

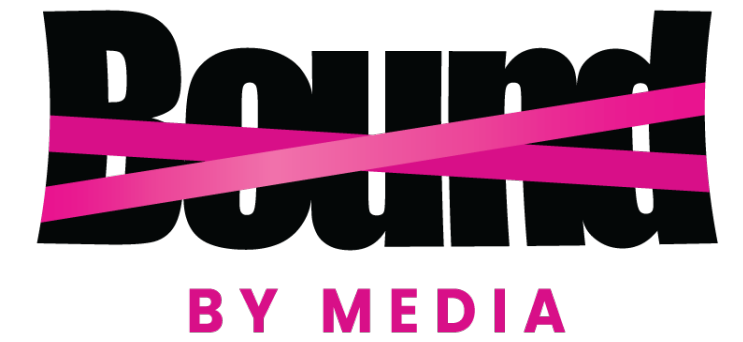
~~Bound~~

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

in millions.
united states.

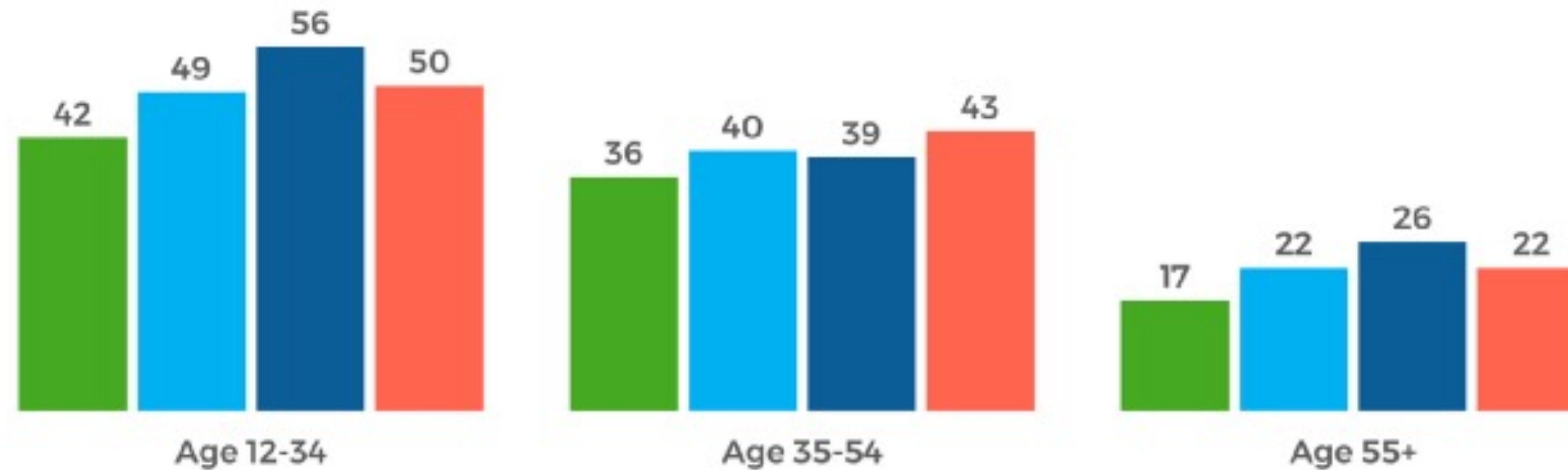
THE INFINITE DIAL 2022

Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

■ 2019 ■ 2020 ■ 2021 ■ 2022



WONDERY

ART19
an amazon company

THE INFINITE DIAL © 2022 EDISON RESEARCH

#InfiniteDial

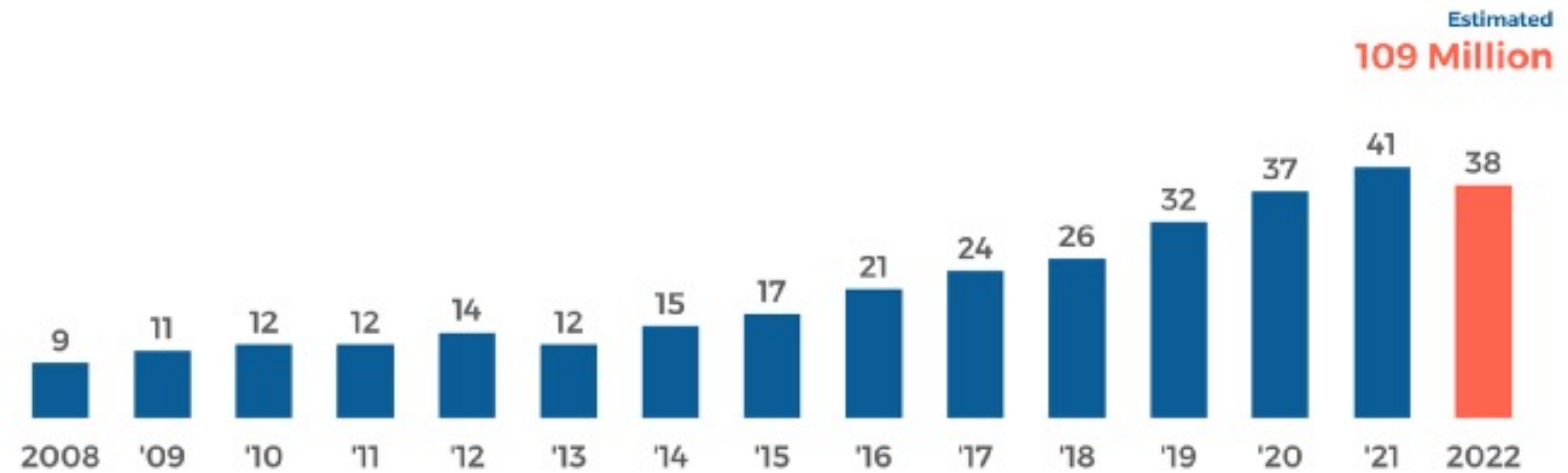
podcasting stats in millions. united states.

THE INFINITE DIAL 2022

Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH



WONDERY

ART19
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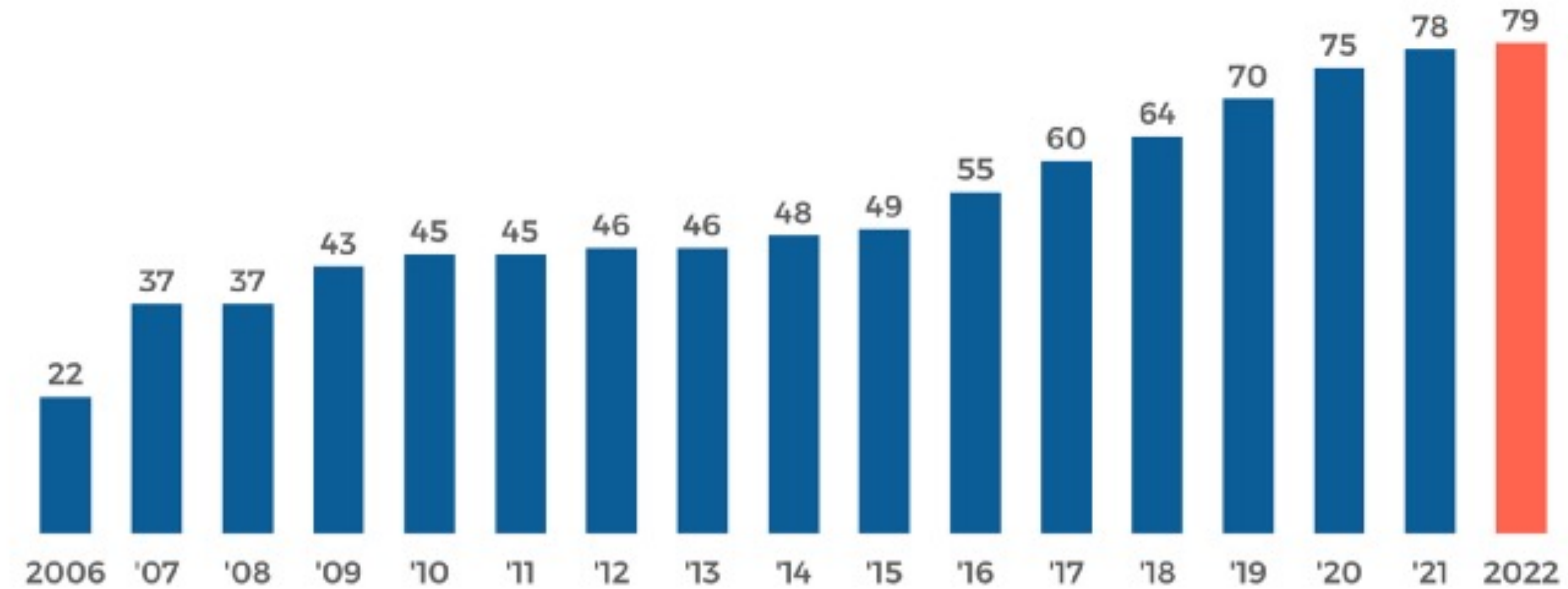
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#InfiniteDial

podcasting stats in millions. united states.

Podcasting Familiarity

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



THE INFINITE DIAL 2022



WONDERY



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#InfiniteDial

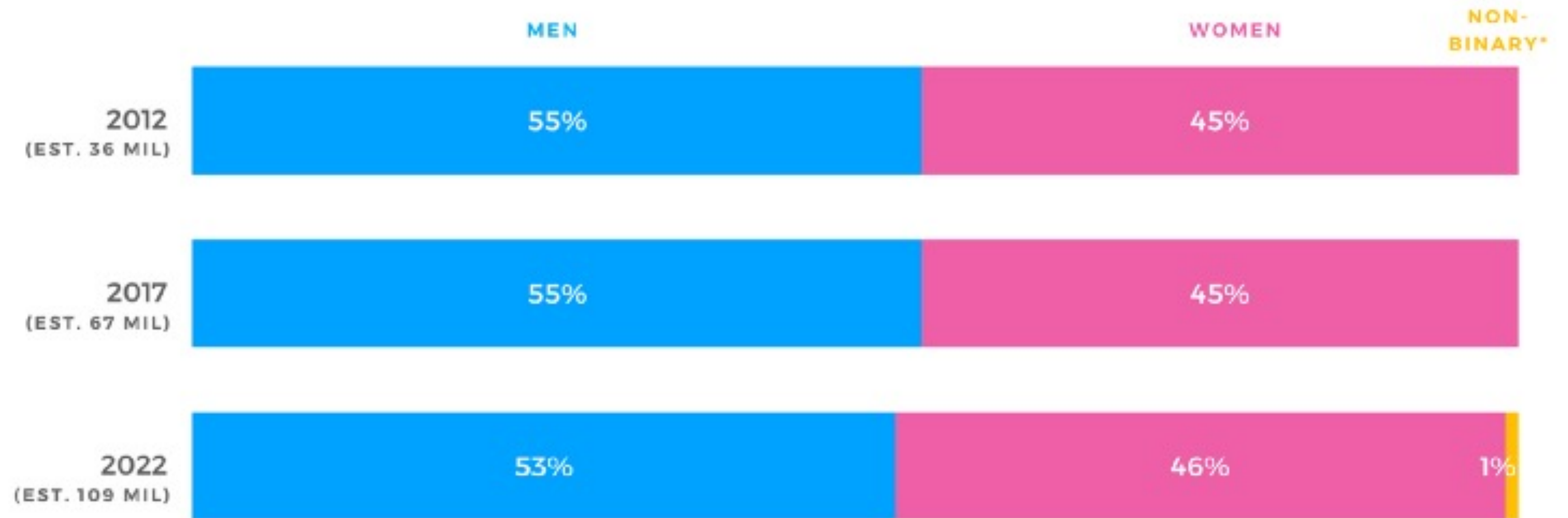
podcasting stats

united states.

THE INFINITE DIAL 2022

Sex of Monthly Podcast Listeners

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



*NON-BINARY ADDED IN 2021



WONDERY

ART19
an amazon company

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#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

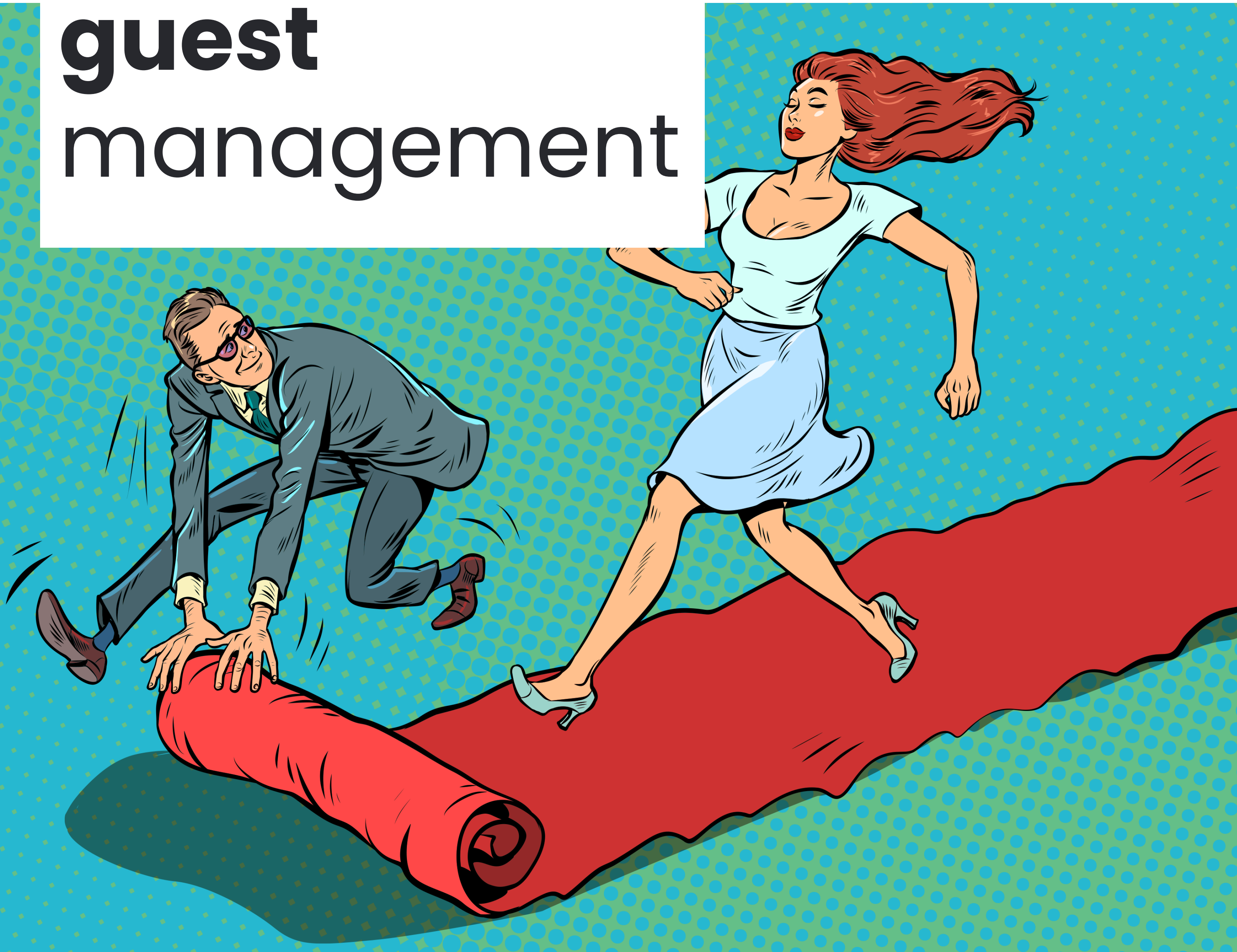


Steve Koch
Consulting Executive Producer,
Vandalpop Media



Rachel Kalmar
Director of Social + Content

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!



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




 RSS Feed

 Listen on **Spotify** Podcasts

 Listen on **CastBox**


iHeart
PODCAST
NETWORK

 **Apple**
Podcasts

Google Podcasts 

 Listen On **SOUNDCLOUD**

audible 

Listen on  **YouTube**

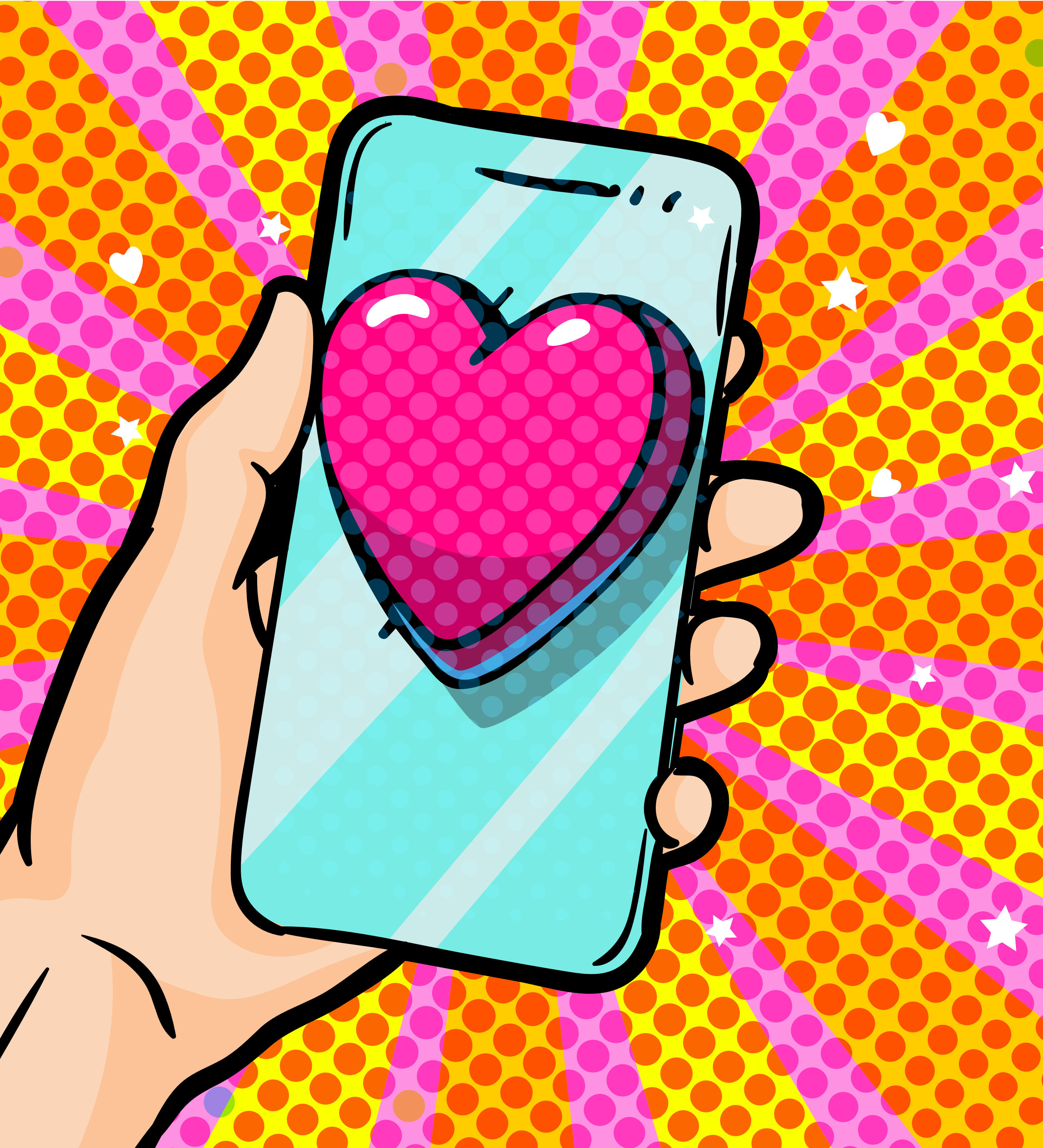
A pop art illustration of a woman's face and hands. She has bright yellow, wavy hair and is wearing a black top with a blue polka-dot pattern. Her lips are painted a vibrant red and are slightly open. Her hands are positioned near her face, with fingers spread, and she is wearing red nail polish. The background is a light brown color with a fine, dotted pattern. The overall style is reminiscent of mid-20th-century pop art.

**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**

lyndsay@boundbymarketing.com