



# BeyondTrust Case Study

How together, we built  
a world class podcast

**PROSERIES**  
MEDIA



# Customer Interview



What it's like working with ProSeries Media



[Sales Deck download link](#)

[Download](#)



# Executive Summary



**6 WEEKS**

FROM IDEATION TO REALITY

**1 YEAR**

WENT FROM 0 TO THE TOP 10%  
OF ALL PODCASTS IN THE WORLD

**26 HIGH PROFILE  
RELATIONSHIPS**

BUILT WITH INDUSTRY INFLUENCERS  
AND ORGANIZATIONS THAT HAVE HELPED  
PROPEL THE BRAND FORWARD.

NETFLIX



bianca



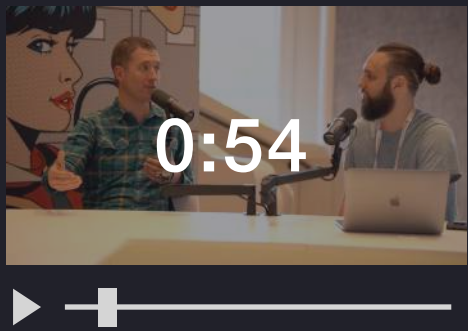
*"I've said it too many times but the insane amount of thoughtfulness you bring to your craft is phenomenal."*



# Executive Summary

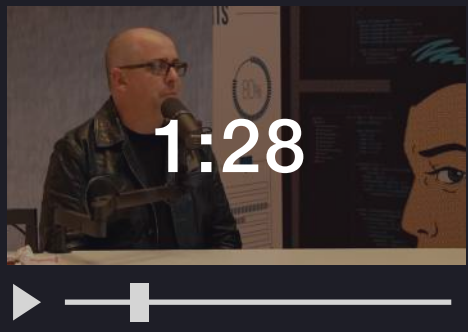


## Unique Challenge: Global Company



*“Our hosts, guests and team are spread across the globe multiple timezones and you just make it work. You going out and working with multiple teams inside beyond trust is incredibly valuable.”*

## Unique Challenge: Our Vision



*“You’ve done the effort to learn what we are trying to do and what we are about. It’s not just the editing, scheduling, equipment but it’s you helping us tell the story we want to tell.”*





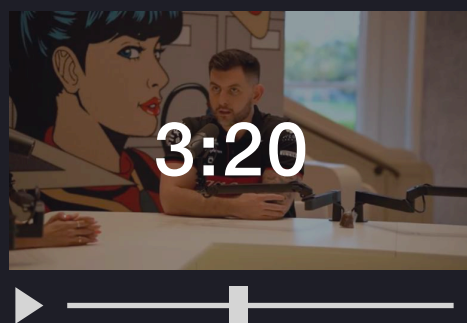
# CMO Perspective



## EVERY PROSPECT WILL KNOW WHO YOU ARE

Beyond Trust wanted to position themselves as the thought leader in their community. We were able to do that together.

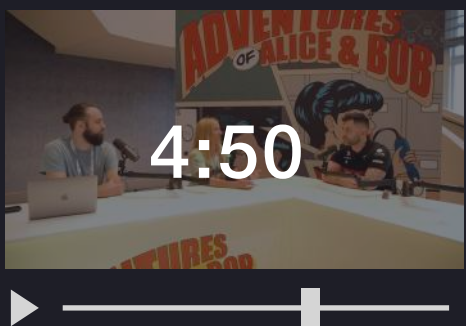
## KPI 96 PIECES OF UNIQUE CONTENT



*“Since this podcast has launched, in terms of the content it’s given us to share it’s been incredible.”*

HIGH VALUE CONTENT CURATED AROUND OUR BRAND. WE ARE THE ONES HOSTING THE CONVERSATION IN OUR NICHE.

Large benefit to sales teams for follow up and education. Positions us positively when recruiting top talent.



*“The best part is proseries media delivers it all in a nicely packaged gift to me every 2 weeks. I don’t have to think about it they put it all together and curate the content for the best parts with a bow on top.”*

**Bonus:** GIVES US A PLATFORM TO TURN OUR SMES (SUBJECT MATTER EXPERTS) INTO THOUGHT LEADERS.

# CMO Perspective



## BIANCA LEWIS

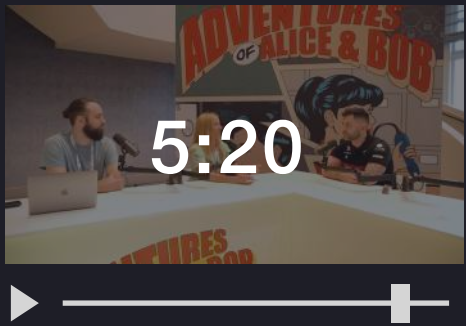
WE BUILT THIS RELATIONSHIP AND DID A PODCAST WITH HER WHICH LED TO HER AT THIS EVENT BEING ONE OF OUR KEYNOTE SPEAKERS.

Content assists in relationship building for every reason you can imagine. Podcasts help build relationships with new pipeline, strengthen existing relationships, and secure renewals.

**IS THE VALUE YOU RECEIVE FROM THE RELATIONSHIPS BUILT FROM YOUR PODCAST GREATER THAN THE COST OF BOTH TIME AND MONEY PUT INTO IT?**

*“Yes. This is why we renewed with ProSeries Media and continue building our show.”*

## Bonus: TREND IDENTIFICATION.



*“We live in an industry where things are so rapid-fire and constantly changing, we need to get new fresh content out there not just to keep up with everyone but to lead the conversation. And with PSM we can move that fast, it’s phenomenal.”*



# CMO Perspective



OUR SHOW GIVES US AN EAR TO THE GROUND OF THE NEW TRENDS HAPPENING THROUGH THE EDITORIAL CALENDAR AND RESEARCH THAT IS DONE FOR EACH EPISODE.

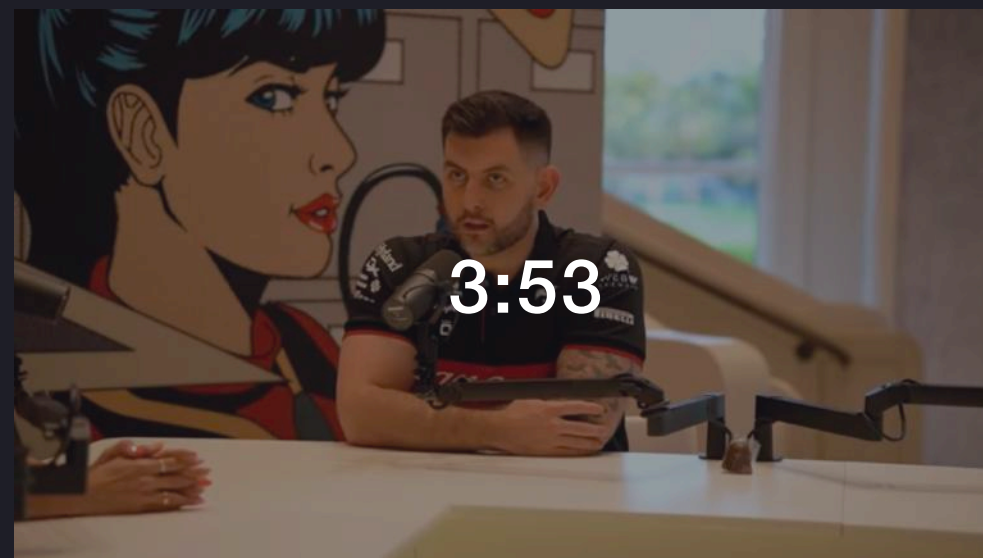
Rather than waiting on 3rd party analysis to synthesize information from thought leaders, turn it into a report and deliver it to the industry... we host the conversations and get the information 1st party and faster.

This allows us to market to new trends and stay ahead of the competition solidifying our position as thought leaders.

# Social Media Team Perspective



CONTENT EASY TO SHARE,  
YOUR SOCIAL TEAM WILL LOVE YOU!

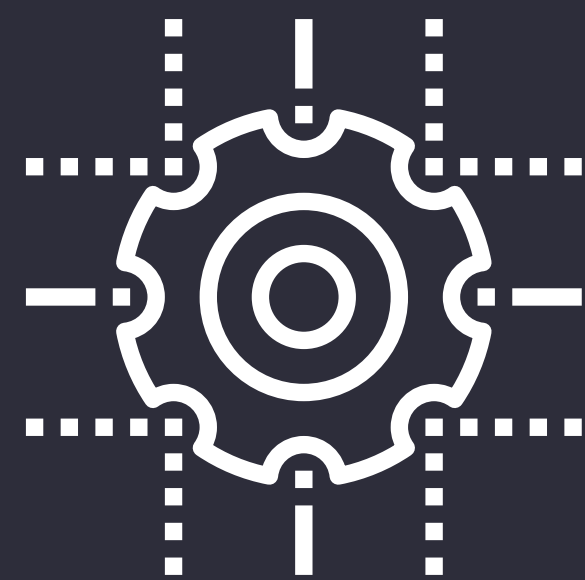


*“It makes my life so much easier. Everything from the way it looks, graphics, to the wide array of content is fantastic from audio grams to clips and the various formats. The amount of likes and reshares we receive from them it’s amazing and the fact that we can tag the guests gives us a huge reach to their audience to grow. So Impactful”*

“THE LONG FORM POSTING OF THIS CONTENT ON LINKED IN FROM THE TRANSCRIPTS YOU GIVE US GETS THE AUDIENCE AND PULLS THEM IN ENTICES THEM TO WANT TO CLICK AND LISTEN TO THE FULL EPISODE.



# Host Perspective



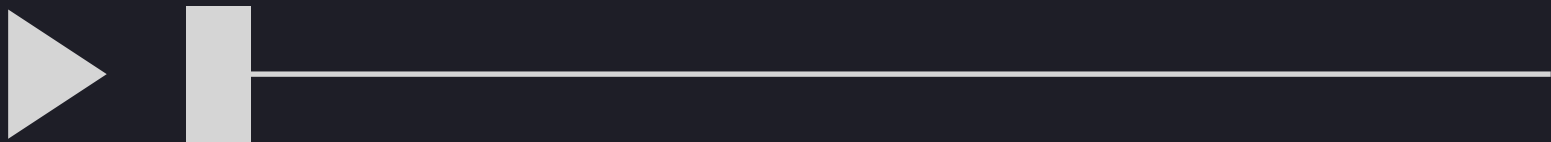
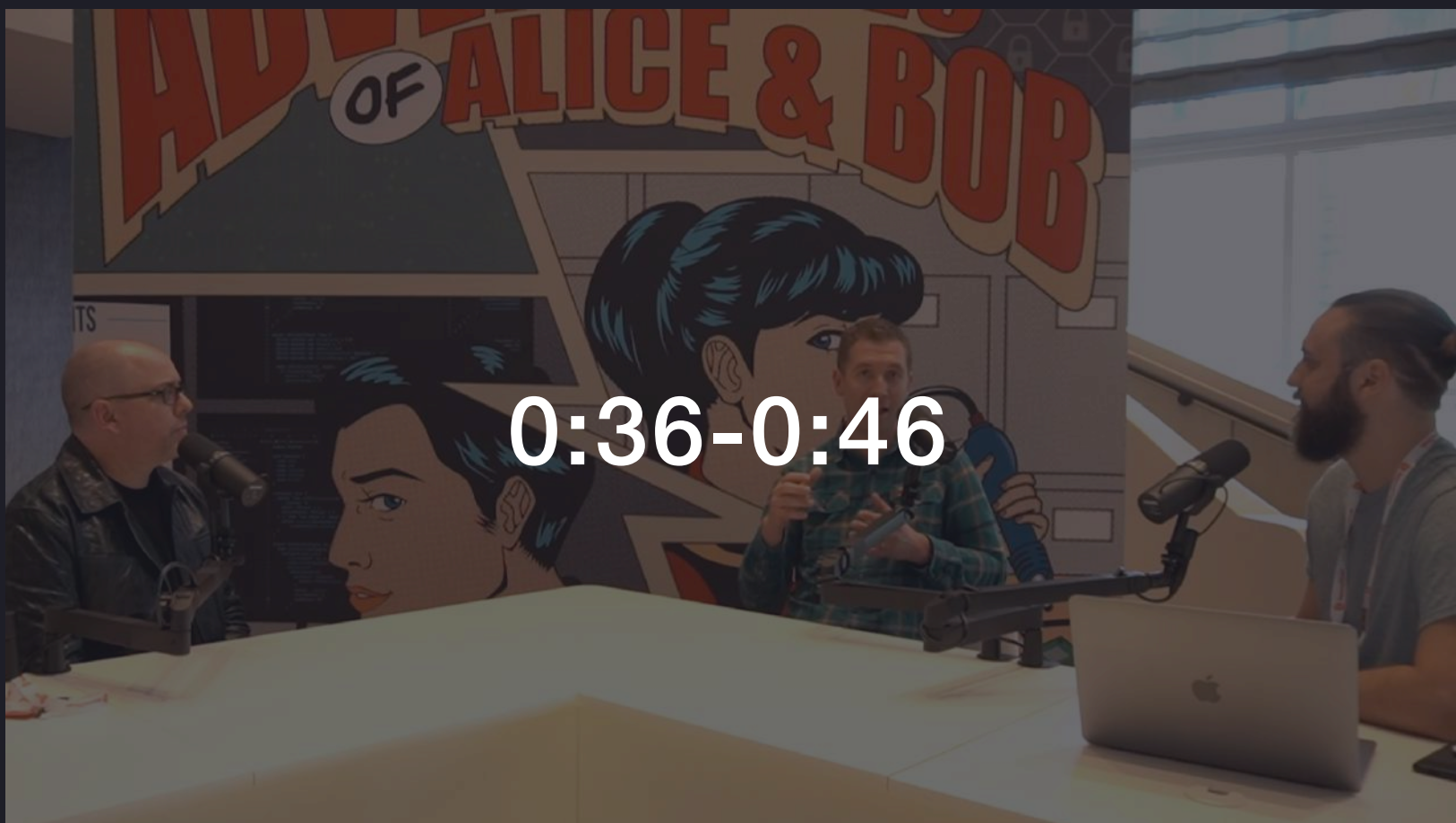
## EXECUTION

Show creation, scheduling,  
Prepare the show notes,  
Guest Effort



## KPI RELATIONSHIPS

26 high profile relationships built  
with industry influencers,  
prospects and clients.



*"Far less work than we imagined, the fact that you  
do everything and we just show up is brilliant."*



# Maturity & Growth of Show

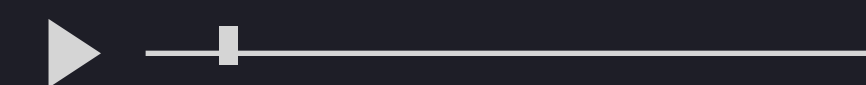
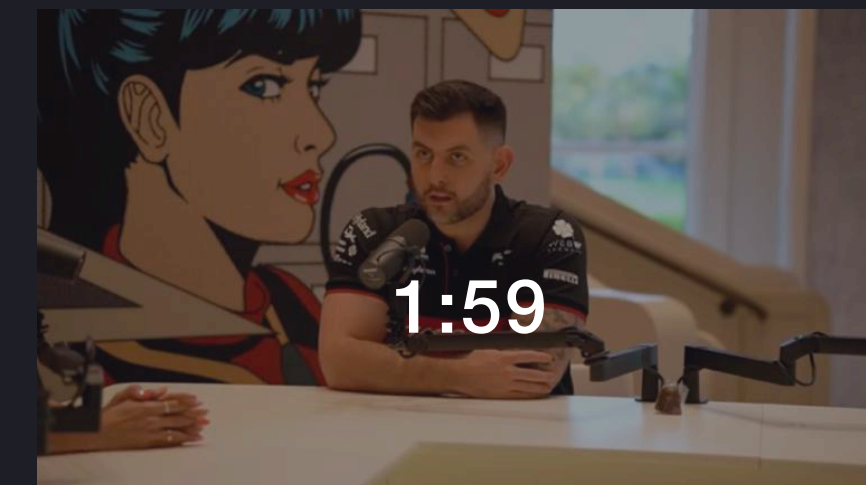


**THE SHOW HAS GROWN AND MATURED FROM A SIMPLE IDEA TO FULL BLOWN REALITY OVER THE PAST YEAR. IT'S BETTER THAN WE COULD HAVE ASKED OR IMAGINED.**

- From ideation to reality in 6 weeks.

## **KPI GLOBAL RANK**

- In year 1, Went from 0 to the top 10% of all podcasts in the world. Bigger guests, bigger following, 200% YoY growth of attention.



*I've said it too many times but the insane amount of thoughtfulness you bring to your craft is phenomenal.*