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DPTM Podcast Marketing Case

Study

DON'T PRAISE
THE MACHINE
PODCAST

PODCAST

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INTRODUCTION

- Don't Praise The Machine is a weekly Comedy / Culture podcast in English presented by 2 hosts.
- At the beginning of this campaign, the podcast had existed for 2 years and produced over 110 episodes.
- Although the podcast had a dedicated fanbase, new subscriber growth had slowed and the creators wished to find ways of attracting new audience members to grow their online community.



Goals

With a **North Star Metric of Increasing Subscriber Each Month**, I was able to establish 3 goals for the campaign.



1 - GAIN EXPOSURE / AWARENESS OF THE PODCAST/BRAND

2 - GROW SOCIAL MEDIA FOLLOWERS AND ENGAGEMENT (INSTAGRAM AND FACEBOOK)

3 - BUILD AN EMAIL LIST TO BUILD OUT AND NURTURE OUR COMMUNITY

BUYER PERSONAS



Persona #1	Persona #2
Daniel	Christine
	
Lawyer Married with young children.	Single
30-45 years old Male Lives in Australia Income of 80-200k	30-45 years old Female Lives in Europe Income 50-80k

- 2 key buyer personas were identified
- 30-45 years, old Daniel is a Lawyer with a young family interested in 1990s culture contemporary technology topics, music and film.
- Christine also 30-45 is single, moderate income and interested in travel, social media, social justice issues.
- Both users primarily use **Instagram** and **Facebook**



CAMPAIGN STRATEGY & CONTENT PILLARS

Based on the goals of the campaign, I created 3 key content pillars for the social media strategy which could be repurposed between Instagram and Facebook.

1: SHORT FORM VIDEO CLIPS:

Max 1 minute . These were vertical videos, utilising audio clips from the podcast edited to engaging visuals.

2: USER GENERATED CONTENT:

Encouraging and reposting content from the existing audience such as the creation of home-made merchandise (stickers and t-shirts), replies to our own posts and other UGC.

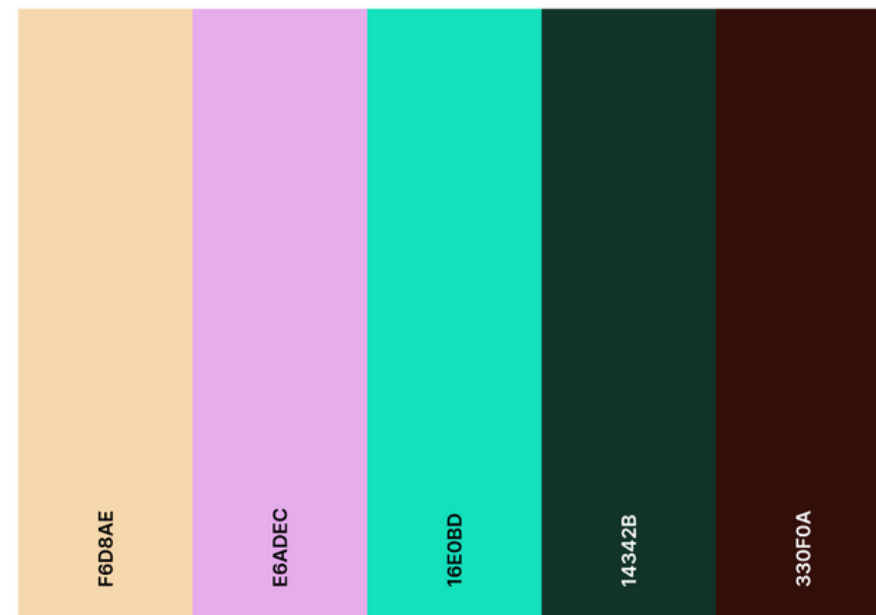
3: BEHIND THE SCENES:

Showcasing the making of the podcast and the lives and interests of the two hosts. This could involve traveling, chatting about podcast related themes such as famous film locations or things connected to music and history etc.

BRANDING



- The Podcast had only ever had a single Logo with no other branding elements.
- To refresh the branding, I created a new colourful colour palette along with new logo in the feel of the light tone of the podcast material.
- Logo assets with different orientations were also created to fit various social media channels.



Youtube Banner



Video Title Slide



Pod Aggregator



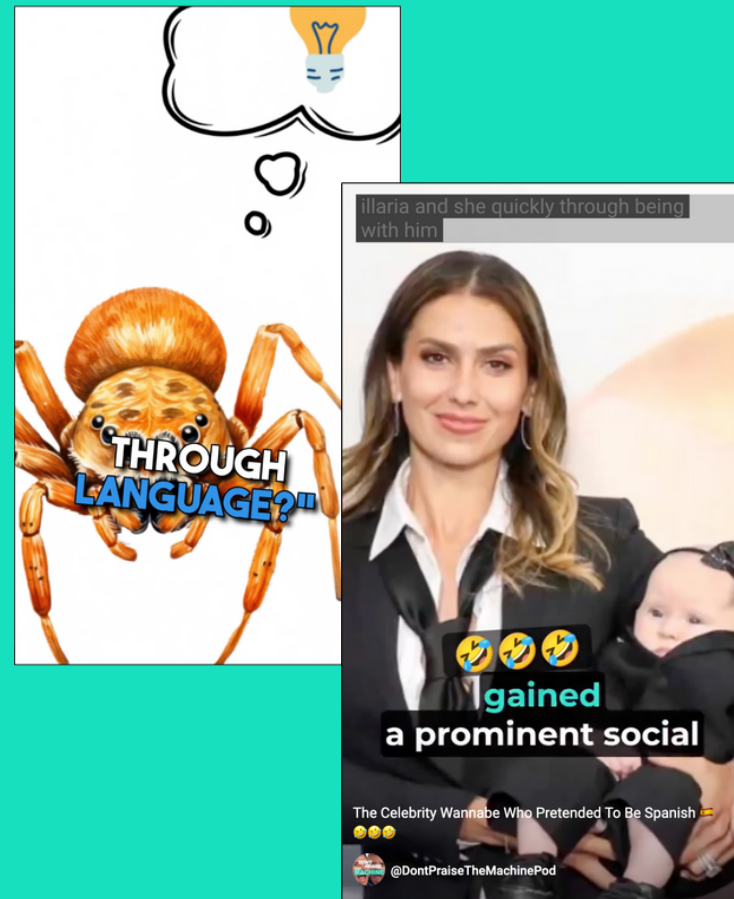
Instagram

PAID MEDIA

To complement the **organic** campaign, a **paid strategy** was also created.

Social Media Video Ads

- Utilize vertical video ads, which are short and tightly edited and encapsulate the unique style of the podcast.
- These would be run through Meta's Ad Platform (for Instagram and Facebook) and could be repurposed for TikTok, or Youtube shorts.



Google Search

- Identifying relevant keywords related to the podcast's niches.
- Ensure keywords are a mix of volume and low competition so ad has the best chance of ranking for the most economical PPC.

Example Google Ad Text

Headline: "Best 45 Mins Of Your Week"

Description: "Escape to irreverent humor and '90s nostalgia. Join us for smart, relatable fun. Subscribe now!"

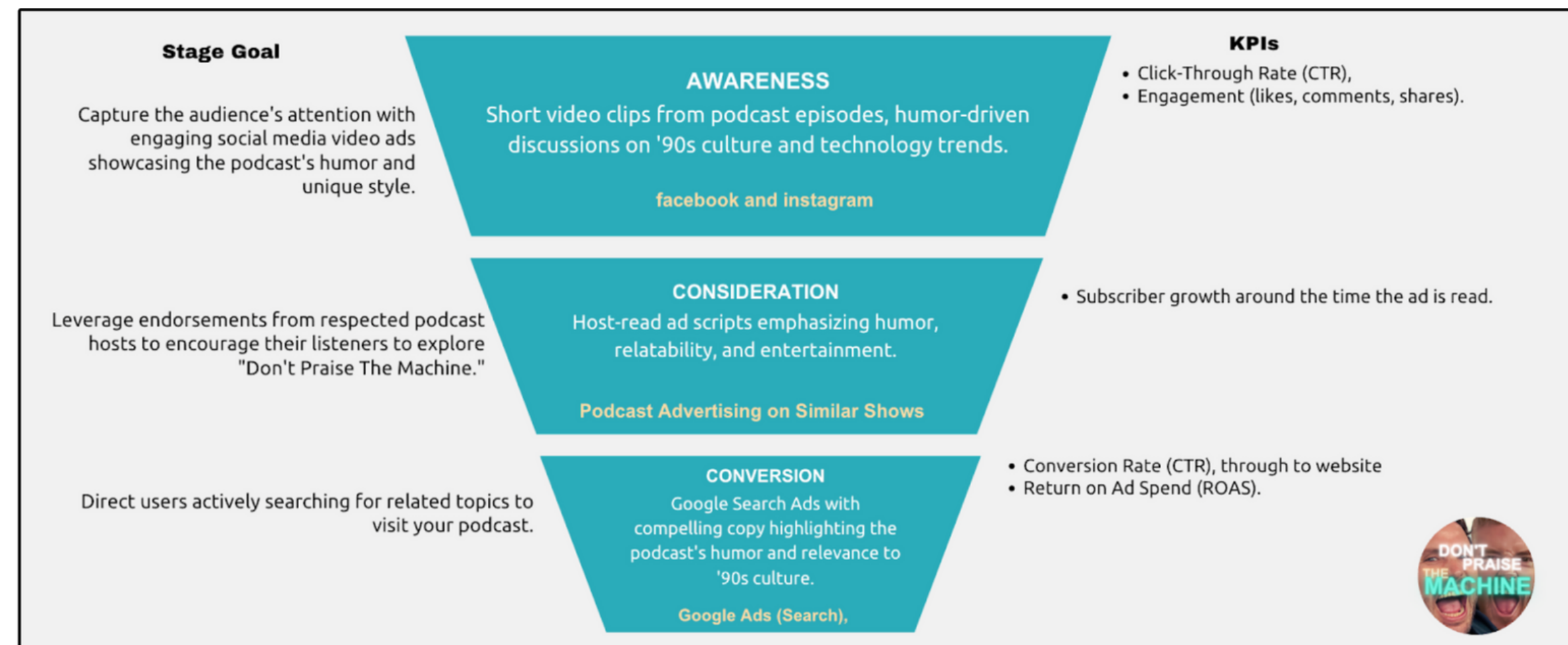
CTA: "Listen for Laughs!"

*Again, this would lead directly to our website landing page.

FUNNEL



For the Paid Campaign, I created a potential **ACC** Funnel based on a typical buyers journey for our target audience.



BORCELLE

PROJECT EXPERIENCE

Content Marketing
SEO +. Email Marketing
Social Media and Branding
Multi-Channel Marketing
Marketing Analytics



GROWTH

Social Media accounts saw a boost in views and brand awareness as a direct result of the new vertical videos that were created

BRAND

Rebrand allowed for consistent brand messaging, voice and story-telling across multiple channels

CHANNELS

ACCR Funnel helped to identify and optimize the channels through which the podcast can reach new audience members



THANK YOU