



Podspike

Podcast marketing made easy

Branded podcast services

May 2024



Get more clicks with polished plans & presentation

Consultation Call (£333)

Not sure where to start on your marketing journey? We audit your podcast and present our findings in a one-hour call packed full of recommendations and insights.

Tune-up (£1,200)

Need help polishing your presentation or optimising your strategy? Get quality time with a campaign manager who will review your listener acquisition funnel, spot leaks and suggest fixes.

Launch Manager (£1,500)

Get a customised launch roadmap detailing all the actions* you need for a successful podcast launch. Includes 8 x weekly meetings with a campaign manager.

Makeover (£2,000)

Our team of experts helps you revamp (or create afresh) your podcast mission, look and feel. Includes audience analysis, a honed value proposition, updated show copy and brand new cover art.

Increase your profile with earned and paid coverage



Newsletter Placements (£600)

We place your show in three popular podcast newsletters, reaching thousands of UK & US based listeners.

Show Connector (£1,500)

We research and pitch other podcasts in your niche, securing you advertising, guesting or cross-promotion opportunities*.

Press Campaign (£2,000)

We pitch your podcast to circa. 40 carefully selected reviewers, journalists and editors across the podcast, trade and mainstream press.

Grow your audience with paid ads that deliver reach and numbers

Host-read Ads (£2,000 min. spend)

We plan, buy and manage a host-read ad campaign on quality podcasts with audiences that match yours.

Download Boost (£1,800 min. spend)

Get at least 6,000 new downloads from audiences that care about your content.

Subscriber Boost (£3,000 min. spend)

Grow your subscriber base with a cost-effective campaign adding at least 600 Followers in Apple Podcasts.



** You will be responsible for implementing / paying the costs of the agreed activities, ads, guest slots or cross-promos*

All prices are in GBP and all work is subject to our Terms and Conditions of business. Bespoke packages available.

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