

USING PODCAST

TO AMPLIFY EXISTING MARKETING EFFORTS



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CHOOSING PROSERIES MEDIA FOR OUR PODCAST WAS A STRAIGHTFORWARD DECISION THAT CONSISTENTLY PROVES ITSELF RIGHT!

The value of their production services is further enhanced by the additional marketing benefits each episode brings. We now have a wealth of content across multiple channels and a direct path to our target audience.

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Case Study:

Cloud Control Podcast
- Amplifying Marketing Efforts



OVERVIEW

SPOT BY NETAPP, A PUBLICLY TRADED COMPANY AND THE PROUD OWNER OF THE CLOUD CONTROL PODCAST, AIMED TO BOLSTER THEIR EXISTING MARKETING EFFORTS WITH THE POWER OF PODCASTING.

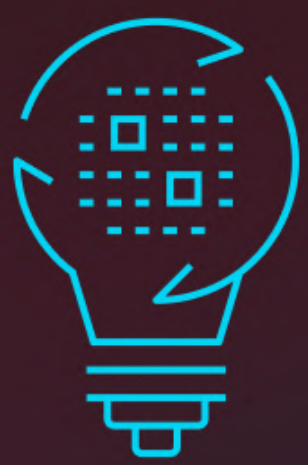
Spot by NetApp, a publicly traded company and the proud owner of the Cloud Control Podcast, aimed to bolster their existing marketing efforts with the power of podcasting.

BEFORE PARTNERING WITH PROSERIES, SPOT BY NETAPP LACKED A COHESIVE PLAN TO INTEGRATE THEIR PODCASTING EFFORTS INTO THEIR BROADER MARKETING STRATEGY.

They sought to amplify their reach and establish a substantial footprint across various channels while connecting more effectively with their target audience.



CHALLENGE



THE PROSERIES SOLUTION

PROSERIES DEvised A COMPREHENSIVE PLAN TO LEVERAGE THE CLOUD CONTROL PODCAST AS A MARKETING VEHICLE TO AUGMENT SPOT BY NETAPP'S ONGOING MARKETING INITIATIVES.

By producing high-quality, engaging content, ProSeries helped the podcast become an invaluable addition to their existing in-person and social marketing strategies.

THE PROSERIES APPROACH YIELDED IMPRESSIVE RESULTS FOR THE CLOUD CONTROL PODCAST. EACH EPISODE BECAME AN ASSET TO THEIR MARKETING STRATEGY, PROVIDING A WEALTH OF CONTENT FOR REPURPOSING ACROSS MULTIPLE CHANNELS.

With this new avenue to reach their audience, Spot by NetApp amplified their visibility and brand resonance significantly.



IMPACT

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Choosing ProSeries Media for our podcast was a straightforward decision that consistently proves itself right! The value of their production services is further enhanced by the additional marketing benefits each episode brings. We now have a wealth of content across multiple channels and a direct path to our target audience.

- CLOUD CONTROL, SPOT BY NETAPP

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CONCLUSION

THE PROSERIES APPROACH YIELDED IMPRESSIVE RESULTS FOR THE CLOUD CONTROL PODCAST. EACH EPISODE BECAME AN ASSET TO THEIR MARKETING STRATEGY, PROVIDING A WEALTH OF CONTENT FOR REPURPOSING ACROSS MULTIPLE CHANNELS.

WITH THIS NEW AVENUE TO REACH THEIR AUDIENCE, SPOT BY NETAPP AMPLIFIED THEIR VISIBILITY AND BRAND RESONANCE SIGNIFICANTLY.

HAVE QUESTIONS? LET'S CONNECT.

At ProSeries Media, we specialize in offering world-class, fully managed podcast production services.

Embark on a journey to become a recognized thought leader. Ensure every prospect recognizes your voice, fortify profitable relationships, and magnify the impact of your existing marketing endeavors.

TAKE THE NEXT STEP

Get a direct quote in 15 min, no meeting necessary or book a Discovery Call.

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