

AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

Convert Your Podcast into An Amplifier for Your Brand & Accelerator for Growth

DESCRIPTION:

This session is all about equipping you with concepts and strategies to convert your podcast into a megaphone that attracts listeners as well as brand equity and monetary value.

- Learn the C.L.O.V.E.R. Business Framework™, which will help you look at your podcast in a new way to achieve the goals that you want.
- Understand the D.A.R.T. Marketing Methodology™ to see how you can better market your podcast and ultimately yourself for consistent results, downloads, and more.
- Discover how the L.E.A.D.S. Generator Blueprint™ can help you break through to other audiences, position your podcast and yourself to be validated, and how to think of topics, themes, and guests in a strategic way to drive growth and revenue.

Takeaways:

- Know how to apply a framework to help you strategize and systemize your podcast to grow in downloads, exposure, and revenue.
- Apply modern marketing techniques to how you market your podcast.
- Gain clarity on how to script and position your podcast episodes to generate the results you want.



FACILITATOR:

Troy Sandidge is an internationally recognized and award-winning growth marketing strategist. Named a top 100 marketing leader, he has over a decade of experience strategizing small-medium businesses to startups to Fortune 1000 level up in the global marketplace. He helps B2Bs achieve eight-plus figure growth via his strategy and marketing tactics.

Recognized as a leading provider of marketing solutions by the New York Weekly, Troy's work has been featured in Business Insider, ABC, HuffPost, NBC, Chicago Tribune, Atlanta Wire, Yahoo News, MarketingNews, among others.

His strategy expertise (ranging from business to marketing to growth to social media to community advisory and beyond) has generated over \$100 million in sales worldwide. Troy is the founder and CEO of Strategy Hackers, author of Strategize Up, host of the acclaimed podcast, iDigress, and a global featured speaker.

LOGISTICS:

Date/Time: Saturday, November 13th: 10:05 AM - 11:00 AM

Format: Workshop and Q&A

