

SUCCESS STORY

Ziemlich Bester Ruhestand From Podcast to Content and Positioning Platform

CLIENT

Ziemlich Bester
Ruhestand

INDUSTRY

Professional Coaching
and Author

SERVICE

Podcast Production and Management

01 EXECUTIVE SUMMARY

How Presse led the editorial strategy, production, content and distribution of Ziemlich Bester Ruhestand to build a sustained audience and expand its international reach.

02 ABOUT ZIEMLICH BESTER RUHESTAND AND PETER LENNARTZ

Ziemlich Bester Ruhestand is a platform created by Peter Lennartz, a German coach, speaker and author specialising in the transition into retirement. From Berlin, the project approaches retirement not as an endpoint, but as the beginning of a new stage of life, exploring themes such as purpose, identity, relationships, wellbeing and new opportunities.

Through coaching, workshops, content and a podcast, Peter supports people who are preparing for or navigating this transition.

Presse took responsibility for the podcast's editorial direction and production, from content development and recording through to editing, photography and distribution, turning the podcast into a content asset capable of generating audience, discovery and sustained consumption.

03 THE CHALLENGE

A podcast is not built simply by recording good conversations.

The challenge was to turn Ziemlich Bester Ruhestand into content with the ability to:

- build an audience,
- increase discoverability,
- sustain attention,
- amplify every episode,
- establish a consistent editorial presence,
- and reach beyond its initial audience.

To achieve this, Presse took responsibility for the entire project, from editorial conception through to content production and distribution.

One podcast. A complete content system.

Presse worked across the entire production and amplification cycle:

EDITORIAL

Editorial definition and support, episode focus and development of the content proposition.

PRODUCTION

Direction and production of recordings, ensuring consistency and quality.

EDITING

Editing and post-production of the content, transforming each conversation into a finished piece ready for publication.

PHOTOGRAPHY

Production of visual material to support and amplify the content.

DISTRIBUTION

Strategic publishing and distribution to increase discoverability, reach and consumption.

THE RESULT: Not simply producing episodes.

Building a content ecosystem around the podcast.

THE RESULTS

+20.900

Plays & downloads

The content generated more than 20,900 plays and downloads, demonstrating its ability to drive consumption beyond the initial publication.

+11.000

Audience

An audience of more than 11,000 people reached through the content.

59,4%

Average Completion Rate

The average completion rate reached 59.4%, increasing by +12.3% over three months. This demonstrates not only reach, but also the ability to maintain the audience's attention.

+60.000

IMPRESSIONS IN 90 DAYS

In just three months, the podcast generated more than 60,000 impressions.

5.2%

Conversation Rate

05 THE CONTENT STARTED FINDING ITS AUDIENCE

Where are people discovering the content?

Home

45.278

Search

8.401

Library

5.161

The majority of discovery came through Home, while Search and Library provided additional routes to access and consume the content.

In other words: The content was no longer dependent solely on people who already knew the podcast. It started being discovered.

06 IT'S NOT JUST ABOUT CLICKS

2.406 HOURS OF CONSUMPTION

During the period analysed, the audience accumulated 2,406 hours of consumption.

24,6% Retention Rate

A signal that the content succeeded in generating sustained consumption, rather than simply exposure.

07 ONE EPISODE STOOD OUT

18.200 Impressions in 3 months

The highest-performing episode reached 18,200 impressions in just three months. This demonstrates how a consistent content and distribution strategy can turn individual episodes into entry points for new audiences.

08 THE PRESSE METHOD

From Microphone to Impact.

Presse's work did not end when the recording ended.

WE THINK

Editorial + Content

We define how to turn each conversation into relevant and consistent content.

WE PRODUCE

Direction + Recording + Photography

We create the conditions to produce high-quality content consistently.

WE EDIT

Post-production

We transform recordings into pieces ready for consumption and distribution.

WE DISTRIBUTE

Content + Channels + Discovery

We take the content to the spaces where it can reach new audiences.

WE MEASURE

Reach + Consumption + Retention

We analyse what is working and how the audience's relationship with the content evolves.

09 THE RESULT

Ziemlich Bester Ruhestand did not simply need another podcast.

It needed a strategy behind the content.

And that is precisely what Presse brought:

Editorial. Production. Content. Distribution. Consistency. Audience.

With more than 20,900 plays & downloads, 60,000+ impressions in 90 days, 2,406 hours of consumption and a presence across 10 international markets, the podcast became much more than a series of episodes.

It became a content and positioning asset.

PRESSE

We think like your business, not like an agency.



