



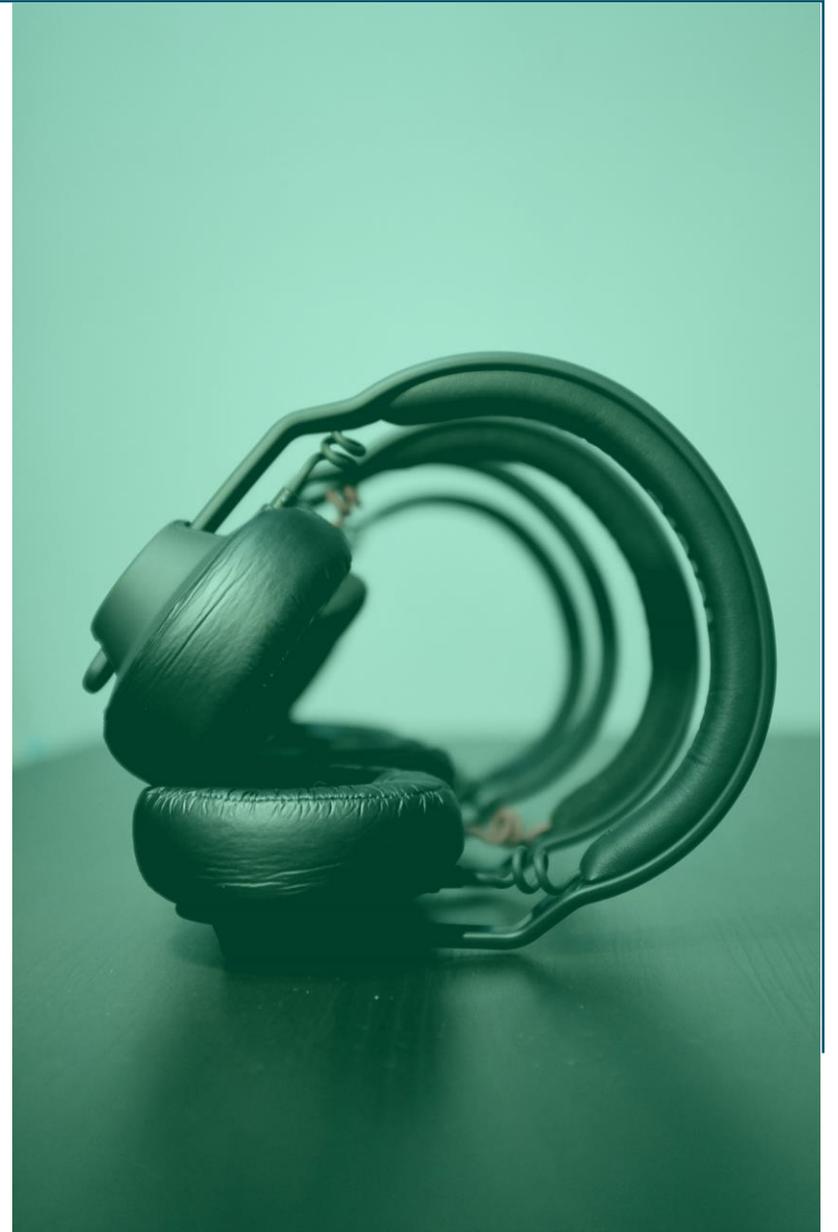
Broadcasting business ... *your* business

Talk directly to your customers

- Thirty-seven percent of US adults over 12 are listening to at least one podcast per month.¹ This is an increase of 16% YOY.
- 39% of men and 36% of women 12 and older are monthly podcast listeners.¹
- 75% of Americans are familiar with podcasting, an increase of 10 M in one year.¹
- 65% of podcast listeners tune in on mobile devices like smart phones and tablets.²
- “Approximately 169 million Americans listened to online audio in the last week, spending an average of over 15 hours doing so.”¹

¹<http://www.edisonresearch.com/wp-content/uploads/2020/03/The-Infinite-Dial-2020-U.S.-Edison-Research.pdf>

²<https://www.oberlo.com/blog/podcast-statistics>



Podcasts are good business



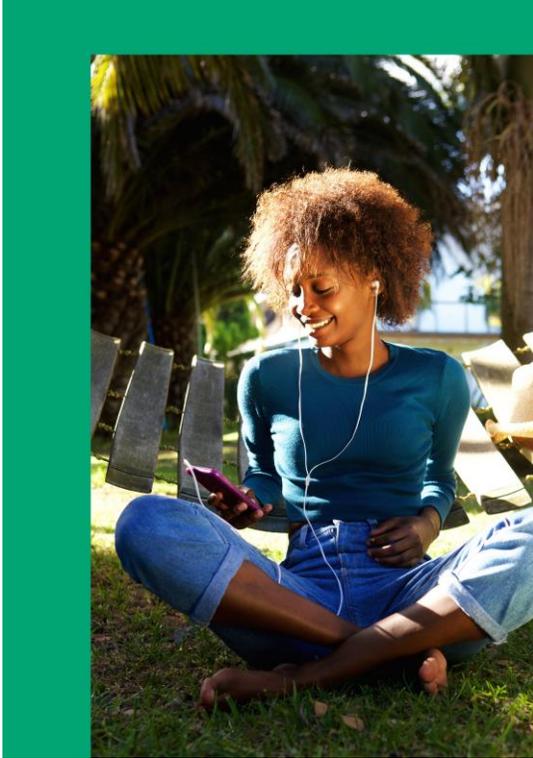
- Demonstrate thought leadership in your industry
- Put a human face (or voice) on your organization
- Expand your reach exponentially through podcast channels
- Highlight the expertise of your team
- Showcase customer successes
- Create an engaged community
- Speak directly to potential customers
- Build trust
- Connect with complementary industry experts/companies to build mutually beneficial relationships

Podcasts are the ultimate “bingeable media,” offering your business the chance to be *literally* in your customers’ heads for an hour or more at a time.



What you get with Puget Sounds

Depending on the packet/services you choose, here's the process:



1. We **meet** with you and your marketing team to **discuss your business goals** for the podcast
2. Together, we'll **decide if a podcast is right** for your business.
3. Next, we'll meet with your content team to **lay out a six-month plan** of two podcasts/month. We'll...
 - a. Pinpoint and polish the powerful stories your organization has to tell
 - b. Identify Subject Matter Experts (SMEs) on your team
 - c. Equip your SMEs to record
 - d. Determine appropriate questions for interviews
 - e. Rehearse with and coach your SMEs
4. We'll **line up voice talent** to conduct interviews
5. We'll work with your graphics team to **create cover and thumbnail art**
6. Puget Sounds will **scout the perfect music** for your podcast
7. Our director and tech will be **present for coaching and support** during episode recordings
8. Our audio tech will **produce and publish** your episodes

Choose your learning curve (or none)

THE COMPLETE PODCAST PACKAGE

1. Podcast set up, content, and production
2. Hosting and publishing
3. Cover and thumbnail art (artist fees not included)
4. Distribution
5. Stats
6. Voice talent
7. Music
8. Show notes and episode transcripts

Optional extras include direction, social media posting, merchandising assistance, newsletter content, tech recommendations and support.

Our **Complete Podcast Package** is perfect if you know a podcast would be great for your business, but you don't have time to create it yourself.

More of a **DIYer**? We get it. We also offer consultation and complementary services. Let us know what you'll do — we'll do the rest.



Your podcast team



Shannon Perry
Managing Director

With Masters' in English Literature and Digital Media Communications, our Managing Director is our reigning Word Nerd. She will help develop scripts that keep your episodes smart and focused. With several years' podcasting experience under her belt, Shannon also oversees production & publishing.



June Clark Eubanks
Creative Director

With and MFA in Directing, a background directing theater in Chicago, New York, and Miami, and a long and varied acting history, June knows how to pull the very best performance out of even the most reluctant and shy. She'll get your Subject Matter Experts "interview ready."



Heather McLaughlin
Administrative Director

Heather "backed into" accounting after many years of resistance, graduating from the Bookkeeping Certificate program at North Seattle College. She jumped at the chance to do something interesting with her newly minted degree. When not untangling artists' attempts to play with numbers, Heather can generally be found reading or running.



Schedule your free, 45-minute consultation

Website [Pugetsounds.com](https://pugetsounds.com)
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Book me! calendly.com/pugetsounds/free-consultation

