



Podspike

Podcast marketing made easy

Summary of Business Services as of June 2022



Optimize your audience strategy and podcast presentation

Campaign Manager

Hands-on support, advice & insights to help you plan and deliver your promotional campaign (min 3 weeks).

Competitor Analysis

A presentation on your competitor's strengths and weaknesses, plus insights you can use to stand out from the crowd.

High-Impact Cover Art

Development of eye-catching artwork using industry best practice to get your show noticed and audiences clicking.

Audience Analysis

OFCOM, Edison and open-source research to analyse your audiences' listening habits and recommend how to reach them.

Click Booster)

High-impact copy to increase your click-to-listen ratios. Includes an episode description template with a worked example.

Showcase your podcast to the media with a targeted PR campaign



Active Press Campaign (£2,500)

A month-long press campaign aimed at gaining coverage in trade and mainstream publications.

Responsive Press Campaign (£1,000)

Four weeks of monitoring and responding to opportunities from our daily journalist request feeds.

Magazine & Newsletter Placements (£200 to £900)

Ads in popular podcast newsletters and/or 65,000 copies of Pod Bible magazine, distributed with The Sunday Times.

Content Pack (£POA)

High-impact images, audiograms and animations for use on your social media feeds (inc. YouTube).

Increase your audience with guaranteed subscriber campaigns

Option A - Highly Targeted (£2,750)

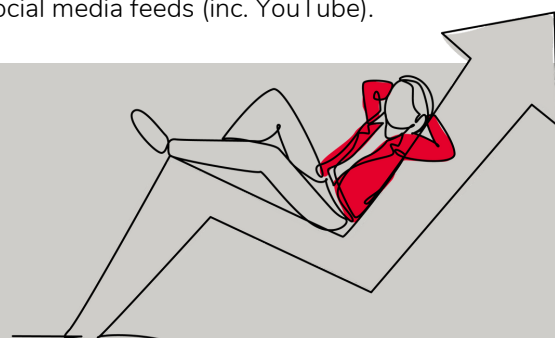
An ad campaign guaranteed to deliver 1,000 highly targeted subscribers in Apple Podcasts at £2.75 each.

Option B - Country Specific (£2,275)

An in-app placement guaranteed to deliver 2000 to 4000 subscribers at just £1.14 to £0.57 each.

Option C - Untargeted (£400)

An in-app placement guaranteed to deliver 100 subscribers at £4 each.



Bespoke packages available. All work is subject to our [Terms and Conditions](#) of business.

Contact support@podspike.com for more information or to start planning your campaign