

Case Study:

Leadership Development & Podcaster



Expected Outcomes:

Increased downloads and followers. See how an evolving podcast business needing to establish a revenue stream expanded to create a community across multiple social media channels.

The Problem:

The podcast was started as a passion project by a successful entrepreneur who wanted to expand her influence through a targeted podcast series.

Client Validations:

We reviewed the demographics of current listeners as well as reviewed those guests and topics that were most popular to our audience. This resulted in clarifying a core persona for the client: women, 35-50, interested in diversity, equity and inclusion (DEI). First campaigns were developed to reach this audience in order to educate and gain listeners to both the podcasts and newly launched YouTube channel. Branding was refined as well.

Key Results:

We boosted targeted guest podcasts but the YouTube video ad outperformed other boosts significantly (409 engagements vs. 50 on average) with 37 clicks to video. Client is working to further promote the YouTube channel.

BACKGROUND

Sole proprietor who is innately curious and skilled at learning new technologies and wanted to influence women and men to pursue their dreams.

CHALLENGE

To create a brand strategy and messaging support that crystallized the mission of the podcast, expanded to a YouTube Channel and accelerated the number of new followers and downloads.



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