



# PODCAST ADVERTISING FLOW

1

## Initial Research

### PROSPECT

Identify podcasts that match your target audience

### COLLECT PODCAST INFO & EVALUATE ROI

Keep track of things like contact info, average # of episode downloads, CPM. Then, compare that info to the sponsorship cost

### CONTACT PODCASTS

Reach out to podcast you want to work with and confirm availability

2

## Creating Campaign Assets

### CREATE SPONSORSHIP CALENDAR

Contact podcasts to confirm they're available and keep track of available sponsorship slots

### CREATE AN EXCLUSIVE OFFER

Come up with a product/service offer that will be used to entice listeners to visit your website

### DECIDE TALKING POINTS

Draft a bullet point list of takeaways you want podcast listeners to know about your brand

### DESIGN & DEVELOP A 'WELCOME' PAGE

Where podcast listeners will be instructed to visit to claim their exclusive offer

*Once this flow is completed and you need to find more podcasts, start back at step one again!*

4

## Post-launch

### MONITOR INCOMING SPONSORSHIPS

Make sure sponsorship announcements air on the agreed-upon dates

### TRACK & REPORT ON KPIS

Keep track of GA traffic and see what podcasts bring in the biggest ROI

3

## Campaign Pre-launch

### FINALIZE DATES & PAYMENTS

Reach back out to podcasts you want to work with to confirm sponsorship dates are still available, and hold them by making a payment

### SET UP TRACKING

Establish performance tracking in Google Analytics