



MARKETING REFRESH

SUCCESSFULLY LAUNCHED A PODCAST AND BUILT AN AUDIENCE

THE PIPELINERS PODCAST was launched in November 2017 by EnerSys Corporation CEO Russel Treat as a place for professionals who care about pipeline operations to discuss the latest information and benefit from each other's experience



The Problem

The client needed to quickly establish a professional brand, website, and audience from scratch for the new podcast. that could be used to launch the weekly podcast series. The podcast would also need to organically build an audience from the ground up (meaning there was no advertising budget).

- Brand new entity with no branding
- No audience to the show market
- No advertising budget for growth

The Solution

We worked with in collaboration with our client to develop a brand and ongoing marketing strategy to launch and promote the podcast, and organically build an audience.

- Designed a logo, tagline, social profile, and website
- Created a YETI cup giveaway contest for engagement
- Created a process to publish episodes and content
- Developed a framework for podcast performance metrics

The Results

18% growth

(2-Year Average)
in MOM episode downloads

Continuous improvement on
keyword positions
for important industry terms

**Professional
brand & website**

**Consistent
episode launch
process**

“ From conception to launch through ongoing execution, they are a great partner. Marketing Refresh is a critical component of our team, continuing to work diligently to improve our results. ”

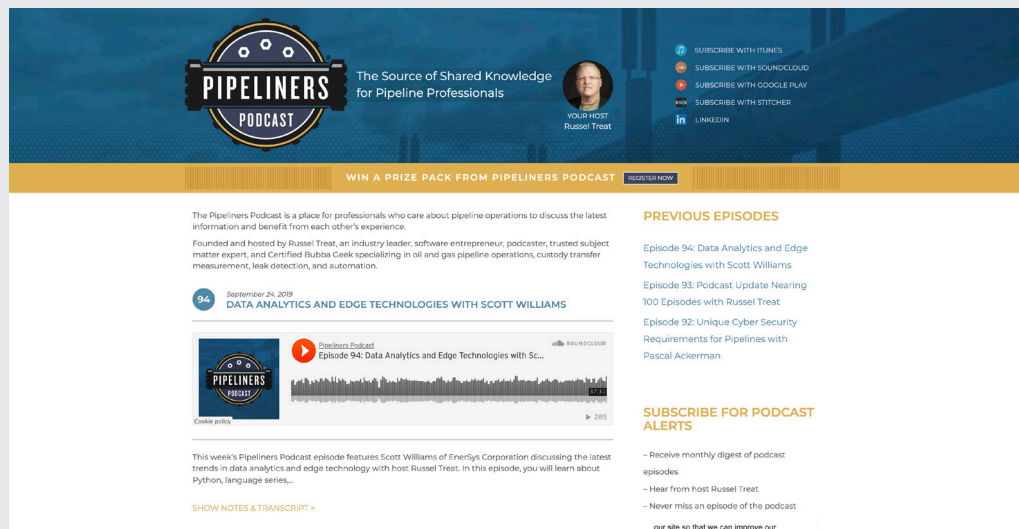
- Russel Treat, Pipeline Operations Executive and Podcast Host

Increased Keyword Visibility

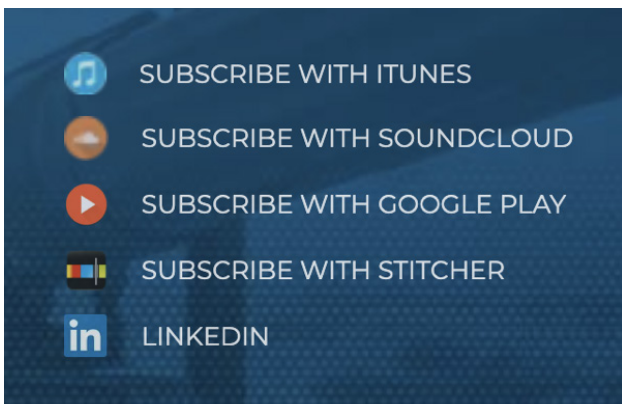
Organic Keywords Trend



Website Homepage



Podcast Published Weekly to Various Platforms



YETI Video



Video created for a promotional contest organized for The Pipeliners Podcast.