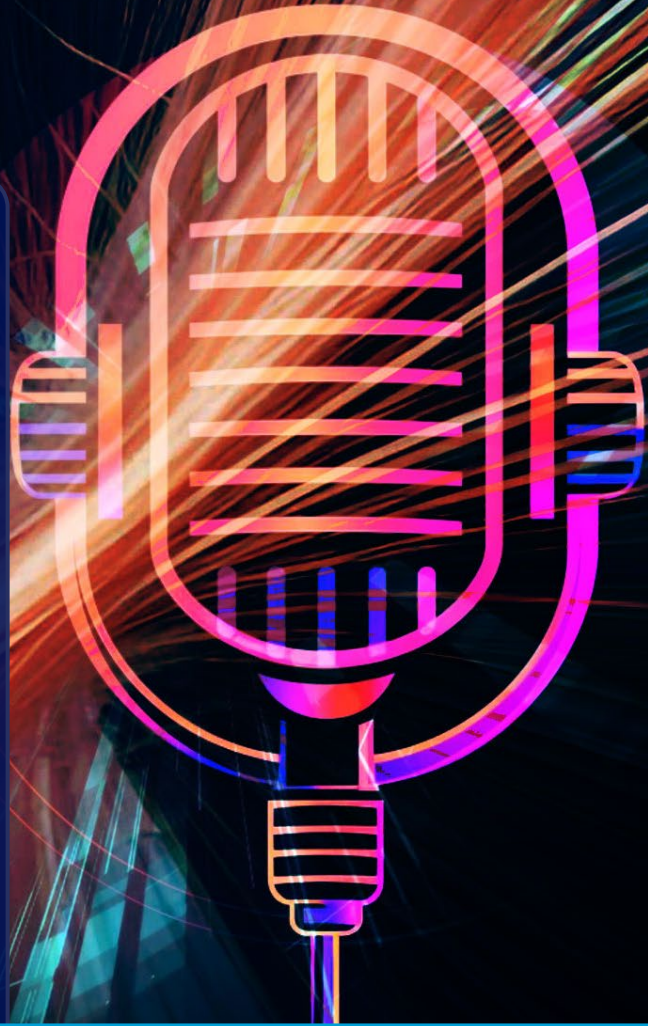




BuyerForesight™ Podcast Campaign



Transform your prospects into podcast guests,
fostering meaningful connections &
conversation.

BuyerForesight Reach: 1.2 million executives,
1500+ annual roundtables and conferences

Service Overview

BuyerForesight offers a premium podcast production service that allows our clients to feature their prospects as podcast guests.

This approach leverages our extensive network of 1.2 million executives and our expertise in hosting over 1,500 annual global roundtables and events.



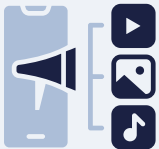
Prospect Engagement

Transform cold leads into warm relationships by featuring prospects on your podcast.



Thought Leadership

Position your brand as an industry expert through insightful conversations.



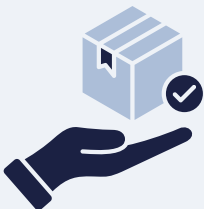
Content Marketing

Generate valuable, sharable content from each episode.



Network Expansion

Tap into BuyerForesight's vast executive network for guest sourcing.



Full-Service Production

From Strategy to guest recruitment, planning to publishing, we handle the technical details.



Brand Amplification

Leverage our 1.2 million executive audience for podcast promotion.

Packages

Package 1

2 Episodes per month

- \$6500/Podcast + hard costs
- 6 months minimum

Package 2

4 - 6 Episodes per month

- \$5500/Podcast + hard costs
- 6 months minimum

Podcast Process Overview

1. Discovery: Understand client's goals and target audience
2. Develop podcast concept and episode themes
3. Identify and secure relevant guests
4. Record, edit, and polish episodes
5. Publish on podcast platforms and promote to our network
6. Provide engagement metrics and ROI data

FAQs

How long does it take to launch a podcast?

Typically 2-4 weeks from sign-off to first episode release.

Can clients use their own recording equipment?

Yes, but we can provide a professional equipment package with support for optimal sound quality at no additional cost, including shipping.

How are guests selected?

We work with the client to identify ideal guest profiles and then match from our network of the client's prospects.

What if a client has no podcasting experience?

Our team provides comprehensive training and support throughout the process.

Can episodes be repurposed for other marketing channels?

Absolutely. Our packages include multi-channel content strategies.

Next Steps



Schedule a No-Cost demo podcast session



Deliver a customized proposal based on your needs



Set up a podcast meeting with our podcast production team.



www.BuyerForesight.com