



## COMPANY PODCAST

An unique form of marketing communication

### PODCAST IS AN ORIGINAL AND EFFECTIVE FORM OF PRESENTATION

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Do you want to introduce your services and product to your clients in a modern way, or inspire your employees?

We will join you as you walk through your company, letting you describe the departments, the processes, your products and your successes. In a matter of mere minutes, you can authentically present the inner workings of your company, but also put your products at the centre of attention.

### WHY DO YOU NEED YOUR OWN PODCAST?

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- You'll gain an advantage over your competition.
- Can be used for external and internal marketing communication.
- Your communication will be more comprehensive (Integrated Marketing Communications).
- Your target group will receive a bigger amount of information it will be willing to absorb.
- Thank to the unique way of the distribution of information and receiving them, you will have an impact on customers uncaptured by other marketing channels.
- Your announcement reaches your listener in a natural way, increasing the memorability of the announcement
- You can choose from several different forms (commentary, case study etc...).



### WHAT DO WE OFFER?

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**We have our own recording studio, equipped with state-of-the-art technology.**

#### **We will prepare**

- The proposal and preparation of the script with regards to the planned marketing coverage
- Team of professional editors/moderators
- Medial preparation of the respondent
- Photoshoot with the respondent in our own atelier
- Intro song and juggles – sound design
- Layout – graphic design
- Postproduction
- Placing the podcast on on-line platforms
- Targetted campaigning





## DISTRIBUTION CHANNELS

There is a wide array of opportunities for placing the podcast in the on-line world. We will help you with placing your podcast on chosen on-line platforms and will take care of the supplementary paid campaign in order to get your podcast right into the ear of your target group.

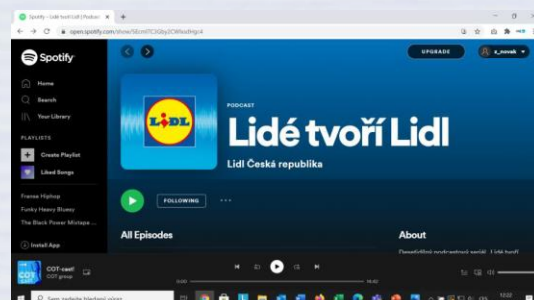
### The location and the distribution of the podcast

#### Company's communications channel

- Website
- Newsletter
- Social networks - Facebook, LinkedIn, Instagram, Youtube

#### Specialised platforms – provided by COT group

- Spotify
- Apple Podcasts
- Google Podcasts



A part of the realisation of your project is the support of the distribution of podcasts on the COT group's communications channels.

- [www.komoraplus.cz](http://www.komoraplus.cz) – news outlet of Czech Chamber of Commerce, a partner of Seznam.cz
- Social networks, especially Facebook, LinkedIn
- Specialised platforms Spotify, Apple Podcasts, Google Podcasts

## MODEL CALCULATION

### Podcast, one episode, approx. 30 minutes long

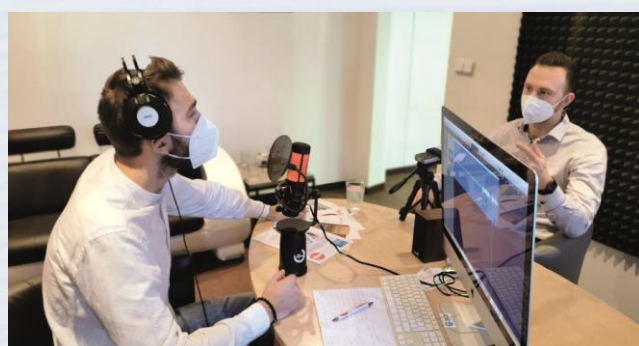
**Production, realisation, postproduction** 440 EUR

**Video formatting** (audio-visual mixing, design of the graphic layout, podcast branding) 180 EUR

**Celkem** 620 EUR

**Sound design (one-time payment for the whole series)** 200 EUR

Prices are valid with a purchase of at least five episodes of the podcast.



### SELECTED REFERENCES (CLICK TO LISTEN)

