** The growth in subscribers and listeners showcases how podcasts can be a cost-effective way to reach an engaged audience.
- **Content Longevity:** Episodes continue to attract views and downloads long after release, providing ongoing engagement.