

Podcast Roadmap and Outline



A Personalized Roadmap for CleanConnect.Ai

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Roadmap Summary

Greetings,

It was a pleasure talking to you again, and we look forward to partnering with you for your podcasting needs. We're confident that we can meet or exceed your goals together.

As discussed, your long-term goal is to get a Clean Connect branded podcast, newsletter, and social media marketing plan.

Then, develop a strategy to implement a manageable system with three hosts that allow guests to be interviewed, marketed quickly, and produced.

If you have any questions or concerns about this outline, please feel free to email or call me at Russ@Nextstepnext.com or 206-930-7440.

Sincerely,

Russ Johns



Deliverables

Podcast Implementation & Production Start-up

- Produce interviews with clients and prospects of Clean Connect
- Build a workflow allowing easy management of the guests and hosts
- Allow the systems to generate social media marketing material
- Produce the show and manage the post-production

Content Creation

- Create social media posts and distribute them to guests for their social media
- Work with a client for the call to action (CTA) to publish for each episode
- Separate the podcast into short-form media to provide reels stories and video

Social Media Marketing

- Distribute podcasts across desired social media accounts
- Create a library of Evergreen content for promoting clear connect host and podcast
- Investigate what is working and iterate what works (Analytics)

We will work together to develop content, repurposing it into videos, graphics, social media posts, and online events or programs.

GOAL: Create a **simple workflow** that doesn't overwhelm you, the team, or the audience.

To keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content flowing on all the channels we have selected.

Newsletter

- We recommend creating a personalized email automation and client-nurturing campaign.
- This increases your community's engagement, communication, and long-term relationships.
- Newsletters and one-off campaigns will be included in the email marketing strategy, and we will also develop your personalized automation strategy to measure results.
- We aim to set up automated email campaigns triggered by the user's actions on your podcast.

Automation

- Nextstepnext provides countless automation options and will work closely with you to achieve the best results for your business.
- Work together to personalize every aspect of your marketing. We collect the data we are tracking and create highly effective campaign automation.
- Utilize segments to expand the details for your contacts so we can view a contact's entire individual history and send highly personalized emails and follow-ups.

Monthly Consulting

- Implement an ongoing strategy and monthly report on our progress so you can feel confident things are moving forward.
- We'll provide this counsel through a regularly scheduled call/video meeting.
- Spend time helping you analyze your existing results and strategizing for each next step outside the time frames of these meetings.



Our Recommendations

- Set a date for the launch of the podcast
- Develop the workflow from the road map
- Established social media marketing and strategy
- Create and Deliver Clear Connect branding across social media outlets
- Develop a social media campaign and content library to distribute to social post
- Create a call to action CTA for lead regeneration for the newsletter and email
- Create and develop an email autoresponder and follow-up campaign
- Develop short-form videos and branded images for the brand strategy
- Create and develop an email autoresponder and follow-up campaign
- Establish baseline analytics to measure growth and report progress
- Monthly coaching will help you with strategy, product development, and position.



Proposal

Working Together

Nextstepnext works as a partner and an extension of your business. We work alongside you and your team to provide the best possible results in your digital marketing strategy.

We're equally simple to work with. We do require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. Digital marketing is a process, and your business deserves attention that only time can provide.

Podcast Implementation & Production Start-up

\$2,500 (one-time fee for initial startup)

Podcast Production

Content Creation

Social Media Marketing

Newsletter

Automation & Monthly Consulting

Monthly Recurring Amount: \$6,000

Intent to Proceed: **Signed:** _____ **Date:** _____