



## Engaging Canadian Entrepreneurs Coast-to-Coast

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# MISSION

To provide Canadian entrepreneurs a platform to tell their stories to a wider and larger audience



**CANADA'S  
PODCAST**

Canada's #1 podcast  
for entrepreneurs

## **Our Vision**

To build Canada's #1 Podcast Channel for Entrepreneurs ... the backbone of today's Canadian economy. We celebrate the entrepreneurial journey with the people who believe in making their dreams happen.

## **How**

We harness innovative drive and learning using entrepreneurial stories, experiences and lessons to create an engaging business podcast channel that has been built for Entrepreneurs by Entrepreneurs.

## **Our Purpose**

We create positive change for Entrepreneurs by providing a platform where they get advice, tools, news and an engaged audience to tell their stories, pass on their experiences and learn from the challenges others have overcome.

# Purpose



Provide an amplified platform to entrepreneurs so they can tell their stories to a wide audience and discover new experiences.



Foster entrepreneurship through inspiration, news and advice. Our economy relies on entrepreneurs more than ever before – and we want to help them succeed.



Through the sharing of stories and useful information, we can help to build and support a community of entrepreneurs who can learn & inspire others.



We are the only Canadian podcast platform built for Entrepreneurs by Entrepreneurs – and it's the #1 in Canada



# Current Metrics and Milestones for Canada's Podcast

- Lifetime YouTube Views 500,000+
- Audio Downloads (Apple, Spotify, Podbean & Google) 200,000+
- Monthly Social Impressions 19,000+
- YouTube Subscribers 2,300
- Engaged Social Followers 9,000+
- Avg. Household Income \$75,000
- Age Demographic 18-54
- Split Gender Demographic 50/50 (approx.)
- Roughly 15% increase monthly
- Newsletter Subscribers 6,000



Micro-channel marketing is the way to get to the audience you want... some of the brands who have taken this route with us

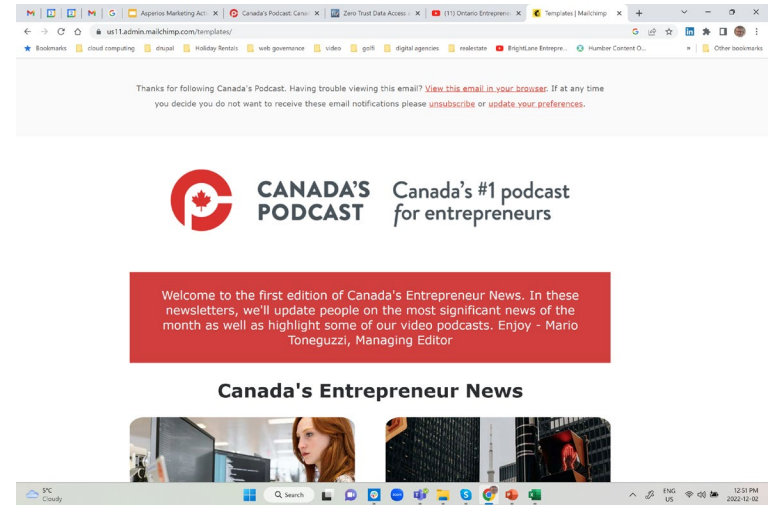


Competition Bureau Canada Bureau de la concurrence Canada



# Canada's Entrepreneur Monthly Newsletter & daily Newsposts & monthly Newscast

- 3 months commitment by the advertiser
- Monthly newsletter feature
- Monthly newscast infotorial for three months (Feature Interviews)
- Daily newspost positioning
- National/Provincial news roundup
- Newscasts that cover Quebec, Ontario, Atlantic Canada, BC and the Prairies
- Social Boost newscast distribution
- \$8,650.00 monthly budget required (not including production, approx. \$2500.00)
- Launch is in process



# Awesompreneurs

- Monthly feature focusing on bringing high profile Canadian Entrepreneurs into the conversation with Canada's Podcast hosts and RBC.

## Structure:

- Season (6 month) -- 6 episodes per season (6 series min) with a cost of \$45k for 3 months, \$85k for 6 months or \$150k for 12 months. Target is at least 30,000 views per episode.
- Structure is one feature per month over 6 months (there will be ongoing promotion on CP site, podcasts, newsletter, newsposts)
- You will feature in our newsletter, newscasts, newsposts and podcast ad-roll. Also we will be social boosting all of these.
- This will be much higher production values than other podcasts and will likely be about \$1000 per episode.





# Monthly Featured Podcast

- Features infotorial podcast focusing on bringing your message to the audience

## Structure:

- Two podcasts with one of our hosts.
- Pre and midroll ads on these/feature and on our YouTube summary
- You will feature in our newsletter, newscasts, newscasts and podcast ad-roll. Also we will be social boosting all of these.
- We interview you with customized questions. We work with you on the questions and you prepare your answers in a casual conversation format. The episode consists of 8 questions and runs for about 30 minutes.
- This will be higher production values than other podcasts and will likely be about \$500 per episode.
- \$8,650.00 for two episodes which includes two weeks of social boost



# Featured Podcast

- Features one infoterial podcast focusing on bringing your message to the audience

## Structure:

- One podcast interview with one of our hosts.
- Pre and midroll ads on this/feature and in our YouTube summary
- You will feature in our podcast ad-roll and on our site. Also we will be social boosting for a week to increase coverage (YouTube, Facebook, Instagram)
- We interview you with customized questions. We work with you on the questions and you prepare your answers in a casual conversation format. The episode consists of 8 questions and runs for about 30 minutes.
- This will be higher production values than other podcasts and will likely be about \$500 per episode.
- \$3,950.00 per episode which included one week of social boost





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THANK YOU

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