

A CASE STUDY

How Frazer-Nash Launched the FNConnect Podcast with Aloudable

Aloudable helped Frazer-Nash Consultancy turn FNConnect from an in-person SME network into a multi-channel platform, launching a twelve-episode podcast season with less than thirty minutes of recorded audio per contributor.

Context

FNConnect is Frazer-Nash Consultancy's SME network. It launched in late 2024 and grew its membership through 2025 via in-person events and direct engagement with members.

As the network grew, Frazer-Nash saw an opportunity to extend its reach between events. Audio content was a strategic fit: a format that could carry technical expertise to a wider audience without requiring members to travel or clear a full day. The team had a clear vision for what the podcast could do for FNConnect but needed a production model that matched how the network actually operates.

The Challenge

A conventional podcast would have required coordinating studio sessions and scheduling hour-long interviews with contributors already committed to client delivery. Hiring a production agency or building the capability in-house would have added cost, lead time, and management overhead to a programme designed to be lean.

High quality audio was essential to project professionalism but this came with its own challenges regardless of whether the episodes were recorded in-person or online.

The core tension was straightforward: FNConnect had strong content and willing contributors, but no practical way to turn that into a published podcast without significant time and budget.

What Aloudable Did

Aloudable designed and ran the production process. Each contributor recorded around twenty minutes of audio on their own schedule. There were no scripts, no studio sessions, and no need for complex scheduling or studio coordination on the Frazer-Nash side.

Aloudable then transformed those raw recordings into full, structured podcast episodes. That

meant building narrative structure, producing the audio, and managing quality through to the finished deliverable. The Frazer-Nash team stayed focused on content direction and editorial approval while Aloudable handled the production process around it.

The two teams worked iteratively across the season, with episode-by-episode feedback shaping the format as it developed. That collaborative approach meant the podcast improved as it went, and the production model was refined in real time.

The Result

Frazer-Nash went from zero podcast presence to a published twelve-episode first season. The total time commitment per contributor was less than thirty minutes of recording and no production hires were made, with existing resources being deployed only to manage the work and feedback on creative direction.

The estimated total cost came in at around 80% below what a traditional production agency would charge for an equivalent season, based on typical UK market rates. The first episode was delivered within weeks of the project starting, compared to the three-to-six-month timelines common with agency-led production.

FNConnect moved from a purely in-person network to one with an ongoing audio channel, extending its reach to SMEs between events. The format brought in contributors who would not have been available for a traditional studio recording, widening the range of expertise the network could surface.

How That Compares

To put those numbers in context, here is what a twelve-episode season typically looks like across three common approaches.

	With Aloudable	Traditional Agency	In-House
Episodes delivered	12	12	12
Recording per contributor	~20 min (async)	1-2 hrs (scheduled)	1-2 hrs (scheduled)
Production hires required	None	None (agency fees apply)	1-2 FTEs or contractors
Internal coordination	Reduced	40-80+ hrs	100+ hrs
Estimated season cost	Aloudable subscription	£15,000-30,000+	£20,000-40,000+
Concept to first episode	Weeks	3-6 months (typical)	6-12 months (typical)

Agency and in-house estimates based on typical UK market rates for a 12-episode branded podcast season. Ranges reflect standard industry pricing; actual costs vary by scope and provider.

What This Shows

Expert time is the scarcest resource. Aloudable makes it go further.

Twenty minutes of a contributor's time produced a full podcast episode. Traditional approaches require hours of scheduled recording plus preparation, which is difficult to justify when contributors are already committed to billable work.

You do not need a production function to have a podcast.

Frazer-Nash launched and completed an entire season without hiring a producer, contracting an agency, or pulling anyone from their day job. Aloudable handled production end to end, so the internal team stayed focused on what they do best.

Speed to market matters for networks that are growing now.

FNConnect published its first episode within weeks. For a network building momentum through 2025, that speed meant audio became part of the engagement mix while the audience was already paying attention.

"Frazer-Nash had the people and the expertise. The challenge was finding a way to capture it without taking contributors away from client work for hours at a time. We kept the recording commitment short and handled the production around it, which meant FNConnect could publish full episodes quickly and keep control of the process."

WILL NASH, CEO, ALOUDABLE

Hear what Aloudable sounds like for your team.

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