

# MINI CASE STUDY:

## PODCAST



### PROJECT GOALS

- Establish a cohesive brand across social platforms
- Boost visibility of new podcast episodes
- Repurpose long-form content into bite-sized, engaging clips
- Support episode launches featuring notable guests like General James McConville



### SOLUTIONS

- Created and managed a weekly content calendar to promote each episode across Instagram and Facebook
- Developed short-form video clips using CapCut to spotlight impactful soundbites and leadership lessons
- Wrote captions that emphasized themes like leadership, courage, and character
- Provided post-level insights and made recommendations for content optimization
- Created episode-specific CTAs and tracked engagement with Bitly links

### RESULTS

- Instagram followers increased by 42%
- YouTube subscribers grew by 33%
- Podcast downloads increased by 20%
- YouTube Shorts garnered over 10,000 views, significantly boosting audience reach and engagement
- Developed a repurposing system that transformed one episode into 5+ social assets
- Streamlined episode promotion workflow, improving consistency and reducing turnaround time