# Podcast Growth Case Study

**REEDY RIVER MARKETING**

**Client:**   Dog Training Podcast

**Flights:**   March 1st - December 15th

**Budget:**   $5,993

**Goal:**   The goal was to establish strong awareness for the client's brand and podcast internationally, while also increasing subscriptions and listenership to attract future partnerships and sponsors.

**Approach:**   We utilized niche targeting across 8 different countries. We employed dynamic ads on Facebook and Instagram to impact potential listeners. This particular podcast was science-heavy, so the ideal listener was very specific. Through continued creative testing and audience buildout (including prospecting, engagement, lookalike, & remarketing), we were able to increase brand awareness while minimizing the costs for new subscribers.

## Campaign Performance/Data

### *Facebook Branding/Awareness*
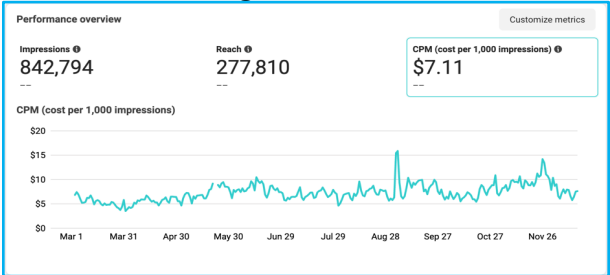


### *Facebook Actions/Conversions*
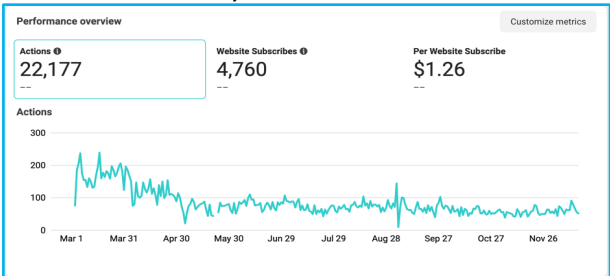


**Outcome:**   We impacted potential listeners 842,794 times, produced 22,169 ad engagements, 12,462 qualified clicks, 4,760 subscribers, and 259 inquires about 1x1 virtual dog training. The results significantly grew listenership & future sponsorship