



Our Mini-Podcast Process

The podcast itself is a bonus. It provides both you and your guests with content that can be shared and will elevate both your brands.

The real value of this program are the insights you gain that will help you meet your long-term objectives.





Insight and Discovery

We start our process with 5 hours of consultation to understand your brand, objectives, goals and challenges.

Guest Selection



Once we understand your goals and objectives, we work with you to select guests who help you gain the insights you desire.

Creating the Podcast



Our team will design a podcast page on your website, show artwork and create intro and outro audio for each show.



Creating the Podcast

They will also set up the hosting package with an RSS feed, analytics (yearly expense) and make sure you are seen on all major podcast listening networks.



Pre-Interview Your Guests

We will schedule a 15-minute interview with each guest to get to know them and explain the process to them and pick an interview date.



Interviewing Your Guests

We will then interview your guests, enabling them to tell their story while finding out from them the critical information you want to know.



Publishing the Podcast

Our team will then edit the audio of the podcast, create show notes, a show page, create 10 pieces of digital content and then release on your schedule.

Podcast Goes Live



On the live date, you, your guest and your media team will get a full media package so that you can support it on social media, newsletters, or other mediums.

Options



For additional costs,
we can create:

- Short videos
- Posts or Articles
- Infographics
- Listicles or other materials for you.



Our Mini-Podcast Objectives

In the end, you will have information that you can use to enable your teams to have first-hand knowledge of the wants, needs, desires, goals and objectives of your clients and prospects, thereby allowing you to serve them better, build stronger relationships and be more profitable.



Please Contact
Us With
Questions

Ben Baker

ben@yourbrandmarketing.com

www.yourbrandmarketing.com

604 512 7174

