

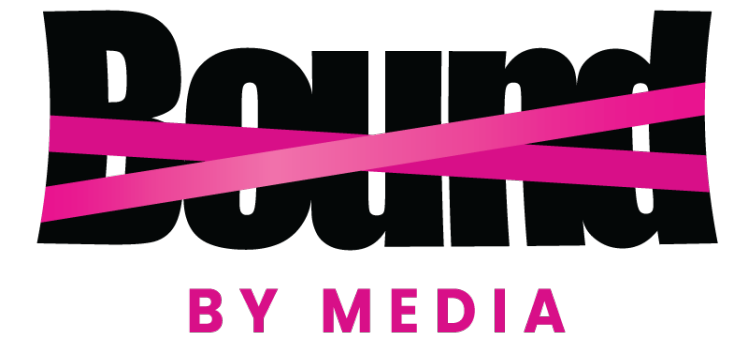
~~Bound~~

BY MEDIA

IT'S PODCAST TIME

A DIVISION OF BOUND-BY MARKETING





about bound-by.

Bound-by Marketing, Inc. (BBM) has a new division called **Bound-by Media** strictly devoted to podcast producing, distributing, and marketing **YOUR** voice.

BBM is a strategic boutique marketing consultancy located in Los Angeles with an emphasis on **YOU—since 2000.**

One that offers creative, business process development, program development, project + vendor management, publicity, branding, web design, advertising, and the ongoing management of it all.

Key Statistics for Podcasting.

Each year, **Edison Research** produces the longest-running study of consumer media usage and behaviors in America, the Infinite Dial report. Since 1998, Infinite Dial has covered a wide range of topics, from streaming audio to social media, using the most rigorous sampling methodologies to ensure that the study produces nationally representative estimates that are projectable to the entire US population.



podcasting
stats.

podcasting stats

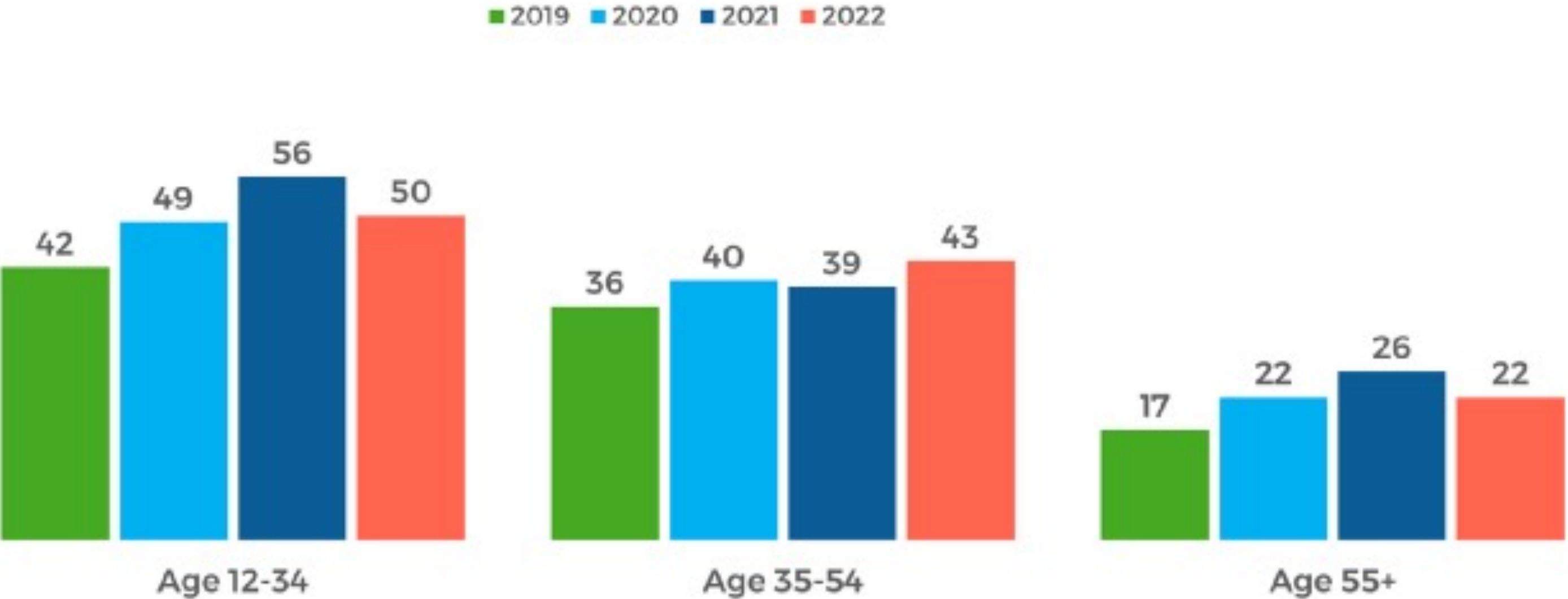
in millions.
united states.

Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

THE INFINITE DIAL 2022



WONDERY



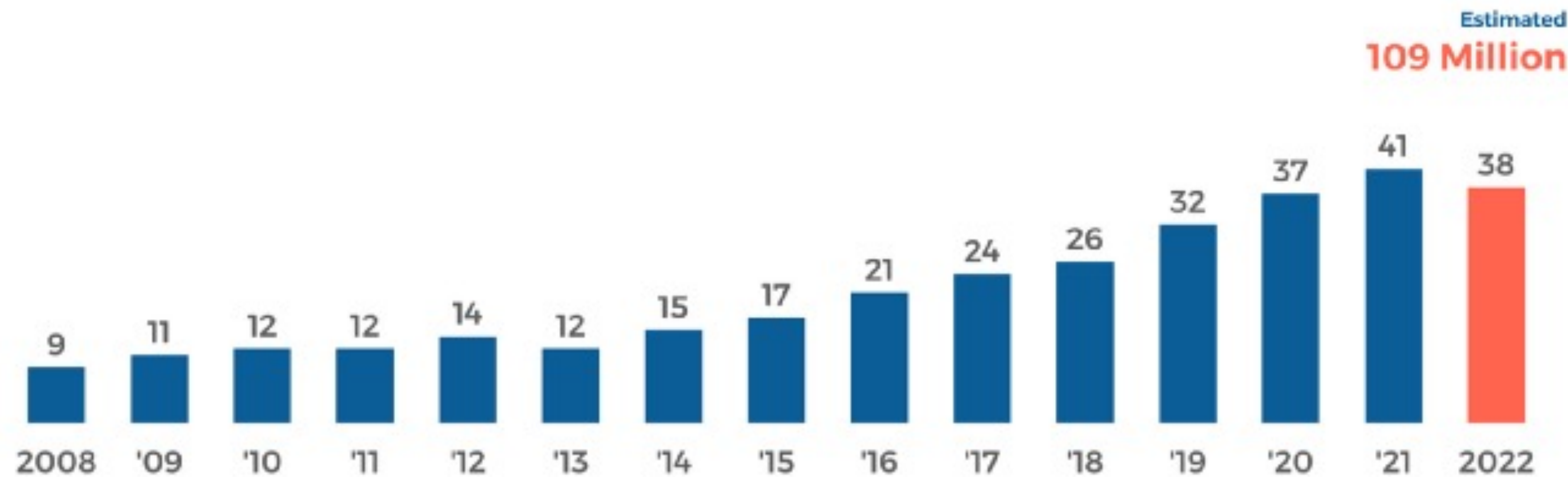
THE INFINITE DIAL © 2022 EDISON RESEARCH

#InfiniteDial

podcasting stats in millions. united states.

Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

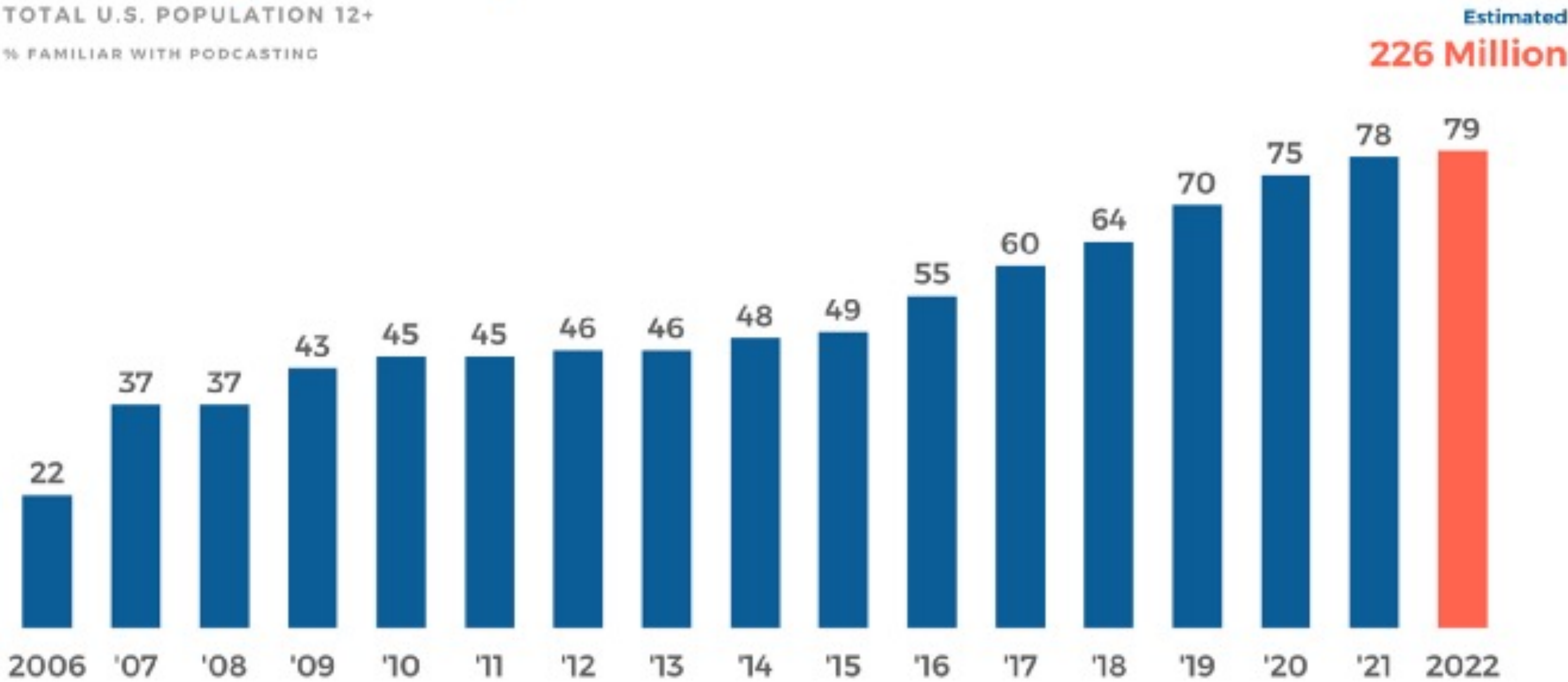


podcasting stats in millions. united states.

Podcasting Familiarity

TOTAL U.S. POPULATION 12+
% FAMILIAR WITH PODCASTING

THE INFINITE DIAL 2022



WONDERY



THE INFINITE DIAL © 2022 EDISON RESEARCH
#InfiniteDial

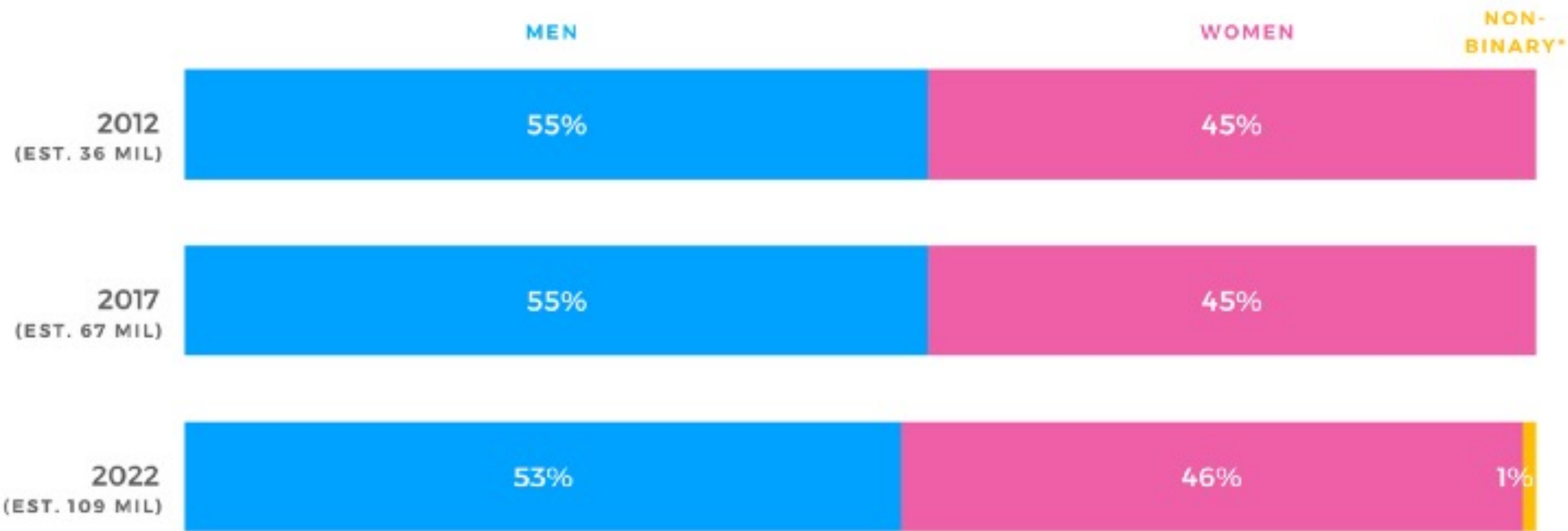
podcasting stats

united states.

Sex of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

THE INFINITE DIAL 2022



*NON-BINARY ADDED IN 2021



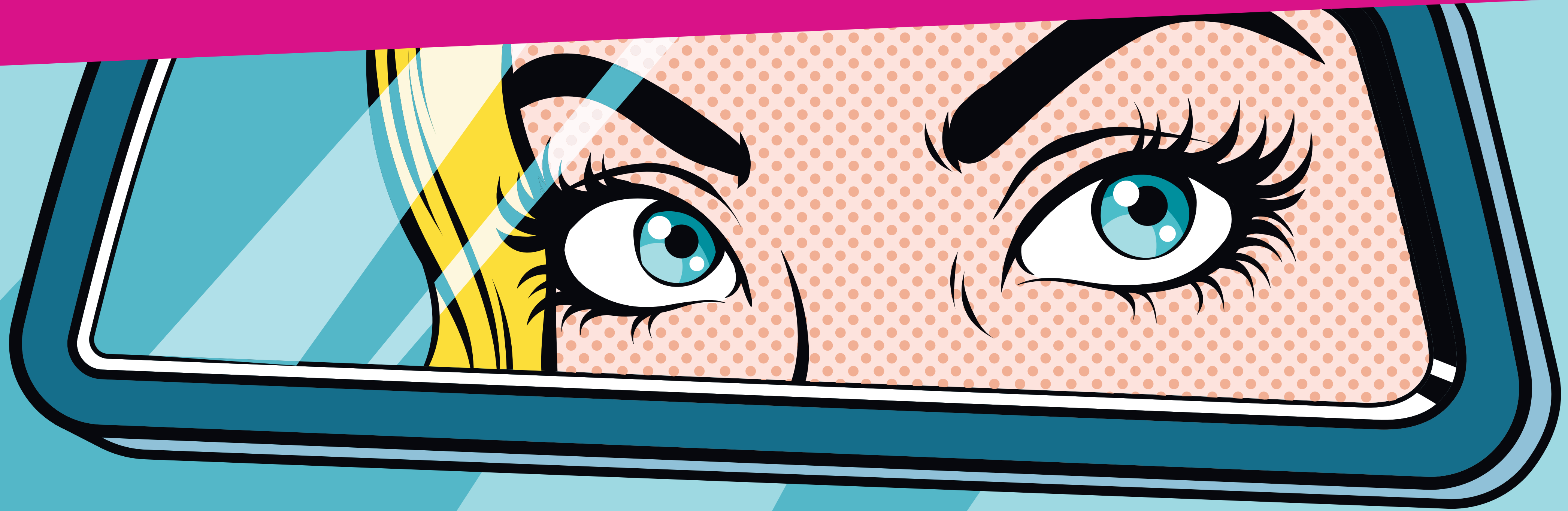
WONDERY



THE INFINITE DIAL © 2022 EDISON RESEARCH

#InfiniteDial

Branding is not just the design of a logo. Branding is about story, recognition, and perception. It is about differentiating a product, service, and business. It's to be bold and to be iconic and leave your competitors in the rearview mirror.



BRAND IDENTITY DEVELOPMENT



WEB DESIGN + DEVELOPMENT

A **Team** You Can Trust



Lyndsay Soprano
CMO + Distribution



Steve Koch
Executive Producer

guest management



rolling out the red carpet.

We treat your guests like VIPs and roll out the red carpet for them.

- Scheduling + Calendar management
- Technical Setups
- Suggest equipment (if applicable)
- Test recording equipment (virtually)
- Communicate with guests to engage, remind, and support

RECORDING

platform + audio management.

Not everyone can build a **full studio** in their homes or have access to studios to rent! That's okay!

All podcasts can be recorded from a distance on platforms such as Riverside.fm where your podcasts are all virtual.

Each of your guests will invited to the platform to login and record with you on video. The tracks are available to our producers and ready to edit as soon as you finish recording!



We don't just produce podcasts. We produce dreams.



Not all branding was created by bound-by marketing.

sound like a pro.

- Remove extraneous content while keeping the essence of the larger story
- Remove umms, ahhs, stumbles, and long pauses
- Clip out some selected highlights that can be used on social media and/or as an episode tease
- Audio improvement and volume leveling
- Add intro/outro and mix with music



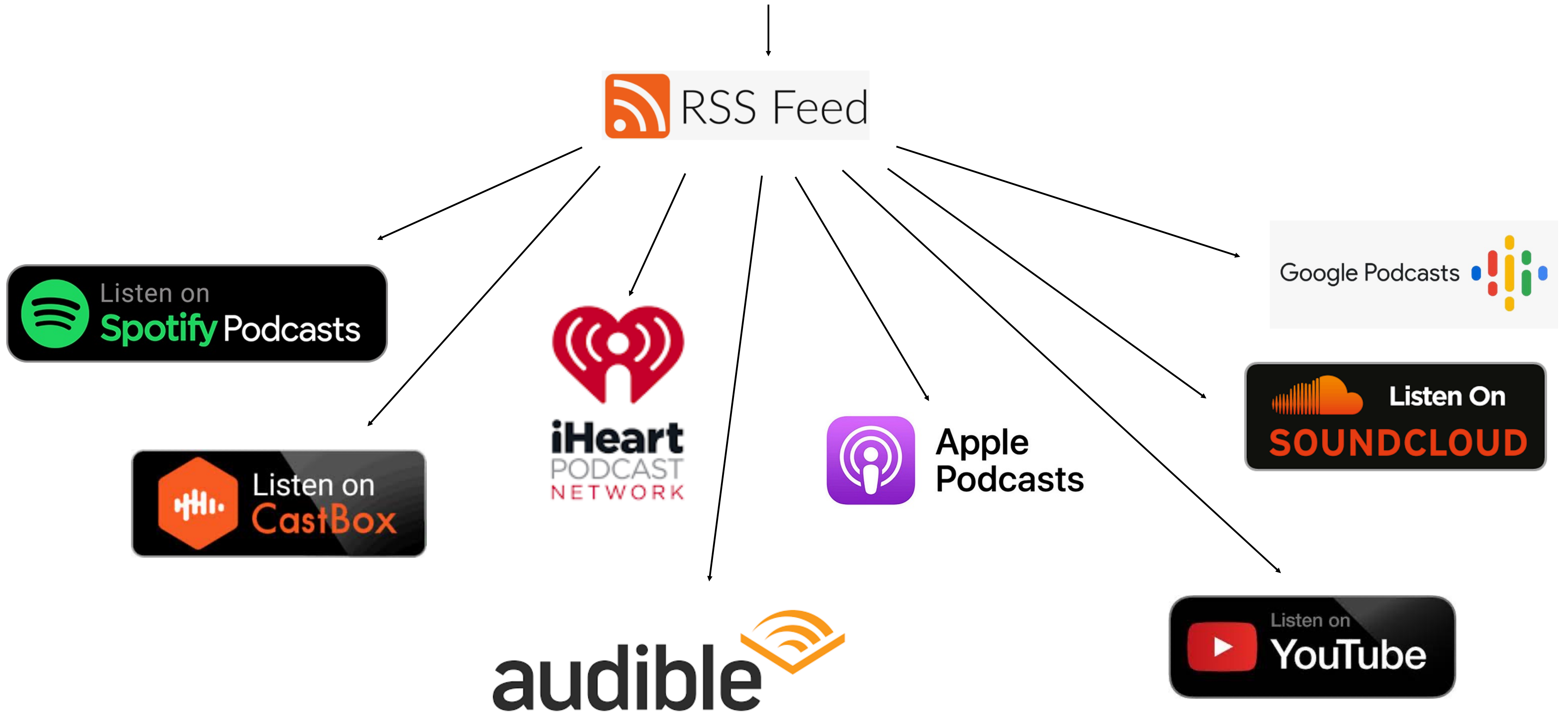


distribution.
How does that
work?



Spreaker[★]

From  iHeart





**word
of mouth**

Tell everyone you know.

People talk about what they are listening to in the podcast world more than they talk about what their children do and what they want to eat for dinner!

It's “what are you listening to lately!?”



social media
is a chatty and
addictive landscape.



most profitable
marketing
channel

**email
marketing.**

**ROI
3600% to 4400%**

<https://bit.ly/3Rvv7BB>





PUBLIC RELATIONS

Podcast Public Relations.

Part of the distribution of your podcast is having public relations coexisting with your social media and email marketing—**synergy** at the core of all your marketing channels is key.



Wearing the
armor to
monetize your
podcast.

monetizing your podcast.

- Sell sponsorships or advertising spots
- Get paid to be a guest on other podcasts
- Take donations (depending on type of podcast)
- Create membership tiers and offer swag
- Join advertising networks for CPM (cost per impression or mille)



ongoing support.



**record and
relax.**

we got this.

“Take your voice
further in your
business and
podcast!”

—

LYNDSAY SOPRANO

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