

# The New Content Distribution Platform

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# Smart Speakers

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# Smart Speakers



# Voice Assistants



# Audio - Podcasts



@CHIPEDWARDS4



“Ask  
**Audio  
Branding**  
to Play  
Episode 35”



OK Google, Ask for Audio Branding

# Text - Blog Posts



**“Ask  
Create My  
Voice  
to Read  
Post 27”**



Alexa, Open Create My Voice

# Brand Ownership

- **Domain Name**
- **Social Media Handle**
- **Invocation Name**

# Text - Blog Posts



“Open  
Spring  
Insight”



Alexa, Ask Spring Insight

# Audio - Podcasts



“Ask  
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OK Google, Ask for **Audio Branding**



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Alexa, Open **Create My Voice**

# Brand Ownership

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# Recap

- **New Platform**
- **Engagement**
- **Branding**

OK Google, Talk to Create My Voice

# CHIP EDWARDS

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Thank You