



Breaking Eggs Marketing Strategy

By Lucas





Key Presentation Points

In-House Marketing:

- Web Content
- Video Content
- Story Content
- Social Media
- Print Content
- Radio Shoutout

Paid Advertising:

- Web Content
- Social Ads
- Budgets





In-House Marketing



Web Content
Building a Presence

Flagler Website

Ensuring we have an informative and engaging landing page for students, parents, faculty, and staff to find. We can take inspiration from [here](#).

Spotify Page

Looking at top podcasters, we want to have an eye-catching cover, featuring a person/figure for the audience to connect with, brief about section, and proper tags.

YouTube Page

Most have their own page, even if they are established influencers; it is not necessary. They pin an intro video, then upload Shorts of episodes and entire episodes.



Video Content

Engagement and Promotion

Whole Episodes

Audiences anticipate mid-quality level content; while a branded studio is nice, the audio is the most important factor, requiring little to no editing. Niche SEO targeting.

Short-Form Content

This involves cutting key/hook material into short-form vertical content optimized for social. However, this effort can directly apply to TikTok, YouTube, Instagram, and more.

Why Video?

- Only 43% of listeners prefer audio-only
- 30% Apple Podcasts / 24% Spotify / 6% YouTube
- 57% prefer to play videos in the background or watch actively
- 35% YouTube / 21% Spotify / 9% Apple Podcasts



News Story

This would allow Anna/Beth to create almost blog-like, similar to UMichigan, content about the topic and push readers to view the full podcast for all the information on the news site and/or Newsletter.



Parent Portal

Can share relevant and curious episodes in the parent portal to grow our perspective and current parent audience.

Story Content
transcribing stories





Social Media

& cross-promoting on relevant channels like Alumni, Student Life, etc.

Instagram / TikTok

To organically promote it, we can use short-form videos like hook-styled cuts, trends, or BTS as reels/posts and stories to grow our audience; ensuring it is in our Linktree.

LinkedIn

It would be great to share a story created from the podcast or linking to the whole episode on most releases (when relevant to that audience).

Facebook

They have been pushing short-form content as well as longer-form stories. We could make a 1-3 minute cut with an outro card and see how they perform.

YouTube

No longer simply a repository; actively uploading shorts to gain awareness as well as the entire episode and creating a Breaking Eggs playlist.



Flyers or Print-Outs

These can be hung in high-traffic areas for a few weeks or when a new episode airs to let students know the podcast exists. The caveat is this only works for a semester, as it should be known by then.



Call Cards

These would be for speakers/guests on the podcast and would have a creative design or information with a QR code for them to hand out to people who want to listen to their episode.

Print Content
& word-of-mouth marketing





15 and/or 30-second Spots

Growing on a listenership already established and aware of our core branding, having a few variants of “advertisements” sharing that the podcast is out could be fruitful. We could also run information about upcoming or recently released episodes.

Radio Shoutout
Growing existing listeners





Paid Advertising



Web Content

Growing an External Audience

AudioGO

A podcast-centered media buying company that works with companies such as Pandora, SiriusXM, iHeart, etc.

- It works similarly to Meta ads, but the minimum investment is \$250, with a \$18 CPM.
- Also, offer creative design services for as low as \$10.

Spotify Ads

Spotify's exclusive advertising platform.

- It works similarly to Meta ads where you set any budget and targeting.
- Simplistic & informative ad creation tool.



Social Media

Noted as the best method to advertise podcasts with relevant creative/videos.

Instagram / TikTok

Could boost content for impressions/engagement to help target both our current audience and a lookalike for each platform to grow brand visibility as well.

YouTube

Since our YouTube channel has not been used as a social media platform, advertising the podcast advertorial style and traditionally may help visibility.

Facebook

We could boost engagement similar to Instagram/TikTok, but we could also run website traffic ads to take people directly to the podcast.

Giveaway

We could adapt the popular radio strategy with monthly giveaways by having a key word or phrase they say at the Legacy store for a small gift card.