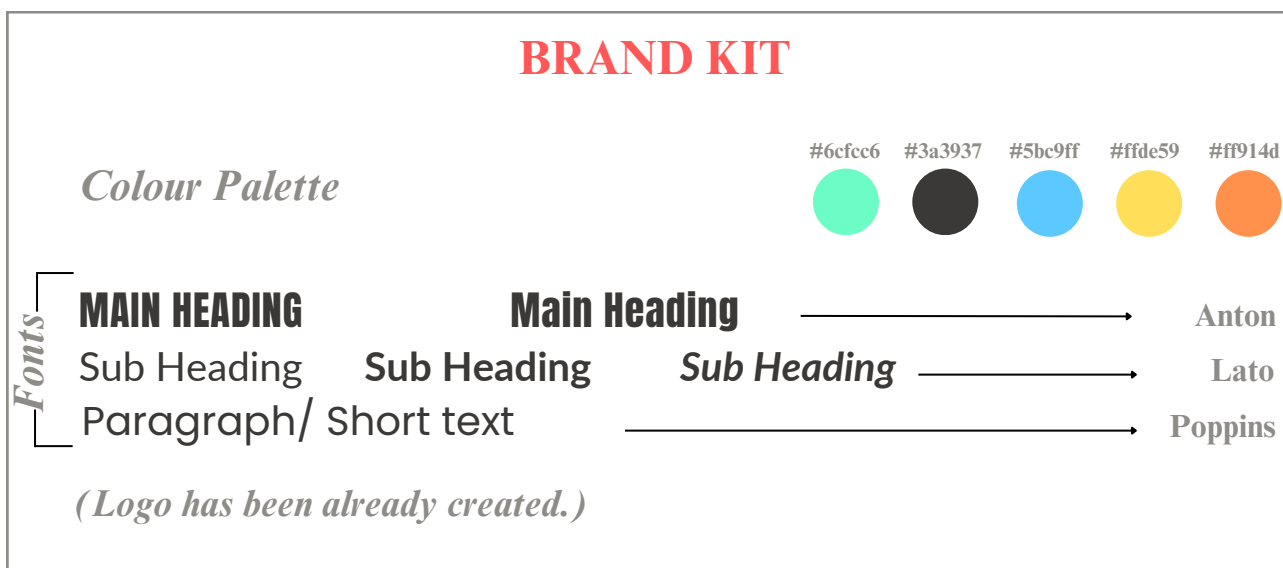# PodyC
Social Media & Marketing Strategy

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Abstract

PodyC is an AI-powered SaaS platform for on-demand podcast creation. This document outlines a comprehensive strategy to establish PodyC's presence on social media, engage users, and drive conversions. The approach focuses on brand awareness, content creation, audience engagement, and marketing campaign execution.

Before diving in, it is important to understand that consistency must be maintained across all platforms by making use of a brand kit—fonts, colours, logos, and templates. Why? Because, psychologically, viewers begin to recognise a brand instantly—through its colour palette, logo, or even the signature font. Consistency builds trust, reinforces identity, and makes the brand unforgettable.Following is a mockup of their exclusive brand kit.

BRAND KIT

Colour Palette

#6cfcc6   #3a3937   #5bc9ff   #ffde59   #ff914d

Fonts

MAIN HEADING   **Main Heading** ⟶ Anton

Sub Heading   **Sub Heading**   *Sub Heading* ⟶ Lato

Paragraph/ Short text ⟶ Poppins

(Logo has been already created.)

Company Overview.

PodyC is a startup with limited or no followers on any social media channel. Therefore, for a company new to the digital world, building a social presence from zero followers includes certain strategies.

The strategies

- **Optimise social media profiles**:
1. Username: Create **a clean and consistent social handle** all across the channels (LinkedIn, Twitter, Instagram, and Facebook). This is because, as always, first impressions matter! For example, create a handle such as podyc_ai, podyc.ai, ai@podyc, or something that is more creative and easy to remember.
2. Bio and Description: (Mainly, Instagram and TikTok) Provide the most compelling **bio in a line**. This should target the company/products' mission. For eg: Write a bio that says,

- *Create Podcasts effortlessly with AI or*
- *Level up your Podcasting game with our AI!.*

  (For LinkedIn, Twitter, and Facebook) Write a **short, compelling copy** that gives insights into the company/products' mission and vision. Further, in order to ensure

brand credibility, **add links** to other social accounts and the website.

3. Profile & Cover Images: Use a **clean, futuristic logo & a banner** showing the product in action.

4. Pinned Posts: Keep an **engaging explainer post pinned** on all platforms so that new visitors can immediately understand PodyC.

Eg: (Instagram Bio)

Want to level up your podcasting game?

AI-powered podcasts in minutes!!

*Try us for free : **www.podyc.com***

- **Make the first 3-5 posts introductory:** These posts should **educate, engage, and hook** the visitors. Incorporate the use of animations, illustrations, and short reels to make it visually appealing.

- **Engage in Relevant Conversations**: **Follow and engage** with relevant podcasters, tech enthusiasts, and startup founders; **comment** on popular LinkedIn and Twitter posts; **contribute** to relevant Reddit threads; use LinkedIn polls to generate conversations; and make use of **Instagram stories' Q & A** to answer public questions.

- **Influencer Marketing & Collaborations:** Get **micro-influencers** to talk about PodyC in return for either financial aid or free access to the service for a limited time period.

- **Use Contests & Giveaways**: Leverage the use of **giveaways and referral programmes.** Get the first wave of followers through incentives.

- **Run Ads** (if possible): **Low-budget targeting** of podcast enthusiasts, business entrepreneurs, tech specialists, or industry experts.
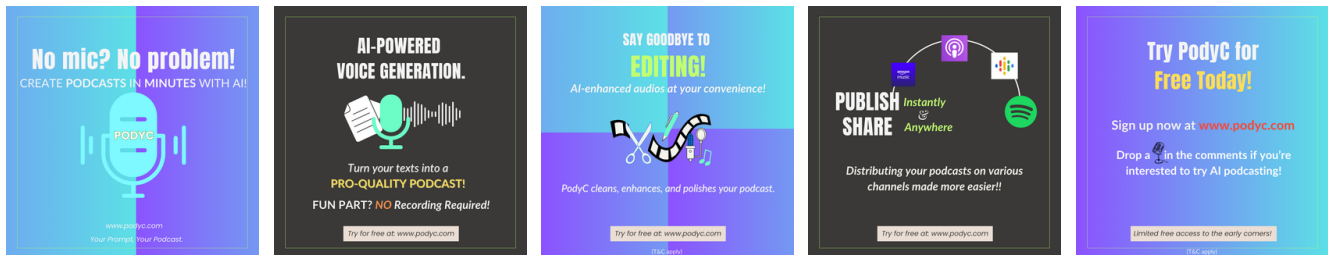
Social Media Content Plan.

Instagram Post:

Since the carousel is going to be one of the first posts, it showcases **the key features and uses** of PodyC.

Below is the drive link to view the carousels more elaborately:

Click here

Page 1: Attention Grabber—The first page will stop the scroll and create curiosity. The fonts used are Anton and Lato, which immediately help in grabbing the attention. Further, using a blue-purple colour creates a futuristic and modern feel. At the same time, the blue colour shows trust and credibility.

Page 2: Mainly, USP—Universal Seller Proposition: It highlights one of the key features of PodyC. Shade of black is used to create a premium feel in the mind.

Page 3: USP 2: Highlighting another feature of PodyC. Here, however, a pain point and its solution are added.

Page 4: It builds trust and shows how convenient it is to use this product.

Page 5: It is a CTA post allowing the audience to view, understand, and finally, provide the company a chance to turn the viewers into potential customers.

Caption: No mic? No problem! With #PodyC, elevate your podcasting experience with AI. (emoji) Start now!

#AI #Podcasting #Tech

LinkedIn Post:

Your voice is your brand! Whether you are an entrepreneur, a coach, or an industry expert, your voice deserves to be heard. With @**PodyC**, podcasting is as #effortless as speaking your mind—no fancy mic, no complicated setup, just your ideas brought to life.

With our #AI-generatedpodcasting, sit back and enjoy the coffee while you watch your desired #podcast come to life in minutes. Ready to give it a try? Click the link below and grab exclusive free access before it's gone! (emoji)

#Personalbranding #Podcastingmadeeasy #Yourvoicematters

Twitter Post:

Ever wondered how AI can generate an **entire podcast** for you? Try **PodyC** for free today and create your first AI-generated podcast in minutes!!

#AI #Tech #Innovation #Podcast

Marketing Campaign Proposal.

Objective.

The launch of PodyC's collaborative feature that allows multiple users to contribute to the podcast.

Campaign Ideas.

Social Media Challenge: Start a **podcasting challenge**, like #podTogetherChallenge, encouraging users to create and generate podcasts with their friends. Give this challenge **publicity** through celebrities, tech influencers, and paid ads on social media, radio, TV, and even newspapers. Further, to make it more interesting, **collaborate** on the challenge with some popular media presence, create a **catchy jingle** for brand recognition, and announce some **exciting gifts** for the winners in return.

To make this trend go viral, host frequent **live sessions** with both well-known figures and everyday participants so that it becomes a trending topic among the whole public! Ensure that the challenge continues for a minimum of one week so that it gives the participants ample time to come up with ideas for podcasting.

Host live webinars in relation to the challenge with industry experts discussing the latest podcasting trends and the role of AI in shaping the future of the industry. These sessions will position PodyC as a thoughtful leader and provide valuable insights to the audience.

Also, for social media channels, create a dedicated #podTogetherChallenge series addressing various common questions relating to the service, the key features, and the idea behind the innovation. This approach not only builds awareness and transparency but also helps convert potential users into loyal PodyC clients. Further, with the use of hashtags and the username all over the platforms, traffic to all these channels is increasing, thereby boosting the overall brand visibility and performance.

Influencer & Industry Expert Collaborations: Collaborate with **small or micro-influencers** (5k-50k) in the relevant industry to create engaging content about PodyC. Have them **share the story** behind PodyC—how it came into existence, the challenges, and the inspiration behind its innovation, the various trends in AI podcasting—while also discussing the new features and upcoming events. This provides a comprehensive outlook into the company's past, present, and future!

To make this content more dynamic and impactful, organise the discussions as **group podcasts** rather than individual ones. This will create a sense of excitement and position PodyC as one of the trending topics.

Email Campaigns: Craft a tailored email for **experts** in tech, entrepreneurship, and the startup field inviting them to be one of the early adopters of the new service. Offer free access for a limited time period and encourage them to share their experiences and feedback on using the service.

For **everyday people**, customise an email that introduces the company and its latest services,

Marketing Campaign Proposal.

highlights the benefits and outlines the pricing plans. Include a **free 7-day or 14-day trial** along with discounts and referral codes so that it does not become an overburden for them at that moment.

Further, **provide freebies** like *the complete guide to becoming a successful podcaster* on the website in return for their email IDs so that the company is able to pool in the email ID database for email marketing! This can be done even in the social media channels by providing the same in the bio (CTA). When the users click on the link, they are taken to a landing page, like Linktree, and they can get access to the freebie once they have entered their email IDs.

UGC (User Generated Content) & Testimonials: Incorporate professional and **creative videos** from UGC creators in PodyC's social media channels in return for either financial aid or early access to the new service for a limited period of time. Further, testimonials from actual users create trust and brand credibility! Therefore, encourage the users to provide feedback for the service they are receiving.

Target Audience and Key Channels:

Target Audience	Key Channels
Content Creators- Tech, AI, early adopters.	Social Media: Instagram, Facebook, Twitter, TikTok, and Facebook.
Entreprenuers and Startup founders.	LinkedIn and YouTube.
Influencers and Podcast Enthusiasts.	Public discussion platforms: Quora and Reddit.
Coaches.	For ads, traditional methods of newspaper, TV, and radio and IT news channel ads.

Timeline.

- **Pre-Launch** (2 weeks before the launch): Teaser posts on social channels, influencer partnerships, and an email drip campaign to existing users and industry-relevant personalities. Publish a catchy jingle and use it frequently on posts and stories, even ads, to familiarise the users.
- **Launch Week**: Live Q&A, feature a walkthrough video, paid social ads, and publish the group podcast discussing PodyC on YouTube or on any podcasting platforms.
- **Post-Launch** (2-4 weeks after): Community engagement, contests, continued influencer marketing, case study releases.

Reel Ideas.

Travel.

Scene 1: "*Are you fond of travelling? Do you want to turn your travel experiences into a podcast?*" *(Speaker's dialogue, voice overlay)*

"*Well, see how I enjoy my travelling journey with hassle-free podcasting!*" *(Speaking towards the camera.)*

Concept: Showcase a traveller who is recording their travel journey using PodyC's AI-powered podcasting while exploring different locations (include some calming but happening kind of visuals). For example, when travelling in a car, use the back angle and the front angle while the speaker is speaking.

Scene 2: In between, add some adventurous visuals, let's say bungee jumping or boat riding, along with subtitles and voice overlay that highlight PodyC's key features: For example, "*With PodyC's podcasting, say goodbye to editing! And the best part? AI will create the sound for you!! (voice overlay)*

Scene 3: For visuals, include a noisy area, probably a bustling street where the traveller is trying new cuisines. In between, the person comes and talks to the camera. "*See, I am in the middle of a huge crowd, and yet you are hearing me with utmost clarity! (PodyC enhances and cleans your voice, making you feel like it came straight from the studio—voice overlay with subtitles.)*"

Scene 4: (The camera moves towards the speaker, and he/she is speaking): "*Want to use this for free? Comment down PodyC, and I will DM you the link!*

Scene 5: *End the 15-20 second video with a portion of the jingle and a closing note showing PodyC and the website link as texts.*

Throughout the video, a lively background music or a trending song is used, and the sound is minimised when the speaker speaks or whenever the voice overlay happens.

Target Audience: Travel bloggers, digital nomads, and adventure seekers.

Why does it work? Travelling is a hobby that the majority of the population likes! The video captures the excitement of travel, demonstrates the ease of use of PodyC, and appeals to storytellers who want to document their experiences effortlessly.

Global News.

Scene 1: Showcase a collage of visuals and voice overlays of the trending news happening all around the world. Immediately mute the sound and create a blank page for the next 2-3 seconds. Bring in a text overlay saying, "*Want to break news without breaking your pocket?*" *(This can be shown as a text or as a text and voice combined!)* "*Love reporting but don't know how to start?*" "*Don't worry, we've got you covered!*"

Scene 2: Fade the previously mentioned text, and then provide a CTA text and a voice overlay saying, "*Join the new AI revolution and make news breaking hassle-free. Sign up for early free access!*"

Scene 3: End the video with a voice saying PodyC and its tagline!

The video should be 10-15 seconds long; there is no need for a trending or lively song; just the news reporting background music and some background tunes will do the need.

Reel Ideas.

Self-help.

Concept: Daily dose of motivation powered to you by AI.

Scene 1: Go for a dark mode background with visuals relating to nature, driving, the sky, or anything similar. Place a text in the centre, probably in the standard fonts like Times New Roman, Arial, or Calibri. Make the AI read the text, or simply just place the text with captivating visuals and trending inspirational songs to elevate the overall experience.

Competitor Analysis.

Two of the main competitors to PodyC in the AI podcasting and SaaS industry are:

- **Podcastle**: An AI-powered platform that **simplifies** the creation of studio-quality videos and podcasts **directly in the browser**. It offers features like background noise removal, AI subtitles, and voice cloning, enabling users to produce professional content with ease.
- **Wondercraft**: Provides an AI podcast generator that allows users to create engaging podcasts by generating scripts, selecting AI voices, and mixing music. It's designed for both **beginners and professionals**, offering a **user-friendly** interface for podcast production.

Basis	PodyC	Podcastle	Wondercraft
Key Features: AI-Powered Podcast Creation	It has.	It has.	It has.
No use of mic	Happens here.	Cannot, because it requires recording.	Cannot, because voice cloning is required.
Instant script-to-podcast	It is possible.	Not possible, because manual editing is required.	Possible here.
Ease of use	Beginner-friendly, fully automated.	Requires more manual input.	Ease of use.
Social Media Presence	In the beginning stage.	Established social media presence.	In the growing stage.
Content Strategy	Engaging, Interactive, and Educational.	Professional and Journalistic.	Creative and Casual.

Audience Engagement Strategy.

Customer Query: "Hi, I'm a small business owner. How can podcasts help me grow my business, and is your tool beginner-friendly?"

Reply: Hi, (customer name), that's a great question! We are happy to help!

Podcasts are one of the effective ways to **engage, educate, and build trust** with your audience. As a small business owner, you can use podcasts to share your expertise and success stories and connect with potential customers—all **without expensive marketing.**

With PodyC, you don't need any prior experience or professional equipment. Our AI-powered tool seamlessly transforms your ideas into a fully produced podcast in minutes—from handling script-to-speech to finally presenting you with the best-edited version!

The best part? You can launch your podcast with zero hassle and start growing your brand today. If you are ready to make a change, we offer you **limited-time free access** to familiarise you with our service.

We hope this helps and are thrilled to be a part of your journey! Please do not hesitate to reach out if you have any further queries—we are always happy to assist.

Kindly visit **www.podyc.com** for more details. Thank you.

Best regards,
PodyC Team.
(Any Contact Information.)

(Relevant emojis can be placed wherever necessary.)