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.

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.

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.

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