

THOUGHT LEADERSHIP CREATES BUSINESS

Podcasting is a proven, effective way to build a pipeline of future clients. As a small business, you need to engage in regular activities that lead to inbound customer interest. Acting as an evangelist for change and as a thought leader in your industry is critical to entering conversations with new companies and to expanding your potential customer base.

Did You Know?

One on three Podcast guests becomes a new client within one year, or produces a new contact that does

SETUP & OPERATION

- Host
- Themes
- Brand Assets
- Channels
- Personalization
- Budget

PRODUCTION

- Cutting
- Sound
- Subtitling
- Video
- Quotes
- Posts

References

Horton USA
Launched October 2020
1,500 downloads (audio)
450 Followers (LinkedIn) 10%
network increase

References

MakerZone
Launched August 2016
10,000 downloads (audio)
100% network increase

RESULTS

- Promotion
- Guest Handling
- Outcomes
- Metrics
- Conversion of
New Clients

Indicative Pricing

\$3,000/ Month
For weekly episodes
Full Podcast Execution and
Management