

LESSON THREE
THE GROWTH UNIVERSITY

Business Growth Through Podcasting.

LESSON THREE

1 - START MARKETING

3 - TYPES OF CONTENT THAT WORKS
AND WHERE TO PUT IT!

4 - SPONSORSHIP

THE GARYVEE CONTENT MODEL



Use one piece of pillar content (Podcast) and repurpose it into 30 pieces of content in different formats for the individual platforms..

DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)

REPURPOSE INTO MICRO CONTENT

Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)

DISTRIBUTE ACROSS SOCIAL MEDIA

Distribute all content on relevant social platforms



PLATFORM DIMENSIONS



INSTAGRAM

LANDSCAPE
1080w x 566h

PORTRAIT
1080 X 1350

SQUARE
1080 x 1080

STORIES:
1080 x 1920



TWITTER

PROFILE PHOTO
400 X 400

PHOTO SIZE
1024 X 512

HEADER IMAGE
1500 X 500



FACEBOOK

PROFILE PHOTO
170 X 170

COVER PHOTO
820 X 312

SHARED IMAGES
1200 X 630



LINKED IN

PROFILE PHOTO
400 X 400

BACKGROUND PHOTO
1584 X 396

SHARED IMAGE (DESKTOP)
1200 X 1200

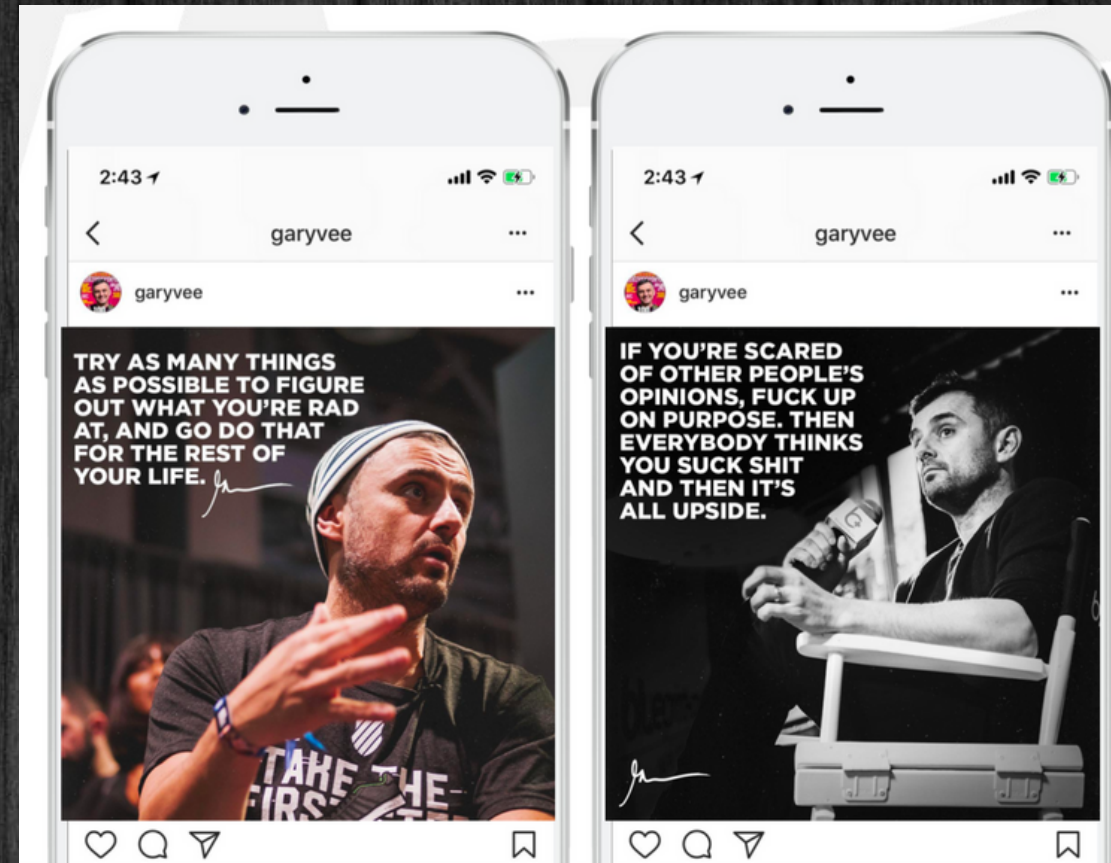
SHARED IMAGE (MOBILE)
1200 X 628

Note: if you keep the same aspect ratio of all these sizes, you can upload larger images than specified, which may be advised for longer-term use as retina and hd displays may increase in resolution over time.

PLATFORMS



- Video Clips
- Guest Photos
- Quotes
- In-studio activity
- Audience Interaction
- Promote through stories & reels
- Leverage your guest's audience



PLATFORMS



Announcements
Video Clips
Sound Bytes
Surveys / Questions
Leverage your guest's
audience



PLATFORMS



Announcements

Images

Video Clips

Sound Bytes

Surveys / Questions

Leverage your guest's
audience

THE
REPUBLIC
OF WORK
PODCAST

EPISODE TWO: JONATHAN HEALY



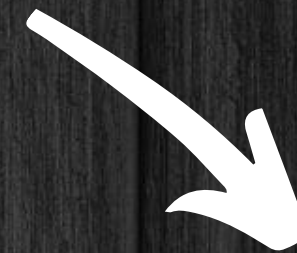
PLATFORMS



Full Video
Podcast Clips
Broadcasting LIVE

A screenshot of a YouTube video player. The video shows a man in a blue sweater sitting at a desk with a microphone, gesturing with his right hand. The background is a cluttered room with shelves of toys and books. A red banner in the top left of the video says 'THE #ASKGARYVEE SHOW'. The video player interface includes a search bar at the top with 'garyvee podcast', a play button, a progress bar at 3:27 / 50:19, and engagement metrics: 4.5K likes, 129 comments, and share/save options. The video title is '#AskGaryVee #QUESTIONS #QOTD Charlamagne tha God on Mental Health, Anxiety in Business & Relationship Challenges | AskGaryVee 298' with 178,858 views from Oct 29, 2018. A small 'GARYVEE' logo is in the bottom right corner of the video frame. A promotional banner for 'ULTIMATE LIFE' is visible in the bottom right corner of the player.

PILLAR CONTENT











MICRO CONTENT & STORIES



ARTICLES

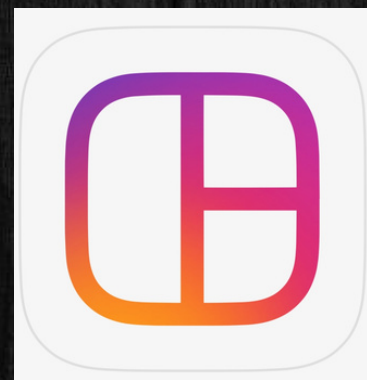


POST TIMES

PLATFORMS	POST TIMES
Facebook 	12:00 PM EST
Podcast 	12:00 PM EST
YouTube 	12:00 PM EST
IGTV 	12:01 PM EST
LinkedIn 	12:01 PM EST
Instagram 	12:01 PM EST
Snapchat 	12:01 PM EST
Twitter 	12:01 PM EST

-  **Pillar Content**
-  **Micro Content**

APPS THAT I USE



SPONSORSHIP

CPM - Cost per 1000

Example €15-€20 per 1000

4000 weekly listens - €60-€80

SPONSORSHIP

PRE ROLL + POST ROLL AD

Pre-roll and post-roll ads are ads that play before the podcast starts while post-roll ads are played after the podcast content finishes.

Pre-roll and post-roll ads are usually 15-30 seconds long and fairly straightforward. "This podcast is sponsored by Acme Tools. Check out their line of...". Typical CPMs for these ad placements fall between €15 and €20.

SPONSORSHIP

MID ROLL AD

Mid-roll ads are played during the podcast, breaking up the episode's content with sponsor's messages. Mid-roll ads are generally more free form. Sometimes the sponsor will give you a script they want you to read word-for-word. In other cases, they'll give you some talking points to cover.

If the sponsor gives you some flexibility, mix up the ad in each episode so you don't train listeners to tune it out. Mid-roll ads are slightly more valuable to podcast sponsors because the audience is captive. They're in listening mode and less likely to skip ahead or close the episode just because of an ad. Due to this engagement, average CPMs fall between €20 and €25 for most podcasts.

SPONSORSHIP

How Much Can You Earn From Podcast Sponsors?

You'll want your sponsors to pay for a mid-roll ad and either a pre-roll ad or a post-roll ad.

Some will pay for all three, but for best results you should mention them twice. If you're having trouble landing a sponsor, consider offering a free plug. Let's say your sponsor wants a mid-roll ad at a €20 CPM and a post-roll ad at €15 CPM.

That's a €35 per thousand listeners per episode. If an episode gets 2,000 views / listens, you would earn €70 for that episode. If an episode gets 40,000 views, you would earn €1,200 for that episode. .

SPONSORSHIP

How To Secure Podcast Sponsors

Consider your niche:

The most important part of sponsorship is finding sponsors that fit your niche. Your audience will grow bored and frustrated if your ads are totally irrelevant to them.

Besides, you want your ad to fit your audience so the sponsors do well too. This way they'll keep advertising through your show and you can raise your rates over time.

SPONSORSHIP

How To Secure Podcast Sponsors

Search for potential sponsors:

Where can you find potential sponsors? Browse the ads on website or Pages / Influencers in your niche. Check out companies who advertise in industry magazines. Review businesses who purchase paid ads on social media. Ask your listeners what kinds of products they like and buy often.

One easy way to find sponsors is to listen to other podcasts in your niche and approach the companies who sponsor them. They're already paying to reach that demographic of listeners, so they might be receptive to your proposal. Even if those companies don't want to advertise with you, at least you'll have a better idea of what kinds of companies to approach.

SPONSORSHIP

GET YOUR PROPOSAL TOGETHER

Impress your potential sponsors with a proposal that exemplifies your personality and professionalism. For best results, fashion your pitch into a slide deck for sponsors to flip through.

Your proposal deck should include: *Title and logo of your podcast. A summary of your podcast's niche. Include episode length, subject, format, and you've had on the show or interviews you've conducted.*

Information about you, *the hosts*, and anyone else involved in production (photos and bios). Information about *your listeners*, such as *demographics, download statistics*, and any evidence you have that your listeners really love your show. Proposed *rates and partnership ideas*. Make it clear that you're open to their ideas too. *Your contact information.*

SPONSORSHIP

How To Secure Podcast Sponsors

TIPS

- *Don't rule out the little guys*
- *Don't be too picky about price*
- *Stick to companies you respect*
- *Consider a proof-of-concept sponsor*



THANK YOU

Follow Me:
[@iamjaywoodard](#)

Happy to chat or if ye
have any questions in
the future!