

# POD Spark

**COMPLETE PODCASTING SOLUTIONS:  
Expert Marketing for Your Business or Non-Profit**



## DID YOU KNOW?

**32%** of Americans ages 25 to 54 listen to podcasts at least once a month, jumping 14% in women listeners in just one year!

**69%** of podcasts are consumed through a mobile device, and 80% of podcast listeners hear all or most of each tuned-in episode.

— Edison Research's annual 2018 Infinite Dial Study

### ✓ Podcasting effectively communicates your message to a broad audience.

Build a genuine connection with today's listeners through original content that fans enjoy while driving, working or relaxing. As the expert in your field, you gain visibility with prospects by effectively conveying your message as the industry go-to resource.

### ✓ The best podcasts require expert planning, human appeal and top-notch expertise to succeed.

GreenCastle Video Productions and McGrathPR combine their expert skills in marketing and technology, providing you with effective communication of your message and mission. Our adept team process streamlines production challenges, providing innovative marketing vision that best conveys your organization's message and meets your audience growth goals. Proven methods identify and engage target listeners, shape unique series content and retain listenership with each new episode.

**AN INNOVATIVE  
MARKETING  
VENTURE BY**

**McGrathPR**  
PR | Media Relations to the Arts • Non-Profits • Small Biz



Worried about mixers, microphones, software?... We've got that covered!

Host a podcast on platforms like iTunes, GooglePlay, iHeartRadio or Spotify – it's built into the service.

Market your episodes, grow an authentic audience and track your engagement – we'll roll out the red carpet for you!

## **PODSpark** Podcast Bundles

- Captivating content creation
- Interview outline, copywriting and coaching
- Record your original PODSpark series in a state-of-the-art studio
- Publish and host your series on your preferred media platform
- Coordinate series previews, social media buzz and promotion
- Track analytics and metrics to keep your goals on track

**Custom Podcast Series** *(3 Podcast Episode Bundle)*

**\$1,185**

**Volume Commitment Bonus:**

**6 podcasts** - free branding graphic

**12 podcasts** - 13th episode is free!

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### **SERVICE ENHANCEMENTS:**

**Podcast Branding Graphic**

**\$160**

**Social Media Live Feed**

**\$250**

**Video Production**

**\$240/bundle**

**Intro/Outro Video Animation**

**\$480/bundle**

**Public Relations Campaign**

**\$450/bundle**

*Includes dedicated press announcement, media pitching and placement*

For more information, visit the PODSpark link at [mcgrathpr.com](http://mcgrathpr.com) or [greencastlevideo.com](http://greencastlevideo.com)