

# AFROS & AUDIO PODCAST FESTIVAL (Virtual Only)

## Structuring Your Podcast with Monetization in Mind

### DESCRIPTION:

This breakout will highlight the tactics used to design shows that are ripe for monetization, why, as a blanket rule for podcasters, the CPM model of advertising is NOT an ideal way to go and offer an alternative approach, and share various ways to can monetize your show, above and beyond packing it full of ads and turning off your listeners. A roadmap for tapping into your resources and maximizing your show's format, so it's primed for monetization, will also be provided. Come discover several, less-obvious ways to monetize your podcast platform and optimize the return on investment with every episode.

- Why the CPM Model is the devil, haha!
- Venn diagram for potential sponsors
- Design show with monetization in mind at each step:
- Who's going to be involved (guests, building a community)
- What segments can you have added value
- Terms no less than 4 months
- Sponsored show segments:
- Highlighted products
- Ongoing content contributors
- Media partners
- Links in show notes
- Banner ads on website
- Social media posts
- Facebook Lives with the sponsor



## **FACILITATOR:**

Producer Jaime Legagneur discovered podcasting in 2014 and has grown her business, Flint Stone Media (along with the Florida Podcast Network), hosting/producing podcasts and managing podcast networks. She is a podcast producer, coach, speaker, and industry expert who earned the privilege of being the first Podcasting Instructor for the Connecticut School of Broadcasting and has been the recipient of various awards, including Podfest's 2020 High Achiever Award and a 2022 Gold Crushie from the Craft Beer Marketing Awards for Florida Beer Podcast. She is the co-host and producer of the official Podfest Podcast and also host and producer of her own show, Podcasting Your Brand.

Considering a podcast for YOUR brand's content offerings? Be sure your show not only represents your brand's quality, mission, and message, but is also maximized for success! Learn the tools to properly launch and then build your brand through the power of podcasting on Podcasting Your Brand.

Host and Producer Jaime, has been an award-winning professional podcast Host and Executive Producer since 2014. With tips ranging all the way from developing your show's topic and the technical side of a podcast launch through higher-level aspirations of audience growth and monetization, Producer Jaime opens her books on how to achieve all your goals.

### **Flint Stone Media**

Flint Stone Media is a highly resourceful podcast production house and consultancy firm based in south Florida that has been elevating brands through the power of podcasting since 2014. Whether reigniting your current brand or sparking a new endeavor, our acumen for professional content creation can propel your podcast and image to new heights!

### **Florida Podcast Network**

From the salt life to the swamp life and from its swing state status to its collection of eclectic characters, the Florida Podcast Network team hopes to help our great State continue to prosper through the power of local voices in podcasting. We want our podcasts to inspire and entertain the Floridian in everybody!!

