



## Misco lures customers with podcasts

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### **E-tailer to "inform and educate" customers on new products via broadcasts on its website**

E-tailer Misco is hoping to mark itself out from the crowd by providing customers with technology updates via monthly podcasts. Produced and distributed by Flixmedia, the video podcast will be broadcast via the reseller's website.

Podcasts will be available for free download and series subscription.

Katy Pailing, European web marketing manager at Misco, said: "The video podcast is a great way to inform and educate customers about new products and the latest technologies.

"We hope to roll this concept out across Misco's 11 other websites, in six languages, using either subtitles or native speakers."

Scott Lester, chief executive of Flixmedia, said: "Misco is a progressive reseller and we are delighted to be providing them with leading edge content technologies."