

## The Marketing Book Podcast Fact Sheet



The Marketing Book Podcast is the world's only podcast focusing exclusively on new marketing and sales books, attracting a highly educated, loyal, and experienced global audience in over 160 countries.

LinkedIn has named the show as one of "10 Podcasts That Will Make You A Better Marketer" and Forbes has named the show as one of "11 Podcasts That Will Keep You In The Know." In the US, the show has garnered over 750 5-star reviews on Apple Podcasts.

Since January 2015, host Douglas Burdett has published an episode every single Friday and has included authoritative authors like Seth Godin, Philip Kotler, Robert Cialdini, David Meerman Scott and Jay Baer.

**The host, Douglas Burdett** is the founder of Artillery, a B2B marketing agency. After three years' service overseas in the US Army as an artillery officer, he earned an MBA and began his business career on New York City's Madison Avenue working at ad industry giants, J. Walter Thompson and Grey Advertising.

## **THE MARKETING BOOK PODCAST IS A ONE-OF-A-KIND SHOW**

The Marketing Book Podcast is distinctive for three reasons:

1. Douglas Burdett has marketing experience exceeding 30 years. He adds immediate credibility to your company through his discussion of your brand.
2. The host reads every single book before the interview. Many authors (and listeners) have commented upon how unique that is for a podcast and how much it adds to the interviews.
3. The show is entertaining – in lieu of a midlife crisis, the host started performing standup comedy (he’s all better now, thanks).

## **HOW DOES THE SHOW DELIVER VALUE TO SPONSORS?**

There are three ways sponsors gain value from the podcast.

**Sales** – Sponsors can track leads and conversions by offering a unique offer and landing page which will be promoted through the show and website. The better the offer, the more traffic to your site.

**Awareness** – The primary benefit of sponsorship is awareness through sponsorship of the show over an extended period. For example, sponsors have reported traffic to their trade show booths and new business connections because of awareness created by the show sponsorship.

**SEO** – Every show has an accompanying blog post which contains valuable, permanent links back to your website and content.

Since this podcast exists on the web and in places like iTunes, Spotify, Google Podcasts, I Heart Radio, and Stitcher forever, the podcast delivers value to your business for years to come.

## HOW MANY PEOPLE WILL I REACH?

The show has grown consistently, attracting a passionate and loyal global audience in over 160 countries.

Stats as of **Friday 6/3/22** are below. Each episode is published on Friday.

(The "release" date shown on the attached Libysn report is when the episode was uploaded, not published.)

Episode 385 shown below was published one week earlier on 5/27/22.

Episode 386 was published about 12 hours earlier (on 6/3/22).

TITLE	RELEASED	APR	MAY	JUN	TOTAL
386 The Revenue Acceleration Playbook by Brent Keltner	05/27/22 <b>Published 6/3</b>	0	0	916	916
385 How To Grow Your Business Like A Weed by Stu Heineck	05/20/22 <b>5/27</b>	0	2,376	488	2,864
384 Fans First by Jesse Cole	05/18/22 <b>5/20</b>	0	3,086	169	3,255
383 The Conversion Code 2nd Ed. by Chris Smith	05/12/22 <b>5/13</b>	0	3,753	139	3,892
382 The New Rules of Marketing & PR 8th Ed. by David Meer	04/30/22 <b>5/6</b>	0	4,514	148	4,662
381 Competing on Thought Leadership by Robert Buday	04/28/22 <b>4/29</b>	1,709	2,957	97	4,763
380 Sell Without Selling Out by Andy Paul	04/19/22 <b>4/22</b>	3,142	1,636	94	4,872
376 Sell More With Science by David Hoffeld	03/17/22 <b>3/25</b>	2,007	1,136	86	6,225
379 Get Your Startup Story Straight by David Riemer	03/01/22 <b>4/15</b>	3,644	1,398	93	5,135
378 An Audience of One by Jamie Turner	02/28/22 <b>4/8</b>	4,019	1,209	81	5,309

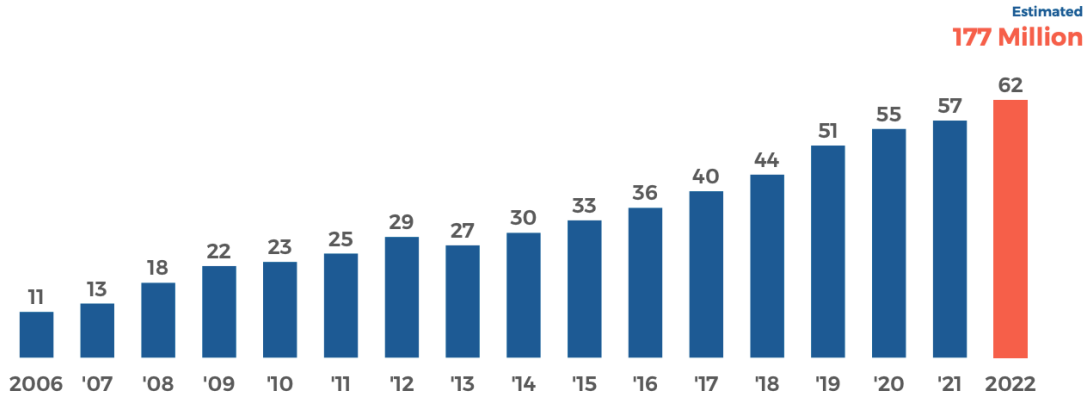
Currently, each episode receives over 4,000 downloads in the first 30 days. However, new fans come to the show and binge-listen to older shows, so every episode has new downloads each month.

Podcast sponsorships are an incredible marketing value. You can't easily block an ad on a podcast, and when a trusted podcast host delivers your ad, it's a powerful way to connect to your audience. ComScore reports that people prefer ads in podcasts to any other digital media!

## Podcasting Listening

THE INFINITE DIAL 2022

TOTAL U.S. POPULATION 12+  
% EVER LISTENED TO A PODCAST



WONDERY

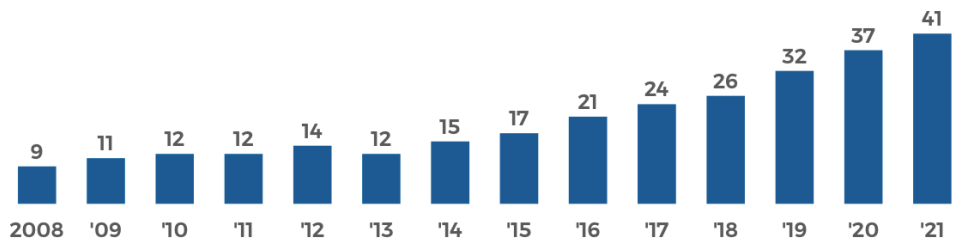


THE INFINITE DIAL © 2022 EDISON RESEARCH  
#InfiniteDial

## Monthly Podcast Listening

THE INFINITE DIAL 2022

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



WONDERY



THE INFINITE DIAL © 2022 EDISON RESEARCH  
#InfiniteDial

All sponsors receive:

- A mention in the podcast's "pre-roll" introduction
- A mention in the body of the podcast by the show host
- A mention at the conclusion of the show
- A logo, company description, and link on every blog post promoting the show on the podcast website ([www.MarketingBookPodcast.com](http://www.MarketingBookPodcast.com))

One-time sponsorships are \$600

Short-term sponsorships are \$400/episode (minimum six episodes)

Annual sponsorships (minimum of 12 months) are available for \$275/episode

## **NEXT STEPS**

To get started, I will need:

- Your business offer to be highlighted on the show (i.e. visit this site for a free trial)
- A landing page dedicated to your offer (optional, but strongly recommended)
- Talking points the host can use in the show
- A description of your business for the blog posts (less than 300 words).

I look forward to introducing your brand to my listeners!

**Douglas Burdett**

**Host of The Marketing Book Podcast**

