

# PODCASTING IS NOW.

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YOUR BRAND. YOUR STORY. YOUR VOICE.

A SERVICE OF THE ZOE COMMUNICATIONS AGENCY



[webuildpodcasts.com](http://webuildpodcasts.com)



*Felicia*  
**BENTON**

award winning performer  
over 10 years in marketing and communications  
sxsw workshop presenter  
marketing agency owner

# WHO ARE WE?



*Frankie*  
**WILSON**

over 20 years in the radio industry  
internationally syndicated radio show  
stellar award winning radio show  
sxsw showcase and workshop presenter

## The We Build Podcast Team

WeBuildPodcasts.com is a Dallas-based one-stop-shop that takes you from idea to creation and distribution as far as you can imagine. While most other podcast companies handle their clients with a 10-foot pole, we are hands on through personal meetings, video calls, strategy sessions and more.

# HOW DOES IT WORK?

## 1. INITIAL CONSULT

During our initial consultation, we'll take the time to get an understanding of how to message and position the direction of your podcast and establish a few key audiences. We'll also discuss a strategy for promotions, your current reach, your marketing goals, podcast goals, potential format and frequency. We'll also discuss possible podcast names, if that has not yet been decided.

## 2. TEST RECORDING

During your test recording session, we will brainstorm and intro and outro to your podcast, and record you practicing behind the mic. You'll receive feedback from our team, as well as the sample recording for you to review.

## 3. BUILD OUT RECORDING CALENDAR

Our team will assist you in building a recording calendar that works best for you. This calendar will include podcast topics, dates and interviewees, if applicable.

## 4. RECORD

Our team will come to you to record your podcast sessions, or you can submit your recordings to us at [hello@webuildpodcasts.com](mailto:hello@webuildpodcasts.com).

## 5. PRODUCE

Our team will produce your podcast from top to bottom.

## 6. REVIEW

Once your podcast has been produced, our team will submit the podcast to you for final approval before your files are uploaded onto the appropriate channels.

## 7. DISTRIBUTE

Once the podcast has been approved, our team will upload your file onto the approved podcasting channels like GooglePlay, iTunes and SoundCloud.

## 8. ANALYZE

Every 3-5 episodes, our team will review your podcast analytics and discuss any possible changes that need to be made.



we build  
podcasts

# COMMON QUESTIONS

## Do I have to interview someone on every show?

Nope! You can even create a format that doesn't involve utilizing interviews at all!

## How do I do social media?

If you don't want to do social media, we can handle it for you! We'll create social media posts, audio grams, quote posts and more!

## How do I chose music for my show?

We'll provide a few royalty-free music options that will serve as music beds for your intros and outros.

## Where do we record?

If you're local, we'll come to you and bring a portable recording set-up. You'll only need to provide a quiet, echo-free area to record.

## Can I record it myself?

Though we don't recommend it, especially if you are new to podcasting, yes - we'll give you recommendations on the best equipment to use.

## How does payment work?

After the initial set-up fee is paid, payments are made once a month prior to recording and production.

## When should I start to see results?

This depends on your podcasting goals. We'll evaluate your podcasting goals and analyze your results every 3-5 episodes.

## What if I'm not good behind the microphone?

No worries! We are happy to provide additional consulting sessions through our a la carte services.



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# PODCASTING INITIAL SET-UP OPTIONS

BASIC	PLUS	CUSTOM
\$1500	\$1800	\$2500
✓ Production & RSS Feed Set-up	✓ Production & RSS Feed Set-up	✓ Production & RSS Feed Set-up
✓ Submission to Apple Podcasts & Google Podcasts	✓ Submission to Apple Podcasts & Google Podcasts	✓ Submission to Apple Podcasts & Google Podcasts
✓ 1 on 1 Podcast Launch Consultation (3)	✓ 1 on 1 Podcast Launch Consultation (3)	✓ 1 on 1 Podcast Launch Consultation (3)
✓ On-Site Recording + Equipment Usage	✓ On-Site Recording + Equipment Usage	✓ On-Site Recording + Equipment Usage
✓ Podcast Cover Artwork	✓ Podcast Cover Artwork	✓ Podcast Cover Artwork
Video Editing	✓ Video Editing	✓ Video Editing
Professional Voice Over Work	Professional Voice Over Work	✓ Professional Voice Over Work
Social Media Teaser Template	Social Media Templates (Graphic + Video)	✓ Social Media Templates (Graphic + Video)
Website Landing Page	Website Landing Page	✓ *Website Landing Page *up to 3 pages

## PRICE PER EPISODE (AFTER SET-UP)

Audio: \$325/show	Audio: \$275/show	Audio: \$225/show
Video: Not available	Video: \$400/show	Video: \$325/show





consulting  
production  
design  
marketing stragetgy

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