



The Goldcasting podcast shows how to turn Aluminium into Gold and is the world's biggest high-pressure die-casting podcast.

The podcast is a joint project by Fabian Niklas and Staffan Zetterström.

The Goldcasting Podcast is the world's largest podcast focused on the high-pressure die casting industry!

We started the Podcast after a conference with one presentation after the other, which wasted half of the presentation time on company introductions and history lessons. That is not the way the foundry industry can present itself, especially with challenging times, though oversupply, overageing, new requirements, and cost pressure ahead.

That was the moment the idea of the Goldcasting Podcast was born. In September 2023, the first episode was launched, and since then, we have released an episode every two weeks, with the goal of providing people in the foundry industry with deeper insights and a broader perspective on our industry.

Since 2024, we also provide sponsored episodes for partners that want to use the platform for their marketing efforts. In contrast to conventional influencer marketing, we don't run ads. You join the episode, and our listeners/viewers can join a conversation of friends, which makes the message authentic.

Our Sponsors and Partners





INSIGHTS FROM GOOGLE'S 'ZERO MOMENT OF TRUTH' STUDY

Potential buyers engage with an average of 7-11 different contact points across a minimum of 4 distinct channels before deciding to purchase

 ARTICLES
  VIDEOS
  REVIEWS
  CASE STUDIES



Full-Length Video Podcast

Full-Length Audio Episode

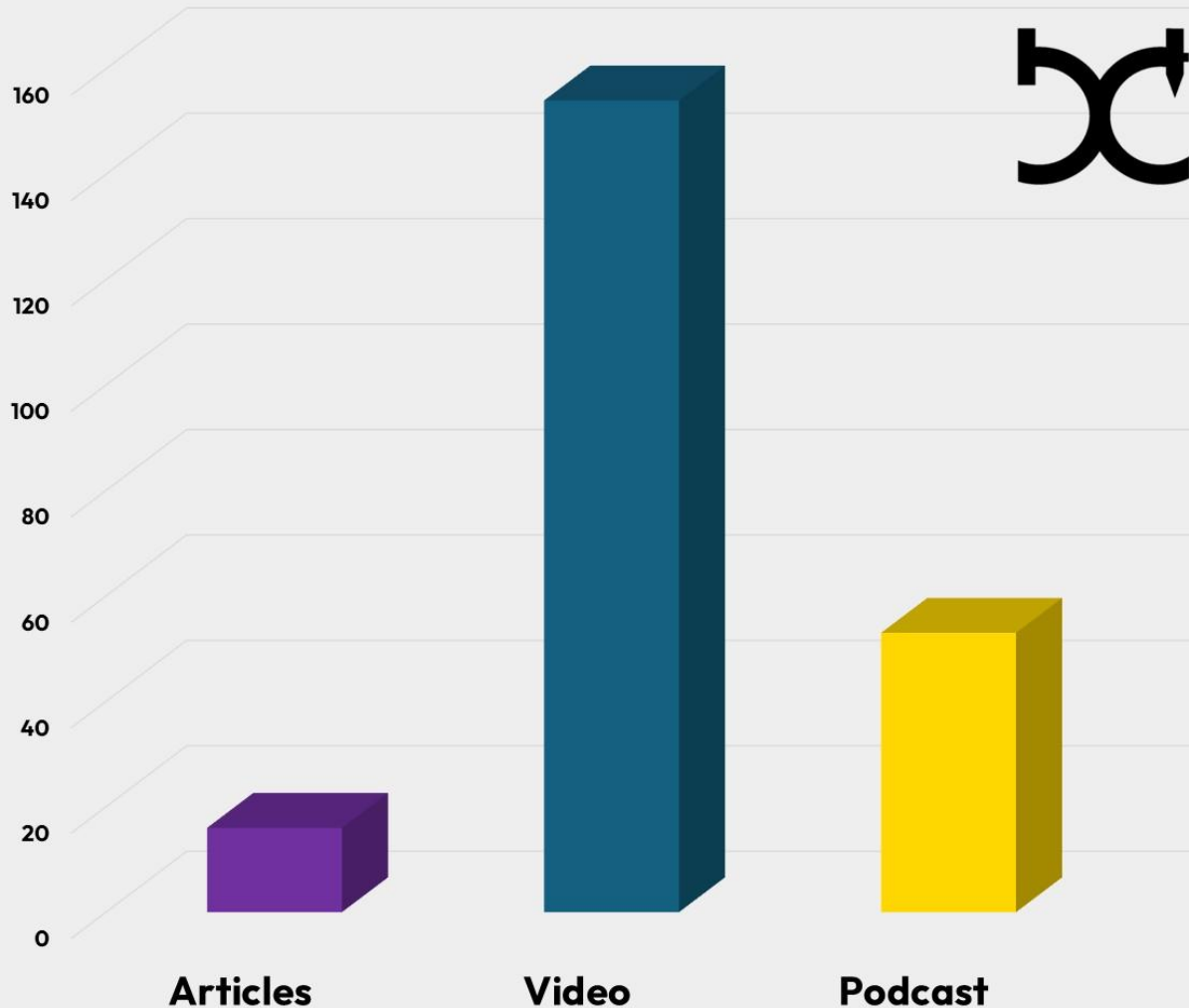
Social Media Campaigns

Email Marketing Integration

LEVERAGING A MULTI-PLATFORM OPPORTUNITY, LIKE THE GOLDCASTING PODCAST ISN'T JUST MARKETING; IT'S A STRATEGIC ALIGNMENT WITH PROVEN BUYER BEHAVIOURS

- ZMOT = Zero Moment of Truth — the research & decision stage before first interaction
- In the Google study, buyers touch 7-11 contact points across ≥ 4 channels before purchasing
- Especially relevant in B2B, where decisions are complex and trust is key
- Decision makers don't act based on a single touchpoint
- They consume articles, videos, reviews, and case studies before contacting suppliers
- Your marketing must meet them where they research and compare

Average Time Consumption



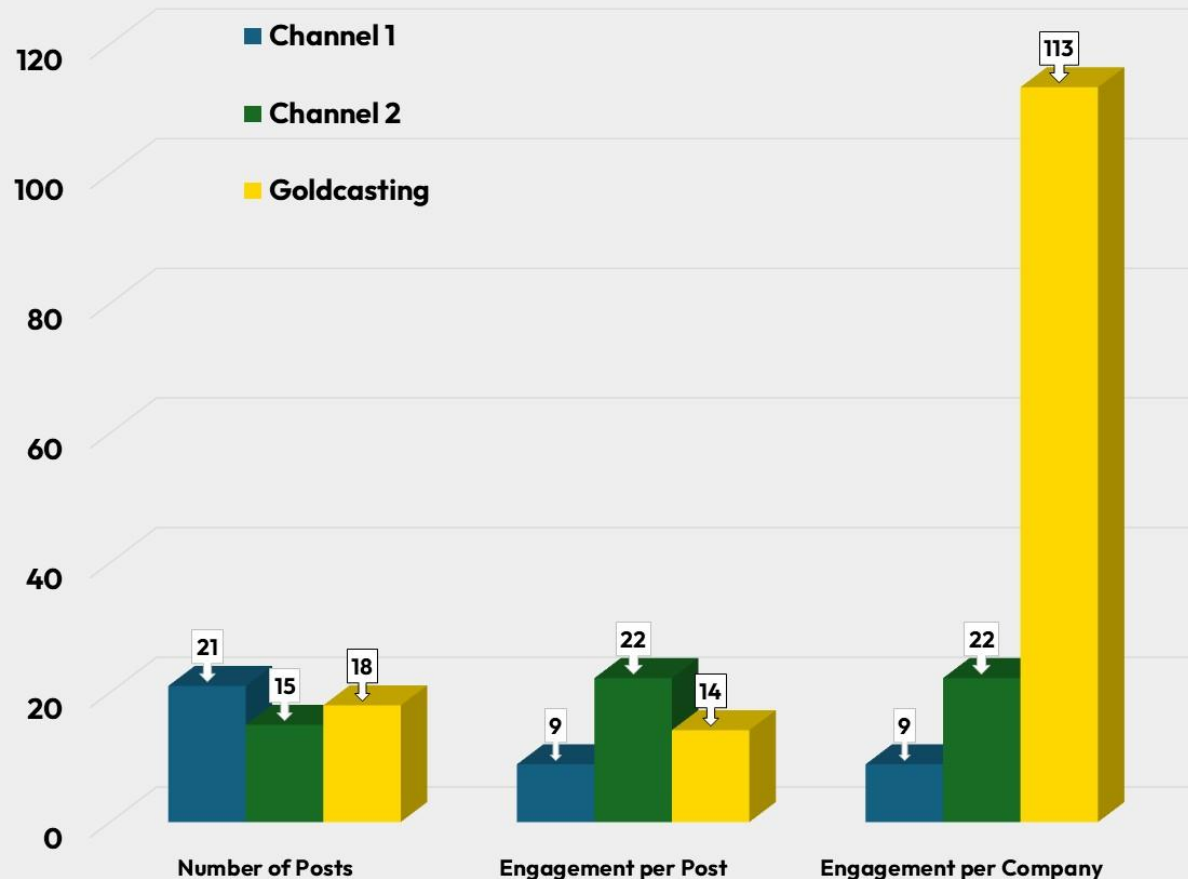
Sources: eMarketer, SocialPilot, NP Digital, 2025

- Reach in a trusted medium (audio/video)
- Associate with innovation, leadership, and trust in the foundry industry
- Stand out in a crowded social feed
- Amplify brand presence across multiple formats
- Video stops the scroll, conveys stories with impact
- Retention: ~ 95% of message through video vs ~ 10% via text

Podcasts are ideal for listeners' routines (commutes, workouts, etc.)

They create intimacy, credibility, and long-format engagement

How effective is the Goldcasting Podcast for your Marketing?



- The article benchmarks two domain channels (>7000 followers) vs. the Goldcasting Podcast (>900 followers)
- Each had between 15 and 21 LinkedIn posts over 30 days
- Engagement measured in total reactions, comments, shares
- Goldcasting posts sponsored message for 2 weeks per campaign
- Even with fewer followers, the podcast's format allows extended visibility
- Repetition over different dates, times, and content formats expands reach

**Impact is 5× to 12× greater because of extended exposure
(This data only covers LinkedIn; it excludes YouTube,
newsletters, and websites)**



<i>Channel</i>	<i>Number of followers</i>	<i>Interactions/Listenings</i>	<i>Impressions p Month</i>
LinkedIn	943	1858 (last 365 days)	5762
YouTube	278	171022	11890
Spotify	86	1964	1272
Substack	217	3370	2107
Grand total	1524	178.217	21.031

- Your company will be listed as a Sponsor on the Goldcasting Podcast website
- Your company logo will constantly be displayed in the videos
- Embedding of provided photos and videos in the full-length Video Podcast
- We publish the full-length Podcast on the Goldcasting channels
- We publish 14 Shorts on YouTube
- We publish six Shorts/Snippets on LinkedIn
- We publish two SEO-focused articles based on the key points
- You get access to 14 Shorts for your own social media channels
- You get access to 3 Snippets custom snippets (videos below five minutes)

*** Limited Offer ***

If you are an exhibitor at Euroguss 2026, you can book a Euroguss-Special via their exhibitor shop. This will not only get you coverage on our channels but also publish your podcast on the Euroguss365 Site.



YouTube Statistics



Region ⊕	Aufrufe ↓ ⚠	Durchschnittliche Wiedergabedauer	Wiedergabezeit (Stunden)
☐ Gesamt	175.183	0:45	1.523,4
☐ Vereinigte Staaten	20.895 11,9 %	0:37	179,9 11,8 %
☐ Vereinigtes Königreich	20.363 11,6 %	0:23	89,1 5,9 %
☐ Deutschland	13.963 8,0 %	0:33	85,6 5,6 %
☐ Kanada	6.613 3,8 %	0:26	39,3 2,6 %
☐ Australien	6.310 3,6 %	0:27	36,8 2,4 %
☐ Schweiz	4.890 2,8 %	0:23	23,2 1,5 %
☐ Schweden	4.675 2,7 %	0:31	27,2 1,8 %
☐ Niederlande	3.535 2,0 %	0:18	13,5 0,9 %
☐ Indien	2.648 1,5 %	0:19	10,2 0,7 %
☐ Irland	1.511 0,9 %	0:19	6,0 0,4 %
☐ Norwegen	1.093 0,6 %	0:22	5,1 0,3 %
☐ Südafrika	1.060 0,6 %	0:21	5,4 0,4 %
☐ Polen	1.049 0,6 %	0:23	4,1 0,3 %
☐ Serbien	778 0,4 %	0:15	1,3 0,1 %
☐ Indonesien	726 0,4 %	0:15	1,1 0,1 %
☐ Dänemark	725 0,4 %	0:27	4,5 0,3 %
☐ Neuseeland	705 0,4 %	0:39	6,6 0,4 %
☐ Österreich	693 0,4 %	0:20	2,6 0,2 %
☐ Finnland	612 0,4 %	0:17	2,2 0,1 %
☐ Frankreich	610 0,4 %	0:59	6,6 0,4 %



Spotify Statistics



Auf Spotify

Infos zu wichtigen Statistiken auf Spotify.

Immer



Wiedergaben ⓘ

1.966

Immer

Wiedergabestunden ⓘ

404

Immer

Follower*innen ⓘ

+86

Immer





Substack Statistics



Overview

Average downloads 7/30/90 days after publishing an episode

Total downloads

3370

First 7 days

29,9

First 30 days

39,6

First 90 days

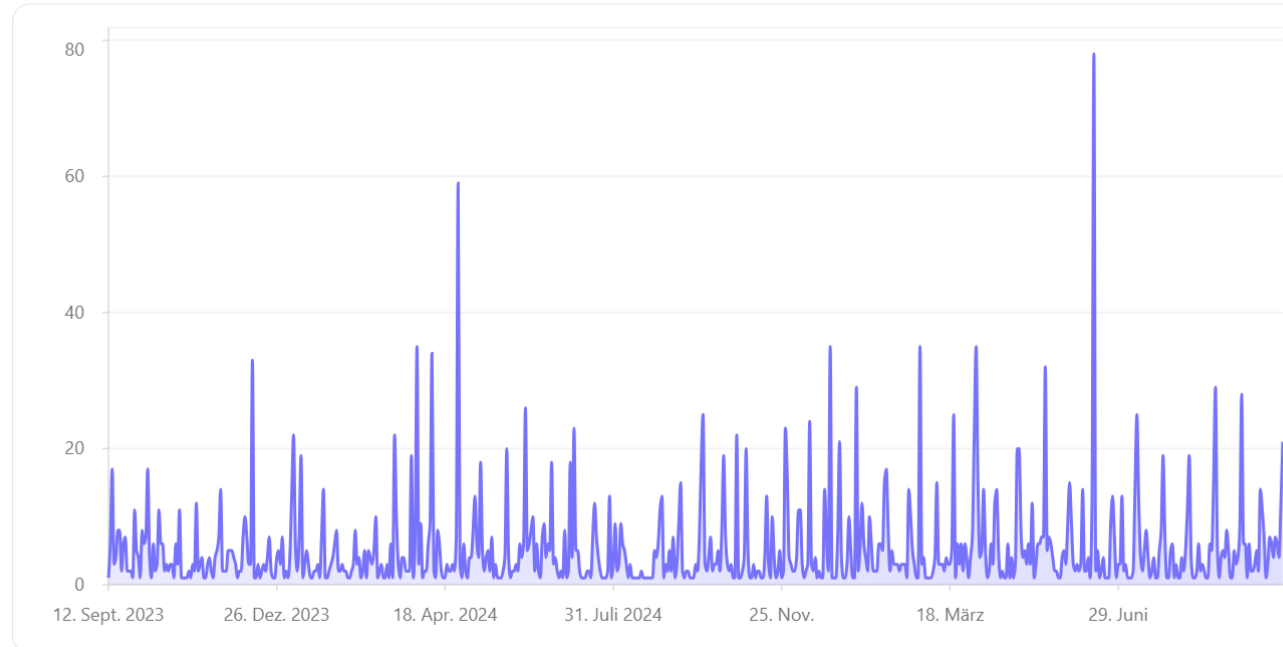
46,3

Downloads

Trend from Aug 28, 2023 to Sep 30, 2025

Daily

All time



Highlights

Daten für 29.9.2024 bis 28.9.2025

91.629

Impressions

1.858

Reaktionen

79

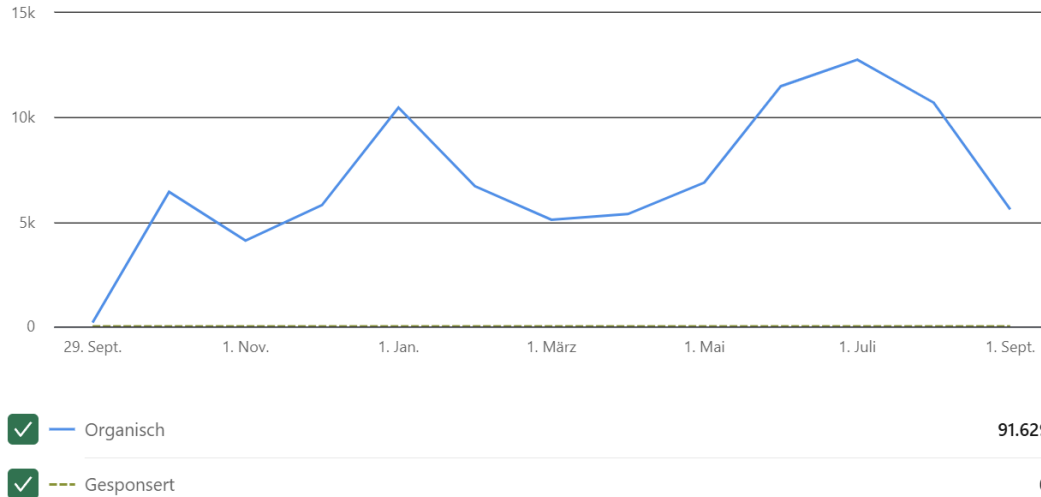
Kommentare

19

Direkt geteilte Beiträge

Kennzahlen

Impressions ▾



Demografische Daten zu Ihren Follower:innen ?

Karrierestufe ▾

Berufseinsteiger · 246 (26,1 %)

Berufserfahren · 229 (24,3 %)

Manager · 124 (13,1 %)

Director · 115 (12,2 %)

VP · 65 (6,9 %)

Geschäftsführung · 48 (5,1 %)

Inhaber · 36 (3,8 %)

Partner · 9 (< 1 %)

Praktikum/Ausbildung · 5 (< 1 %)

Unbezahlt · 1 (< 1 %)

41.1%
Decision Makers



Further Information



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Newsletter
Casting Insights 



Join our Community

Goldcasting
Podcast

Let's discuss your needs in detail