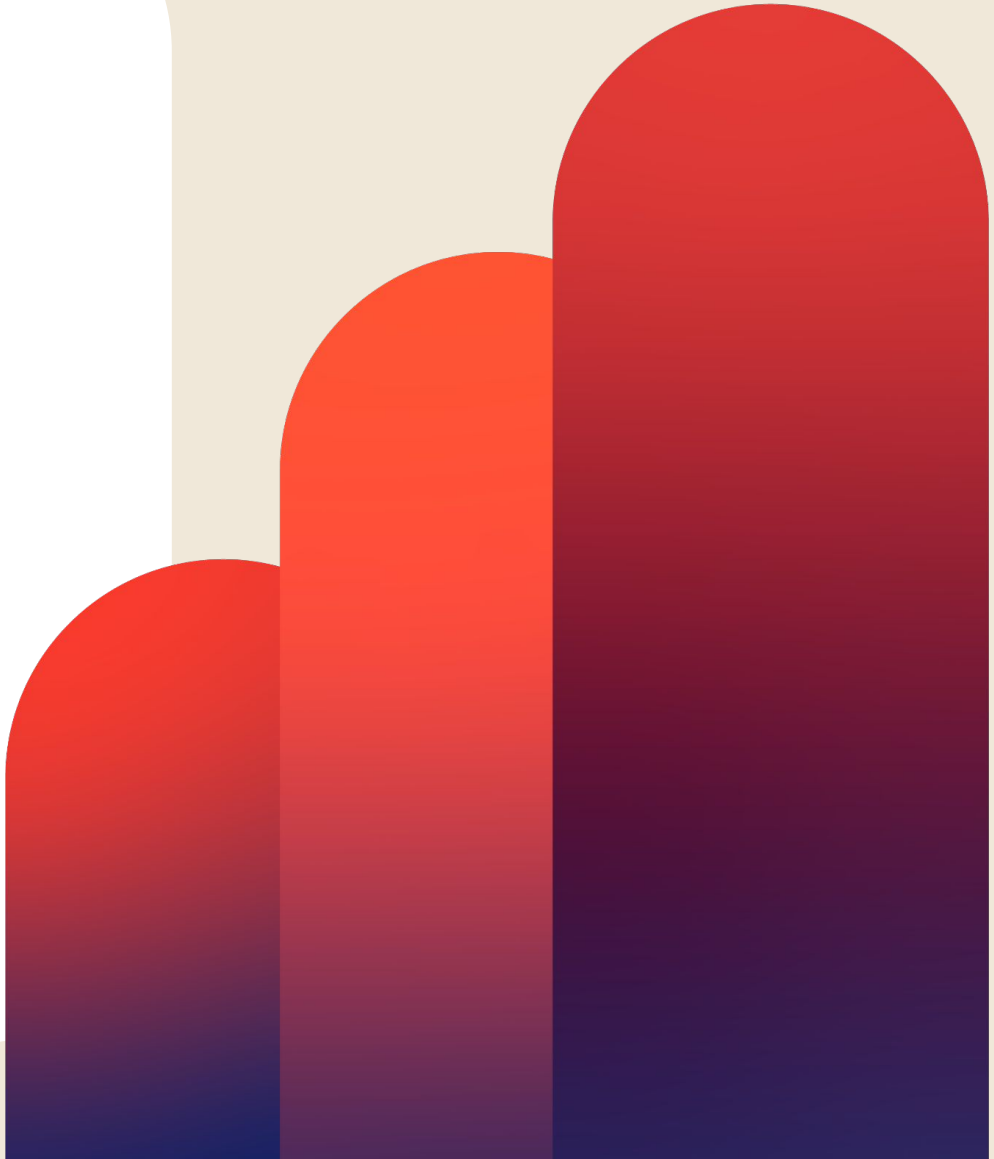
Sept 2026

Podspike

Services & pricing

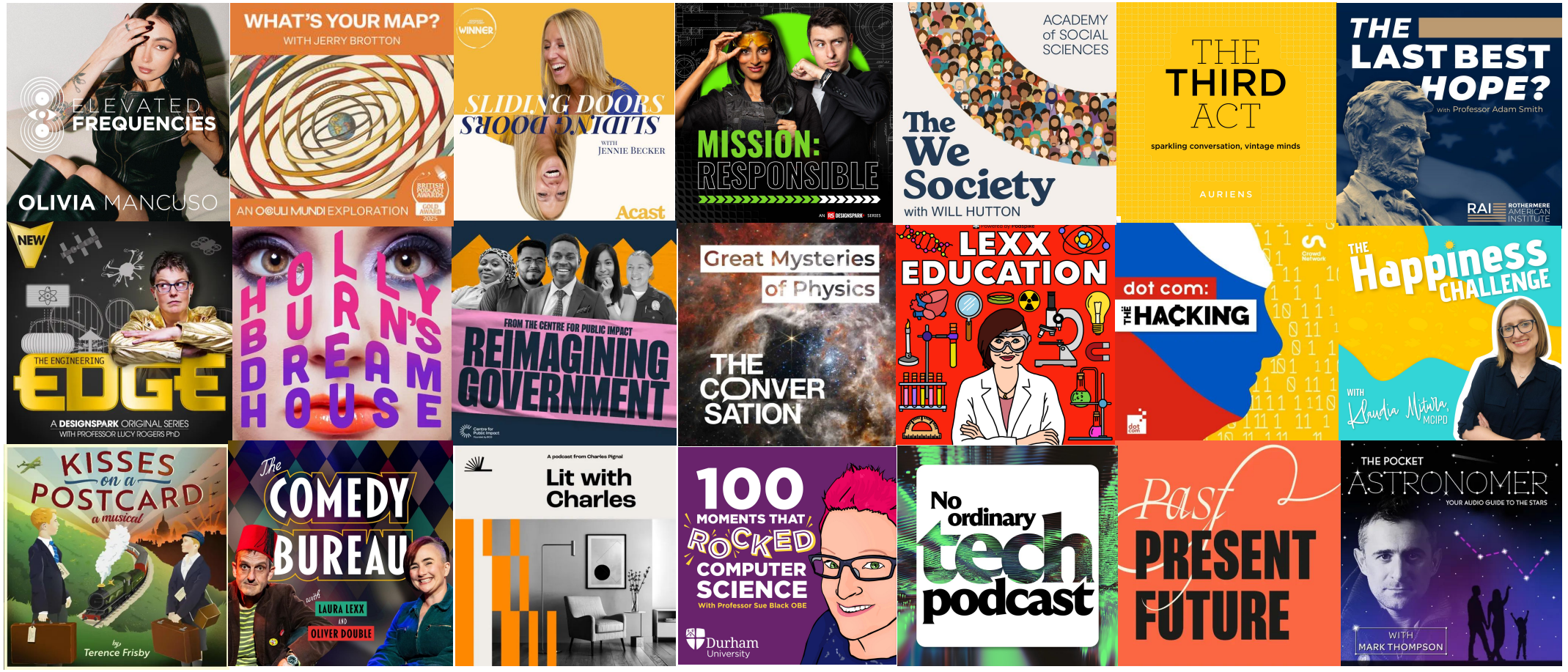
Who are Podspike?

- A 100% independent, UK-based agency
- Experienced with brands, charities, think-tanks, producers & independent creators
- Data & evidence driven (we do the stats for you)
- Specialists in factual, comedy, history & culture
- Staffed by passionate podcasters (no AI bots!)
- Acast accredited experts in paid ads
- Experience across the UK, US and Europe
- Access to a network of partners & specialists
- Most clients are returning customers



Clients past & present include...

Podspike



Testimonials include...

Podspike

"You gave us such great advice and support when we were getting started" - **Brett Perkins, Chief Marketing Officer at Auriens**

"Podspike provided insightful advice and support to help promote our podcast, and as newcomers to the podcasting world, they were an excellent source of knowledge" **- Aurora Horwood, Head of Communications (Europe) at CFPI**

"Thank you so much for this and for all your help during this process. It has been genuinely enlightening to work with you, as well as very helpful on a practical level" - **Professor Adam Smith, Director of the Rothermere American Institute**

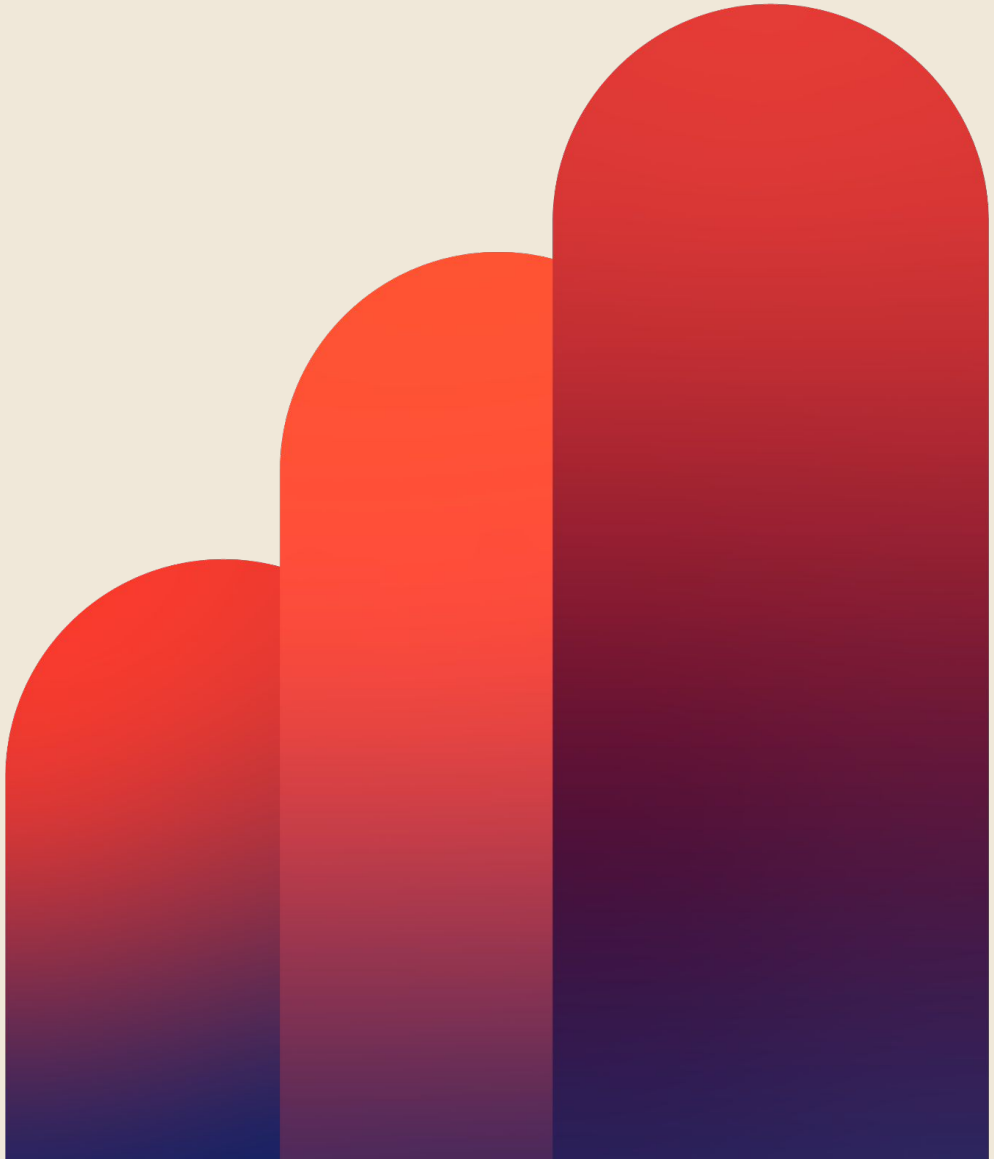
"The Podspike team have provided us with plenty of expert advice, guidance and support in marketing our podcast. They offer a great deal of insight and expertise in different marketing approaches and how this can be tailored to our audience, and always have plenty of ideas to share" - **Amy Williams, Head of Communications at the Academy of Social Sciences**

"Both Dan and Holly were lovely to work with, and I'd recommend PodSpike to any organisation or individual looking to elevate their podcast to reach new and bigger audiences!" - **Laura Mason, Social Media Manager at Dementia UK**

"Working with Podspike has been a great experience from the start. They really took the time to listen to our thoughts and ideas, made sense of what we were trying to achieve, and shaped it all into a clear and exciting podcast concept" - **Rachel Withers, Founding Director at StudentFM**

Podspike

Our Services



Organic marketing to maximise the performance of owned channels

Podspike

- Audio audits & Editorial recommendations
- SEO optimisation and impactful show copy
- Attention-grabbing Apple & Spotify compliant artwork
- Audience & Competitor analysis
- Influencer, Partner & Guest strategies (IPGs)
- Content, social and Community strategies
- Bespoke strategy creation inc. Mission and USP review
- Listener journey optimisation (inc. Smartlinks)
- Cross promotions with audience-aligned podcasts
- Insight generation from open source & in-house data

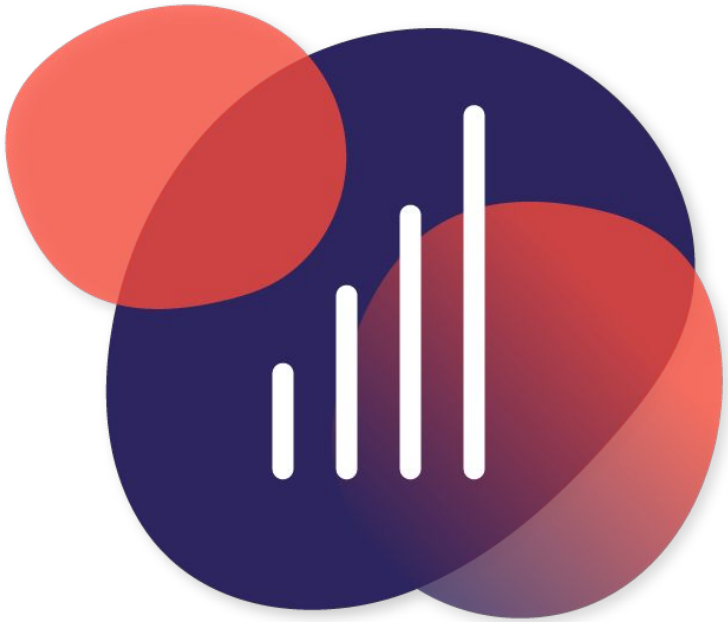
Earned marketing to build awareness of a new podcast or series

Podspike

- Pitches to major distribution platform
- Newsletter pitches
- Podcast press campaigns
- Mainstream press campaigns
- Pitches to major distribution platforms
- Listicles
- Guesting on other podcasts
- Reactive pitching to news-driven events

Paid marketing to grow downloads, engagement and subscribers

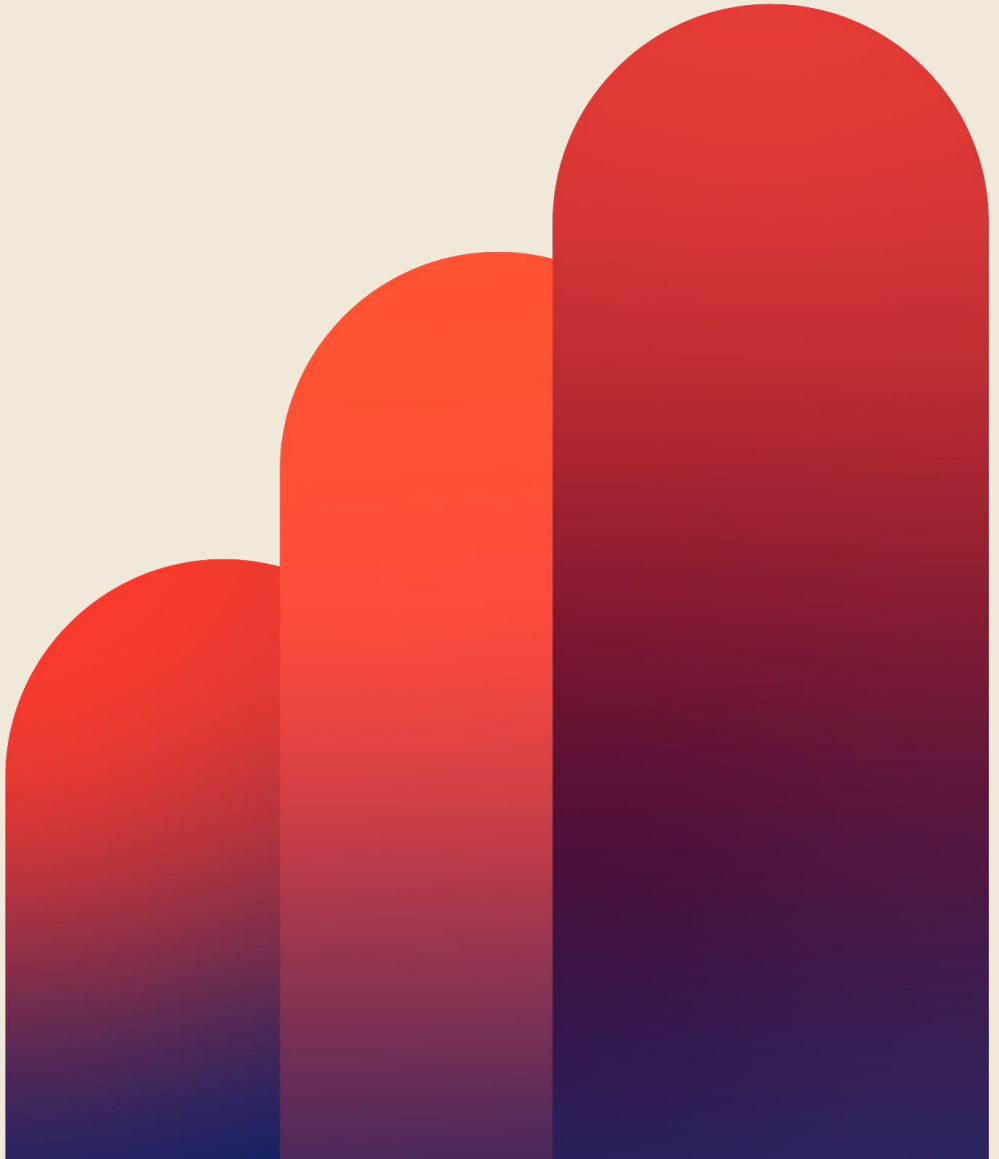
Podspike



- Ads in Podcast apps
- Apple, Spotify and YouTube campaigns
- Host-read ads in high-profile shows
- Pre-recorded ads in popular podcasts
- Programmatic ads
- Feed drops
- Digital Out Of Home (OOH) ads
- Ads in specialist forums (e.g. Reddit)

Podspike

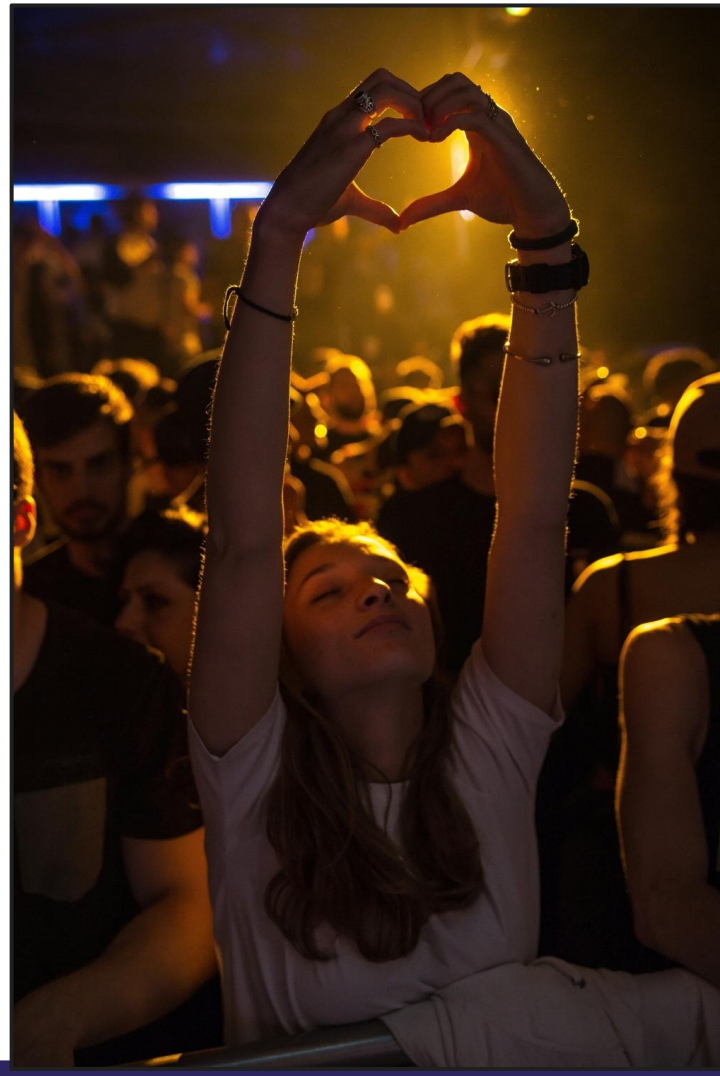
Why choose us?



Key benefits

Podspike

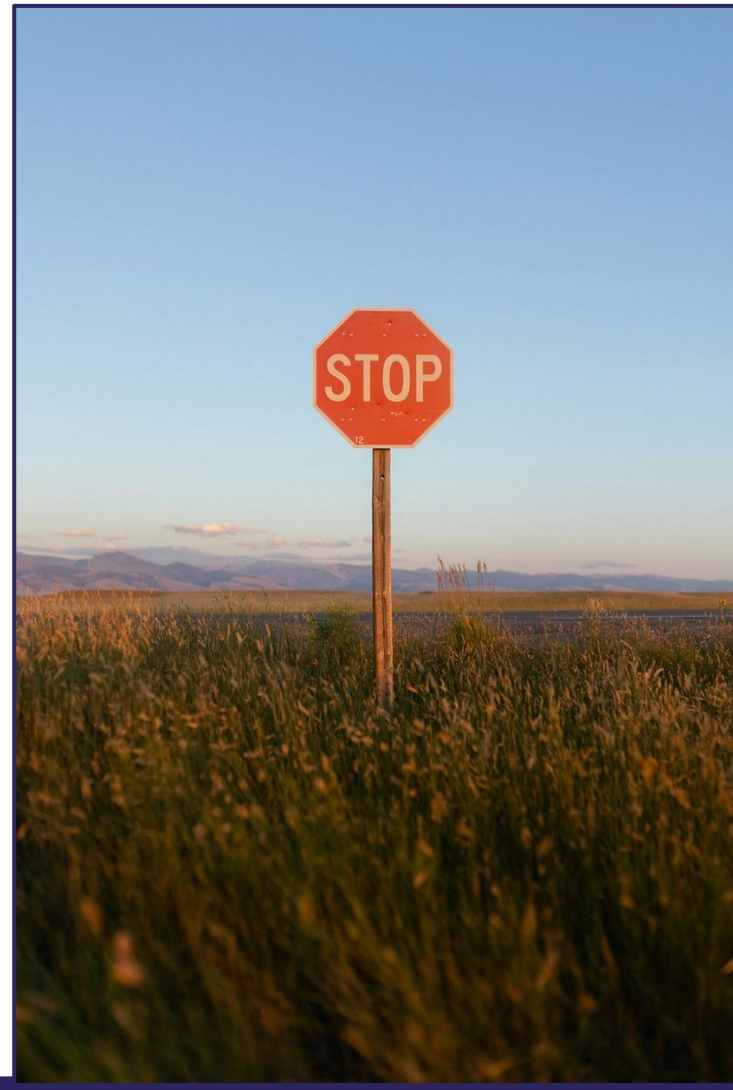
- **Years** of specialist experience, knowledge and data
- **Strong relationships** with key advertising platforms
- **We negotiate for you** to get the best price on ad spots
- **Evidence-driven** approaches to get the most for your money
- **Dedicated point of contact** - to answer all and any questions
- **Your goals** are our goals - what matters to you matters to us
- **Tailor-made campaigns** that suit your needs, not ours
- **We understand podcasts** (half our team regularly make them)
- **100% supplier independent** (we won't push 'our' products)



Nonsense-free services

Podspike

- **No set menus**- all campaigns are tailored to your budget and needs
- **No AI chat bots** - real people on the end of every email, message and call
- **No confusing jargon** - we explain everything and answer any questions you may have
- **No hidden extras** - we'll be clear up front what our support covers (and doesn't)



Vetted partners include...

Podspike

mowpod

Acast

audiencelift
by Amaze Media Labs

and many more...

Pricing

Podspike

- Customisable packages to suit your budget
- Recommended minimum spends:
  - **£10k GBP** (for a 6-8 episode limited run series)
  - **£3-4k GBP** (per month for ‘always on’ content)
- One-off or ongoing support
- All-in pricing or retainer options available
- Indie packages also available for solo creators

Podcast marketing with a human touch

Podspike

Dan
CEO & Founder
(Numbers nerd)

Emily
Campaign Manager
(Fact fanatic)

Holly
Head of Client Voice & Engagement
(Art lover)

Suze
Campaign Manager
(Content guru)

Anna
Campaign coordinator
(Horror film fanatic)

Get in touch today with dan@podspike.com with any questions or requests

Podcast marketing that matters