

BRIDGE CONSULTING & DESIGN, LLC | DANIELLE WELCH

# PODCAST MANAGEMENT & MARKETING



ESTABLISH, AMPLIFY, EXPAND YOUR REACH  
THROUGH THE POWER OF PODCASTING

[WWW.BRIDGECD.COM](http://WWW.BRIDGECD.COM)



## MANAGEMENT & MARKETING

*Are you a podcast host eager to captivate a wider audience and make a lasting impact with your show?*

Our Podcast Management and Marketing Services are tailored to empower you with the tools, expertise, and support necessary to take your podcast to new heights.

With our comprehensive package, you'll gain valuable resources that will not only boost your podcast's presence in the audio realm but also extend its reach across the ever-expanding landscape of social media.

- Edit & Master podcast episode (up to 60 min) including adding in intro/out to music up to 4 per month
- Create show notes for up to 4 episodes per month
- Upload and schedule episodes in hosting platform (Libsyn)
- 1 audiogram/reel created per episode
- 2 social media posts per episode + caption
- Monthly data tracking on podcast show performance
- Monthly touch-point call (30 min) to discuss progress, content/guest schedule for upcoming month
- Unlimited access to email support throughout the month.

## PACKAGE PRICING: \$1000/MONTH

**3 MONTH INITIAL CONTRACT WITH OPTION TO GO MONTH TO MONTH THEREAFTER WITH 30 DAY CANCELLATION POLICY**

# OUR PROCESS

Start

1

## Client Record Podcast

We recommend our client's record on Zoom, StreamYard, or even directly to your phone/computer via Video or Voice Memo. Podcast episodes should aim to be between 20-50 minutes with a 60 min max.



2



## Upload Raw Podcast to Google Drive

Our team will create a Shared Google Drive where each episode will be uploaded by client and our team will be able to access files to begin management and marketing tasks

3



## Edit, Create Show Notes, Schedule for Release

Our team will edit the audio as needed, and add in the intro/outro music or voice over clips. We will also create show notes and then schedule the episode for release on our recommended platform, Libsyn.

4

END

## Create and Distribute Social Media Content

Each episode will have 1 audiogram/reel video created, 2 promotional social media posts and captions created and distributed to LinkedIn, Instagram and Facebook.



# FAQS

## PROCESS/TIMELINE

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### **WHAT TIMELINE EXPECTATIONS DO YOU SET FOR NEW CLIENTS?**

Upon contract agreement, our team will need 1-2 weeks to set up a new client in our system, create necessary podcast hosting accounts, connect social media platforms, and create graphics/visuals to be used in the promotion of the podcast (including podcast cover art).

### **HOW LONG DOES IT TAKE FOR A PODCAST TO GO THROUGH YOUR PROCESS?**

From Start to End our process only take 4-5 business days, so we ensure our clients that their content can be ready for distribution within 1 week of upload to our Shared Google Drive. We strongly recommend our clients upload 1-2 episodes every 2 weeks to give themselves and our team an opportunity to work ahead.

## CONTRACT

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### **WHY DO YOU RECOMMEND AN INITIAL 3 MONTH CONTRACT PERIOD?**

With the first 1-2 weeks of our agreement being system setup and design work, your podcast will likely not be live until the 2nd or 3rd week of our contract period. From there, we believe that 2-3 months of content creation will give our team and the client an opportunity to collect important data that we will use to reevaluate the podcast content or marketing strategies.

### **WHAT IS THE CANCELLATION POLICY?**

In the event the client wants to cancel their services after the initial 3 month contract period, Bridge Consulting & Design, LLC requires a 30-day written (email) cancellation notice be sent to [danielle@bridgecd.com](mailto:danielle@bridgecd.com). Upon receipt we will confirm the cancellation request and communicate off-boarding steps to the client.



# READY TO TAKE THE NEXT STEP AND GET STARTED?



When you are ready to move forward with our Podcast Management & Marketing Services, send our team an email at [danielle@bridgecd.com](mailto:danielle@bridgecd.com) and we will prepare our contracts and onboarding instructions within 2 business days.

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My team and I look forward to working with you and helping you grow your audience, brand and business through the power of podcasting!

*Danielle Welch*

