



# Strategy + Production + Promotion

Strategic use of **podcasting** to engage with your industry.

“There’s a level of dedication that comes from podcast listeners that you don’t otherwise find. And now the numbers prove it. Podcasts aren’t a bubble, they’re a boom — and that boom is only getting louder.”

- **Miranda Katz**, Author at Wired

Associations serve as informational resources to members and other industry professionals. And while print publications, educational events, and written blog posts have always been at the forefront of being informational conduits, each member has different preferences for content consumption and must be catered to accordingly. With more than half of Americans listening to podcasts on a monthly basis, the time for associations to implement a podcasting communication strategy is now.

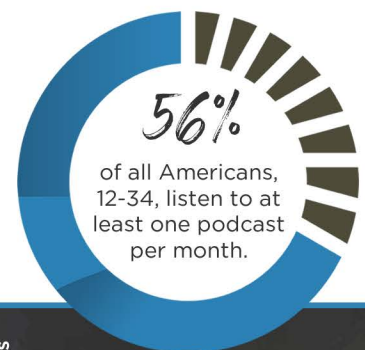
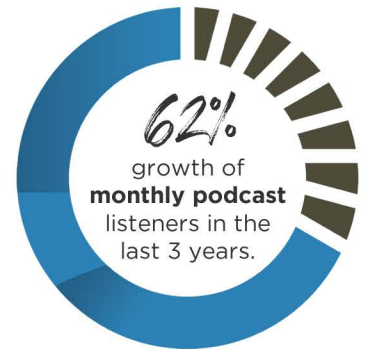
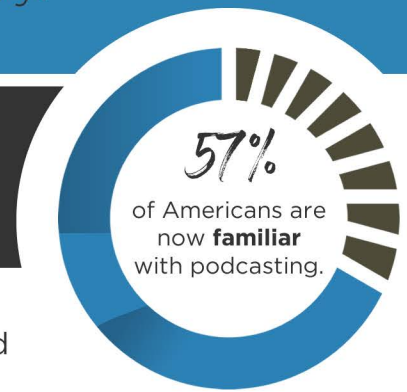
## Features

**Strategy** - based on an association’s overall goals, we’ll develop a strategy focused on engagement and consistency, making your association an informational authority in your space.

**Production + Creative** - We take your podcast from storyboarding and production to post-production and promotion, including podcast cover art

**Guest bookings** - the right guest contributes to the overall success of your association’s podcast. Our team will find the most engaging industry professionals to be a part of your organization’s series.

**Sponsorship sales** - Podcasts provide a great source of non-dues revenue. If needed, put our digital sales team to work finding relevant sponsors for your association’s podcast. The end result is a no-cost solution that pays your association a percentage of all collected sales.



## Our Process

In partnership with your association, our team works hand-in-hand with your team with one goal in mind ... to produce an engaging podcast your organization can be proud of.



A dedicated **podcast strategist** learns your overall podcasting goals, takes the technical lead, and provides storyboarding + format direction based on those goals.



From scheduling and prep calls with guests + hosts, to recording, post-production and release, our experienced **production team** has everything covered for an informative and engaging podcast.



We help develop a comprehensive **promotion plan**, determining how and where to promote your podcast while also looking for opportunities to repurpose episodes in the form of CE activity.



Once an episode is launched, valuable **analytics** are provided to your association, including number of downloads, audience demographics, access points, etc.



**Looking to monetize your podcasts?** We have some ideas to share! Our strategists can tastefully integrate sponsorship opportunities into your podcasting initiatives. And when needed, our consultative **digital sales team** is at your disposal, discussing opportunities with industry suppliers.

## Options

We offer two pricing models for our podcasting solution, including one no-cost solution supplemented by ad sales.



### Ad-Supported

**Looking for a no-cost solution?** Let our consultative sales team supplement your costs with this ad-supported model. Plus, we'll pay you a percentage of all sales in the form of tax free, non-dues revenue. We take on 100% of the risk and your association gets paid.\* It's a win-win!



### Pay-for-Service

No ads? No problem. This pay-for-service solution provides everything needed for a successful podcast, priced on a per episode basis. Price is based on a pre-determined runtime and includes a minimum 6-episode season. Contact us for a customized podcasting quote for your association.

\* based on certain association qualifications.

