



ONE STOP
PODCASTS

THE AGENCY PODCAST SERVICE BLUEPRINT

Your client wants a podcast. You can say yes.

A practical way to map the relationship, divide responsibilities and add podcasting without building an in-house production department.

CLIENT NEED



AGENCY LEADS



ONE STOP PODCASTS



AGENCY DELIVERS



GROWTH

The principle is simple: your agency keeps the client relationship, strategy and creative ownership. One Stop Podcasts provides the specialist production capability behind it.

1

WHAT YOUR AGENCY KEEPS

The client should still feel like they are working with your agency. Podcasting becomes another capability inside the relationship you already own.

- Client relationship
- Strategy and campaign context
- Creative direction
- Account management
- Approvals and commercial ownership

Which client relationships could podcasting strengthen?

Where would podcasting sit within your current offer?

2

WHAT ONE STOP PODCASTS HANDLES

Use One Stop Podcasts for the specialist production work you do not want to recruit, train or build internally.

Which production tasks would you rather not build in-house?

Which parts should One Stop Podcasts handle completely?

How visible should One Stop Podcasts be to the client?

3

WHAT THE CLIENT EXPERIENCES

The aim is one joined-up service: clear communication, reliable production and a client relationship that still belongs to your agency.

Our agency should remain responsible for...

The client should experience One Stop Podcasts as...

4 WHAT CAN YOU SELL?

Podcasting does not need to be a standalone product. It can extend work your clients already buy from you.

- PR and thought leadership
- Content and social campaigns
- Brand storytelling
- Internal communications
- Events and community engagement
- Customer and case-study content

Which offer would be easiest to sell first?

What existing service would it naturally extend?

6 WHAT SHOULD ONE STOP PODCASTS HANDLE?

Use One Stop Podcasts for the specialist production work that would otherwise add workload, recruitment or technical risk.

THE TEST

If building this internally would require new people, equipment, training or workflow, it is probably a sensible place for One Stop Podcasts to help.

Which tasks should never hit your team's workload?

8 WHAT ELSE COULD EACH PROJECT CREATE?

A podcast can strengthen a wider campaign rather than sit on its own. Think about what else your agency can create from the same conversation.



VIDEO CLIPS



LINKEDIN POSTS



QUOTES



NEWSLETTER



ARTICLES



INTERNAL COMMS



SALES CONTENT



TRAINING

Which two or three outputs could your agency package into the wider client relationship?

5 WHITE-LABEL OR OPEN PARTNER?

Choose the relationship that best protects the agency and makes delivery easiest for the client.

WHITE-LABEL

One Stop Podcasts works behind your brand. Your agency remains the visible lead and presents the service to the client.

SPECIALIST PARTNER

One Stop Podcasts is introduced as the podcast production specialist while your agency leads the wider relationship.

Our instinct: White-label / Open partner / Project dependent

7 TEST IT WITH ONE CLIENT

Do not build a whole new department first. Pick one client where the opportunity is already visible and test the model.

THE CLIENT

Who is the easiest client to start with?

WHY IT FITS

What need, campaign or audience makes podcasting useful?

WHAT PROVES IT WORKS

What outcome would make the agency want to sell it again?

9 WHAT WOULD A GOOD AGENCY PARTNERSHIP LOOK LIKE?

The strongest white-label relationships are clear about ownership, communication and where each partner adds value.

1.

The agency can confidently sell the service again.

2.

The client experiences one joined-up, professional offer.

3.

The first project creates a repeatable delivery model.

10 THE AGENCY REALITY CHECK

Answer these honestly. "Not yet" does not mean the opportunity is wrong - it usually shows what needs clarifying before you take it to a client.

We have clients already buying content, PR or communications.

YES

NOT YET

We know where podcasting fits in our existing offer.

YES

NOT YET

We can identify one client to pilot it with.

YES

NOT YET

We know how visible One Stop Podcasts should be in the relationship.

YES

NOT YET

We know who owns strategy, approvals and client communication.

YES

NOT YET

We would rather partner for production than build it internally.

YES

NOT YET

THINK THERE IS AN OPPORTUNITY HERE?

You do not need to launch a whole new service at once. Tell us what kind of clients you work with and where podcasting might fit.

That is enough for us to give you some initial thoughts on how the partnership could work.

TELL US ABOUT YOUR AGENCY → onestoppodcasts.com

White-label podcast production for agencies.

Strategy • Recording • Audio • Video • Post-production • Distribution