

ANATOMY OF A STRATEGY

podcast media kit

10.25.19

OVERVIEW

Recorded in the booming metropolis of Toronto, the Anatomy of a Strategy (AoaS) podcast explores how marketers can build and reach their best digital audience.

From community to content, influencers to interest graphs, metrics to memes - and everything in between - join us as we uncover what makes a killer digital strategy.

AoaS is the passion-project of Tara Hunt & Carlos Pacheco, whose combined marketing experience spans nearly 40 years. Their love for truly understanding what makes a great strategy or what brings together a community is what gives AoaS a huge wealth of knowledge, as well as a personal touch.

So why should you partner with us?

Tara Hunt



221,000+ followers
+ 50,000+ slideshare



51,000+ followers



10,000+ subscribers



3,400+ followers



Named as one of the most influential women in tech by Fast Company and an Entrepreneur to Watch by Entrepreneur Magazine, Tara Hunt has been writing on the subject of market research, consumer insights, and marketing strategy for 21 years.

She has built an engaged and enthusiastic business audience online, including a significant number of thought leaders.

HOSTS

Stefani Forster



2,900+ followers

Stefani is Creative Director at Truly Inc.

She worked at Touché! Media and PHD Canada on various national brand campaigns before moving to the content side, serving as an editor/content manager at The Huffington Post Canada, Hello! Canada magazine and Corus Entertainment, among others. Her writing has appeared everywhere from the Globe & Mail to Thought Catalog.



STATISTICS

Launch date: March 17, 2019

- Episodes released bi-weekly
- Released on Sunday afternoons


~25,000

unique downloads


>1,400

unique listens per episode
average (and growing
rapidly!)



Tara Hunt  CEO, Truly Inc. / Market Researcher + Strategist / Author / Creator
5mo

"The single biggest business issue (the advertising) industry faces is sexual harassment because sexual harassment manages women out of the industry." Don't miss this mind-blowing conversation [Carlos](#) and I ...see more




0:04 / 0:14


👍❤️🔥 59 · 12 Comments · 4,518 Views

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▶️ 4,518 views of your video

Tara Hunt  CEO, Truly Inc. / Market Researcher + Strategist / Author / Creator
Published • 7mo

Find out before your ship sinks.




Do You Know Why Your Brand is Losing Value?
Tara Hunt on LinkedIn

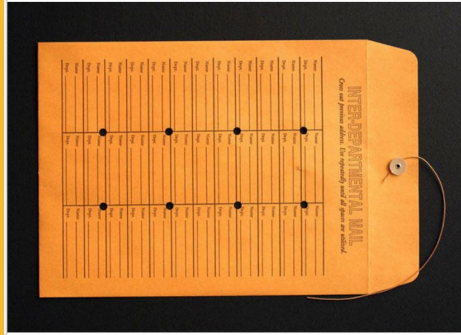
👍❤️🔥 274 · 25 Comments

👍 Like 🗨️ Comment ➦ Share

📄 9,828 views of your article

Tara Hunt  CEO, Truly Inc. / Market Researcher + Strategist / Author / Creator
5mo

Does anyone remember using this envelope to share important information around your organization? (it was the original "read receipt") [Nilofer](#) does! She cites this envelope as one of the ways in which business has ...see more



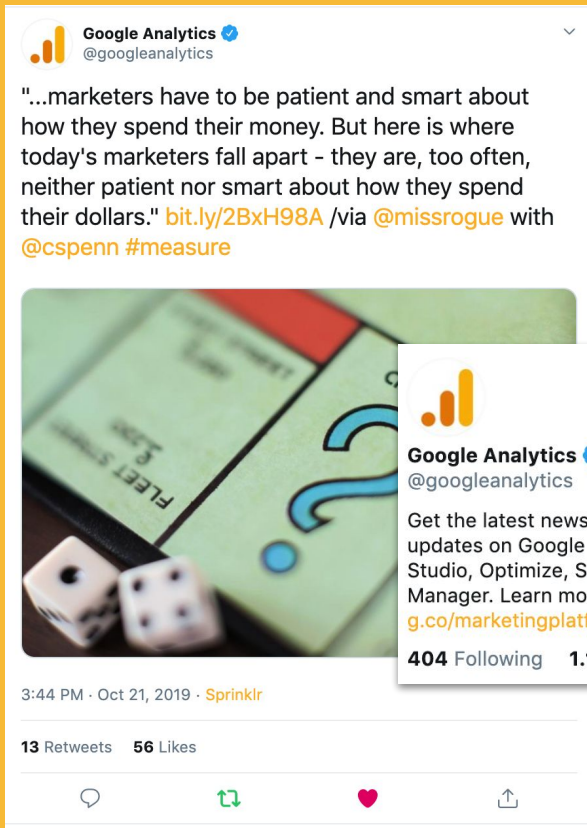
👍❤️🔥 107 · 45 Comments

👍 Like 🗨️ Comment ➦ Share

📄 14,994 views of your post in the feed

Each time we release a podcast, we create 4-6 shareable videos that are posted on Twitter, Instagram, Facebook + LinkedIn. Tara also writes an article on LinkedIn that gets in front of her 215,000+ followers.

MORE VISIBILITY THROUGH EXTRA CONTENT



Average views/episode across platforms:

20k+ views

Average impressions (including shares):

100k+
impressions

PODCAST + ARTICLES SHARED BY INFLUENCERS

AUDIENCE LOCATION

- 50.5% US
- 17.6% Canada
- 5.6% UK
- 4.3% New Zealand
- 3.8% Australia
- 1.2% France
- 1.2% Spain
- 1.2% Germany
- 1.1% Mexico
- 0.9% Denmark
- 11.9% Other

The largest listenership (49%) is on Apple Podcasts

Data taken from Libsyn



AUDIENCE INDUSTRIES



The top 5:

- Marketing and Advertising 15.61%
- Information Technology and Services 8%
- Computer Software 3.76%
- Internet 3.33%
- Financial Services 2.72%

AUDIENCE JOB FUNCTIONS:

The top 5

- Marketing 21.09%
- Business Development 15.17%
- Media and Communication 10.59%
- Sales 9.1%
- Operations 6.4%



AUDIENCE SENIORITY

65%

Senior to C-Suite

Data taken from LinkedIn



WHAT SOME OF OUR LISTENERS THINK

"Brilliant! This is such a fantastic podcast, filled with wall-to-wall insight and honesty. Totally recommend!"

Matt Campagna, Founder of Highball.TV

"Great podcast and insightful information shared with such a clarity!"

Maria Luisa Liuzzo, Global Channel Services Marketing Manager, Xerox

A must listen for anyone in agency or with half a brain thank you @missrogue & @carlospache_co for more great content!

Kelly Rusk, Former Digital Director + Partner, Banfield Agency, IABC President

Thanks Tara Hunt for all that you do to bring value to the web. Outstanding podcast! #podcast #leadership

Gair Maxwell, ex-Newscaster, International Speaker

How did I not know about this podcast earlier?! #podcastaddict

Kirby Plessas, founder + CEO, Plessas Experts Network

I just subscribed today and already know I'm going to binge listen. The podcast is 🔥

Kate Bourgoin, Founder, Customer Camp

PREVIOUS PODCAST GUESTS

Brian Solis



- Globally recognized digital analyst and anthropologist
- Considered as “one of the greatest digital analysts of our time”

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Cindy Gallop



- Brand/business innovator, consultant, coach, and keynote speaker
- TED speaker
- Launched MakeLoveNotPorn in 2009, to open up a dialog around sex.

[LISTEN HERE](#)

Galit Ariel



- Techno-futurist, Founder, and Creative Director at WondARlands
- Author of the AR-layered book, Augmenting Alice: The Future of Identity
- TED speaker

[LISTEN HERE](#)

Dr. Tomas Chamorro-Premuzic



- Organizational psychologist, Founder of Meta
- Author of 10 books and over 150 scientific papers on the psychology of talent, leadership, innovation, and AI.
- TED speaker

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PREVIOUS PODCAST GUESTS (cont...)

Nilofer Merchant



- Has helped to grow businesses (from Fortune 500s to web startups) for 20 years
- Author of The New How, The Power of Onlyness, and The New Rules for Creating Value in the Social Era
- TED speaker

[LISTEN HERE](#)

Rand Fishkin



- CEO and Co-Founder of SparkToro, Moz, and Inbound.org
- Speaker and author of titles such as Lost and Founder

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Erica Ehm

- One of Canada's most recognized personalities for over 20 years, having started her career in the mid-80s as the voice of her generation on MuchMusic.
- Founded The Yummy Mummy Club and Ehm & Co



[LISTEN HERE](#)

Christopher Penn

- Considered a massive authority on analytics, digital marketing, and marketing technology
- Co-Founder and Chief Data Scientist at Trust Insights



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ADVERTISING RATES

Commitment	30-second spot (scripted only)	60-second spot (scripted + personal endorsement)	Added Social Mentions (one per episode)	Social Mentions (without in-episode sponsorship)
One month	\$150 <i>total</i>	\$250 <i>total</i>	+\$25/mention/ platform	+\$75/mention/ platform
Three months	\$425 <i>total</i>	\$725 <i>total</i>	+\$20/mention/ platform	\$65/mention/ platform
Six months	\$750 <i>total</i>	\$1250 <i>total</i>	+\$15/mention/ platform	\$60/mention/ platform
One year	\$1200 <i>total</i>	\$2000 <i>total</i>	+\$10/mention/ platform	\$50/mention/ platform

We have a minimum 1-month (average of 2 episodes) commitment with the payment made upfront. 30-second spots will be read from client-supplied materials (within reason). 60-second spots will include some host banter, talking about their own experience with the brand (banter will be sent to client for sign off).

SUMMARY

- A phenomenal opportunity to target senior marketers making business decisions today.
- Get your brand in front of an affluent, marketing-savvy audience;
- Be heard by a MUCH more engaged audience (who are more likely to convert);
- Associate your brand with thought-leadership driving influencers;
- Your ad spend goes much further (and to the right people) with AoaS.

Thanks for listening!