

LENS GROUP  
**MEDIA**

Your Brand.

Your Voice.

Your Story.

# CONTENT

- Brand-aligned Messaging • Product Showcase
- Case Studies • White Papers • Recruiting
- Leadership Communications
- Company Values, Mission and Priorities
- Employee Engagement • Internal Program Showcase
- Customer Case Studies

# DISTRIBUTE

- Where does your **target audience** hang out?
  - Social media (Instagram, LinkedIn, TikTok, Clubhouse)
  - Website
  - Email/Newsletter
- Utilize a content delivery network for **centralized distribution**
- Don't forget to leverage **episode transcripts**
  - Closed captioning
  - SEO
  - Social media
  - Future "best of" episodes
  - Translation

# EQUIPMENT

Things to consider:

1. Budget
2. In-person vs remote
3. Audio quality goals
4. Basics (microphone, headphones, environment)

# TIPS

## **Identify project objective and goals**

[e.g., brand awareness, customer engagement, lead generation, etc]

## **Determine # of episodes to release and how often**

[seasonal or year-round; daily, weekly, bi-weekly or monthly]

## **Establish foundational equipment**

[in-studio or remote/online]

## **Be consistent with your intro/outro script**

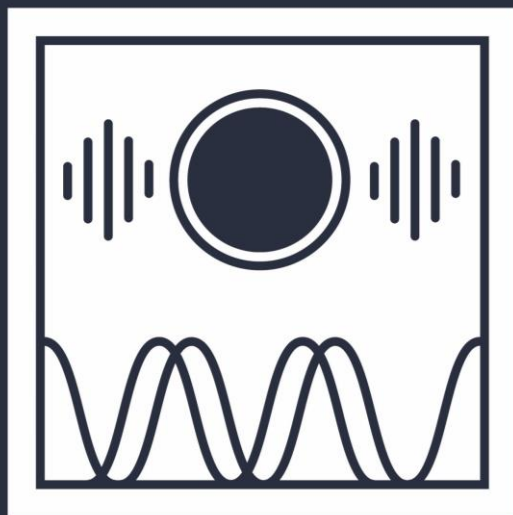
[listeners appreciate what to expect as they settle in to listen]

## **Always have a call-to-action**

[e.g., learn more, download, free-trial, contact us, etc]

## **Plan for advertising in your episode format**

[even if you don't need it; use the air-time for additional CTAs for your business]



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