



PROJECT TIMELINE - EXAMPLE CAMPAIGN



*This is a sample timeline, times can vary.

DELIVERABLES = FULLY MANAGED PODCAST OR PODCAST SERIES +

Planning & Content Creation

- You identify the topic and interviewees
- Generate 10-12 questions and talking points
- Planning call
- Confirm podcast recording and live date
- Onboarding of podcast host and interviewees
- Podcast Recording
- Podcast Production and Editing
- Final edit is sent to you for approval
- Podcast Distribution across Spotify, Apple Podcasts, Acast, Youtube etc.

Podcast Promotion Options*

- [Unique page on relevant AZO site](#)
- [Targeted email campaign](#)
- [Newsletter sponsorships](#)
- [Social media campaign](#)
- [Display Advertising](#)

Podcast Objectives

- Lead generation
- Thought leadership
- Brand awareness
- Drive traffic

LEARN MORE ABOUT OUR PODCAST SOLUTION

*Our digital sales and marketing team can help you to build a unique promotional package that suits your needs and your budget

**REACH NEW AUDIENCES, GENERATE BETTER LEADS
MARKETING FOR SCIENCE, ENGINEERING & HEALTHCARE**