

Questions about The Engine Room Podcast



How does the podcast recording take place?

You can visit our office in Canterbury, Kent, or we can come to you with the podcast recording kit. This is our preferred method as we find the quality is so much better, plus we love to meet our guests in 'real life!'. Alternatively, we can record the podcast through your preferred online meeting software, Google Meet or Zoom. We record video and audio as we like to share clips on our social media channels.

How long does it take?

Our episodes are typically around 20-30 minutes long. The meeting will be set for an hour to have time to set up and chat before and after recording, but we can schedule more time if you think you will need it. We could talk forever about marketing! If you come to our office, we'll usually go for lunch together after.

Who is the host?

Our host is Rob Dando, Director at FINALLY. FINALLY is a marketing agency that grows engineering and manufacturing companies through digital marketing and in the podcast Rob and our guests discuss their shared experiences of growing manufacturing businesses. Rob has been working in digital marketing for 25 years, and together we share about what works, what doesn't and where we see it going in the future.

What if I mess up?

Our podcasts aren't recorded live, so there's no need to worry about making a mistake!

Can I invite a colleague?

Certainly, the more the merrier!

What are you going to ask me?

The podcast follows a simple structure, which is interesting for marketing managers in the industry to listen to and learn from.

Firstly, we introduce you to our listeners, and then you can discuss your journey into your current role.

Next, you tell us about your marketing team. For example, have you got a team or is one person responsible for the marketing? How does that work? This interests our listeners if they are a one-person team looking to grow or trying to manage a team in a growing company.

What have been the major marketing successes for your company?

What are the challenges you experience in marketing a manufacturing company like yours?

What are your three top tips for marketing managers in our industry?

What are your three top marketing resources? (Books, podcasts, newsletters or magazines, people you follow on social media)

What's next for your organisation?