



THE AGENCY PODCAST GUIDE

Add podcasting without building a podcast department.

Your client wants a podcast. You do not need a new team, equipment or production workflow to say yes.



You keep the client relationship.

One Stop Podcasts handles the podcast production behind the scenes.

HOW IT WORKS

1

A client has a podcast opportunity.

They want to launch a show, improve an existing one or add podcasting to a wider content or communications strategy.

2

Your agency stays in control.

The client remains your client. You decide how podcasting fits into the work you already provide.

3

One Stop Podcasts provides the production capability.

We can plan, record, edit, package and deliver the podcast as an extension of your team.

4

Start with one project.

No need to recruit, buy equipment or commit to a fixed volume of work.

YOUR AGENCY. YOUR CLIENT. OUR PODCAST EXPERTISE.



WHAT THE PARTNERSHIP LOOKS LIKE

A specialist production team, behind your agency.

Use One Stop Podcasts for as much or as little of the production process as you need. The model is designed to protect the relationship you already have with your client.

YOUR AGENCY KEEPS

- The client relationship
- Strategy and account management
- How the service is packaged
- Your agency positioning

ONE STOP PODCASTS CAN HANDLE

- Planning and production
- Recording and editing
- Video and content delivery
- Distribution and ongoing production

WHY AGENCIES USE THIS MODEL

ADD ANOTHER SERVICE

Offer podcasting without recruiting a producer, investing in equipment or creating a new internal workflow.

KEEP THE OPPORTUNITY

When podcasting comes up, you have a way to say yes without automatically referring the work elsewhere.

FIT EXISTING RETAINERS

Podcasting can sit alongside PR, content, social media, communications, brand and thought-leadership work.

START SMALL

Begin with one client or one project. There is no need to commit to an ongoing volume of work.

ONE RECORDING CAN DO MORE

A podcast can become a source of content for the wider client relationship, not just a single audio episode.

Podcast episodes

Social content

Video

Thought leadership

Short-form clips

Internal comms

HAVE A CLIENT THIS COULD WORK FOR?

Start with one project. We'll handle the production behind the scenes.

www.onestoppodcasts.com/white-label-for-agencies

ONE STOP PODCASTS

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