

## **Know More. Grow More.**

### **Pod Episode 01**

#### **Centra Sota Yield Quest Program**

**Host:** Andrew Lambert

**Guest:** Steve Cabbage

**Overview:** The Know More, Grow More podcast is recorded monthly at Centra Sota's headquarters in Buffalo, MN and is hosted by Centra Sota's Technology Services Manager, Andrew Lambert. This podcast focuses on precision agriculture, digital farm management strategies, on farm data, innovations in farming and what is important to Centra Sota's growers. The goal is to help growers make the best data backed decisions possible.

**Campaign Goal:** Record 50 podcast conversions (50 plays or downloads)

**Strategy:** Create and launch the "Know More Grow More" podcast. Main objectives include brand awareness, encouraging podcast conversions, and other long-tail benefits.

**Conversion:** A conversion is defined by a listen or download.

**Execution:** Create campaign digital content, conduct keyword research, publish and distribute podcasts to leading pod hosting channels, and create and launch digital campaigns.

#### **Our Process:**

##### **Production:**

Record and edit "Know More Grow More" podcast Episode 01.

Transcribe Episode 01 podcast

Create podcast show notes and definitions.

##### **Podcast Deployment:**

Embed podcast EP01 on the My Yield Quest website

Distribute podcast on 10 major podcast channels and create brand profile (Spotify, Stitcher, iTunes, Apple Podcasts, Google Podcasts, etc)

##### **Content Creation:**

Create 8 display ads for distribution (for display advertising)

Create 2 Facebook ads (one animated with audio) 1 static image

##### **Search:** (Google Ads)

Conduct Keyword research for exact search, broad search and search keyword terms

Create 1 Search campaign (3 search ad groups - defined by broad, exact match and keyword terms).

Set demographics, behavioral sets and device types

Launch campaign

##### **Display Advertising:** (Choozle Campaign)

Import assets

Define audience

Launch campaign

##### **Facebook:** (Facebook ads)

Import assets

Define audience

Launch and monitor/adjust campaign

### FB Static Ad

Impressions

**29,776**

Total Cost

**\$55.67**

Unique Clicks

**139**

CPC

**\$00.40**

### FB Video Ad

Impressions

**12,194**

Total Cost

**\$55.72**

Unique Clicks

**90**

CPC

**\$00.62**

### Display Ads

Impressions

**12,275**

Total Cost

**\$94.00**

Unique Clicks

**85**

CPC

**\$01.09**

### PPC

Impressions

**141**

Total Cost

**\$76.62**

Unique Clicks

**6**

CPC

**\$12.77**



### Spreaker Podcast Stats

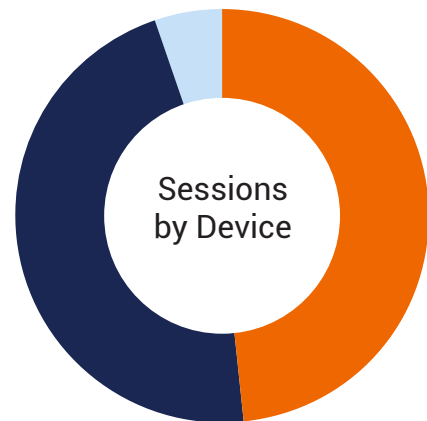
Includes Stitcher, Apple Podcasts, Google Podcasts, Twitter, iTunes, & Spotify

Native Plays

**182**

Total Streams

**205**



Mobile  
48.5%

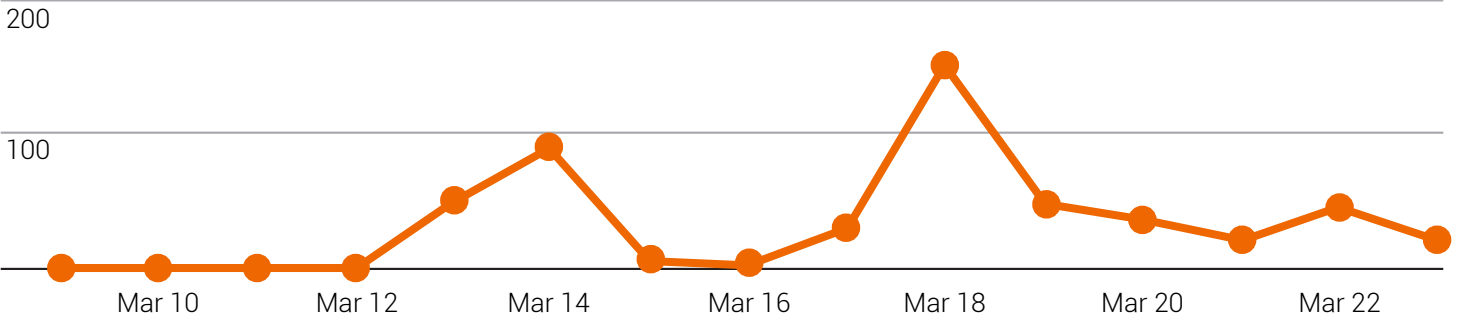


Desktop  
46.3%



Tablet  
5.2%

## ● Pageviews



### Google Analytics

Users

**250**

Page Views

**535**

Sessions

**300**

### Visited Pages

### Page Views

### Avg. Time on Page

/podcast/

**395** (76.55%)

**00:01:40**

/home/

**85** (16.47%)

**00:02:26**

/category/

**7** (1.36%)

**00:00:22**

/basepackage/

**6** (1.16%)

**00:00:40**

- Returning Visitor
- New Visitor



Findings:

Budget \$350.00

Paid Media Cost: \$282.01

Podcast distribution cost: \$84 \*One-time annual fee Channel(itunes, spotify etc) & distribution platform.

Total = \$366.01

Campaign Findings: The data shows the podcast was played a total of 203 times. We noticed a significant increase in website traffic with nearly 395 views on the home podcast page (the page that will host all future episodes).

The display and search campaign assisted in driving traffic to the website pages, revealing 91 unique clicks between the two campaigns..

In addition to search and display, the Facebook campaign data displays an additional 193 clicks to the podcast page.

Long-term benefits: Brand awareness. Additional website traffic and awareness leading to a rise in future website traffic and podcast downloads.

Breakdown:  
Media Budget \$350  
Media Spend \$282.01

Goal: 50 plays/downloads  
Result: 205 streams

# Creative Deployed

Mobile Tablet Full  
1024x768 px



Wide Skyscraper  
160x600 px



Half Page  
300x600 px



Leaderboard  
728x90 px



Mobile Leaderboard  
320x50 px



Mobile Large Rectangle  
336x280 px



Medium Rectangle  
300x250 px



Mobile Leaderboard  
300x50 px

