



Ready to Leverage
Your Podcast for
Organic Scale?



LEVERAGE YOUR PODCAST AS THE CATALYST FOR BUSINESS GROWTH

You poured your heart and soul into creating a podcast that showcases your expertise and passion, with the hope of expanding your reach and increasing your leads.

Now you're ready to use your podcast strategically to attract the high-quality leads you need to take your business to the next level.



That's where I come in.

I specialize in helping 6 & Multi 6-figure business owners unlock the potential of their podcasts and uplevel all areas of their marketing strategy, including their **messaging, positioning, and other marketing touchpoints.**

I believe that leveraging your podcast for organic business scale is more than just production.

It's about messaging, strategy, and multichannel leadership.

Together, we can expand your reach, generate more high-quality leads, and finally **scale your revenue** using the power of podcasting!

I'm **Eugenia**, a **Fractional CMO for 6 & 7-Figure CEOs**. With my help, you can expect to see real, measurable results from your podcast while leading your team in designing and implementing your marketing strategy.

Past clients have seen results such as:

- ✓ 63% podcast growth in 3 months and 134% in 12 months.
- ✓ Increased email open rate from 11% to 25% after only 1 month.
- ✓ Reached the top 1% in the global podcast chart.
- ✓ Having their podcasts bring more eyes to their business than their website, social media, and YouTube channel combined.
- ✓ Launched their highest ticket offer.
- ✓ Had their most profitable launch ever.
- ✓ Being able to focus on connecting with prospects during a 3-week launch without having to worry about all the logistics such as creating assets, managing content, and executing the full email sequence.
- ✓ Gained over 20 hours a month back to be the artist and visionary of their business.

You've probably heard that big Fortune 500 companies have CMOs: high-level executives responsible for overseeing marketing activities and strategies.

Maybe this sounds too big and stuffy for your company.

But you don't have to be a corporation with hundreds of employees to experience the power of having a CMO.

Enter, a **Fractional CMO**, the captain of your marketing ship, steering the efforts in the right direction.

HOW A STRATEGIC PODCAST GROWS YOUR BOTTOM LINE

When you've decided that your podcast will be your cornerstone content, you need an expert who understands how to leverage podcast growth.

Someone who understands that downloads are not relevant for bragging rights, but to expand your reach with the RIGHT people.

I'm excited to be that person for you!

I'm here to take the load off and give you the time and space to focus on what matters most – scaling your business.

I make this possible by:

- Conducting a **thorough marketing audit** to identify gaps and opportunities for improvement.
- Revising and refining your **brand messaging** and your **main marketing assets** (lead magnet, website, welcome sequence)
- Developing & implementing a **comprehensive marketing and visibility strategy** to optimally position your brand.
- Working with your team to ensure that the strategy is **correctly implemented** according to your business goals.
- Implementing a **podcast pitching strategy** so you can supercharge your visibility in front of new audiences.
- Analyzing **monthly analytics** to identify key insights and potential new business opportunities.
- Holding **weekly progress meetings** to track progress and discuss any issues or opportunities.

TIMELINE OVERVIEW

Each client is different and I truly customize my plans to each business's specific needs. However, these are the general milestones we will accomplish during our time together:



MONTH ONE

AUDIT AND STRATEGY CREATION.

We'll go deep into your analytics to identify where you're currently at and define a marketing strategy (Connections Plan) with clear key priorities.

MONTH TWO

ASSET DEVELOPMENT & OPTIMIZATION.

We'll refine your key marketing materials, starting with your brand messaging, and include your podcast optimization and other marketing assets.

MONTH THREE

PODCAST PITCHING AND VISIBILITY.

I'll develop and implement a podcast pitching strategy so your brand can be discovered by new audiences. At the end of our time together, your team will be equipped to continue with the momentum.

ONGOING

- Weekly status meetings.
- Monthly analytics review.
- Biweekly content calendar review.
- Weekly content optimization suggestions.

THE 4-STEP PLAN

1

STRATEGY CALL

This is a no-pressure call to get to know each other, understand your business and podcast goals, and determine if we're a good fit to work together.

2

KICK OFF & EVALUATION

Now as a client, I'll conduct a thorough audit of your current marketing initiatives to then develop a marketing strategy that leverages your podcast and cross-media channels for growth.

3

OPTIMIZATION

We optimize your messaging, podcast, and all your marketing assets so you can start attracting the right leads.

4

AMPLIFICATION

We start pitching you to be a podcast guest on different shows, and identify different collaboration opportunities to increase your reach, visibility, and revenue.

**CLICK HERE TO SCHEDULE
A STRATEGY CALL**

MARKETING THAT LEVERAGES YOUR PODCAST FOR REVENUE SCALE

YOU'VE DONE IMPRESSIVE THINGS IN BUSINESS, AND NOW YOU'RE OPEN TO NEW WAYS OF LEVERAGING YOUR MARKETING EFFORTS. YOU WANT SOMEONE TO LEAD YOUR TEAM SO YOU CAN REGAIN THE TIME TO FOCUS ON WHAT MATTERS MOST – GROWING YOUR REVENUE.

As a successful business owner, you now can bring a marketing leadership role to your team so you can leverage their podcast for organic scale business growth without sacrificing your time.

We may be a perfect fit to work together if...

- ✔ You're committed to your business growth and are looking for the right partner to help you get there.
- ✔ You don't want to implement isolated tactics and want to be strategic about your marketing.
- ✔ You are driven by purpose and deeply motivated by the impact your business can have on your clients.
- ✔ You have a team and are open to new ways of leveraging your marketing efforts.

If this is you, book a Strategy Call to discuss ways to leverage your podcast this year!

BOOK A STRATEGY CALL

WHAT OTHERS HAVE ASKED BEFORE WORKING WITH ME

I LOVE STRATEGY, AND I DON'T WANT TO LOSE CONTROL OVER THE HEART OF MY BRAND.

Having a Fractional CMO will give you more freedom and control to strategize on actual brand growth-related activities. While I have a framework, I believe in collaboration, customization, and transparent communication in the work I do with my clients.

HIRING A FRACTIONAL CMO WITH A PODCASTING EXPERTISE FEELS LIKE A BIT OF A LUXURY, HOW WILL THIS IMPACT MY BOTTOM LINE?

I understand – you want sales! But sales come from leads, and leads come from Marketing. Investing in optimizing your message and designing a strategic marketing plan that leverages your podcast for growth will increase awareness and demand, and ultimately scale your revenue.

I ALREADY HAVE SOMEONE ON MY TEAM I DELEGATE MY MARKETING TASKS TO, HOW IS THIS DIFFERENT?

My goal is not to replace your existing team but to complement and add to their efforts through seamless integration. My collaborative approach and strategic guidance can actually enhance their work, clarify direction, and increase effectiveness.

WHAT IS A FRACTIONAL CMO ANYWAYS? CAN IT HELP MY BUSINESS IF I'M NOT A MULTIMILLION-DOLLAR CORPORATION?

Difference CMOs focus on high-level strategy and they all have different specialties. My expertise includes marketing funnels, brand messaging, podcast production, audience growth, email marketing, content development, and service development for multi 6-figure businesses.

TESTIMONIALS

THE THINGS THEY SAY



THERESA CANTLEY

Don't wait, hire Eugenia immediately. Working with her is one of the **best investments** you'll ever make. She understands your business and your ideas for your show almost as much (sometimes more) as you do. She's generous and kind as well as a **genius with marketing and podcasting**.



WHITNEY HAHN

If you need an **electric thinker** who knows how to stay focused on a goal, Eugenia is a great partner. **Bright of spirit and of mind**, she will bring you the best ideas and help you make them happen.



MEL ABRAHAM

If you're looking to grow your podcast and have someone that understands **podcasts, marketing, and business** all at the same time then look no further. Eugenia becomes your **partner in podcast success**. She is communicative, strategic, and proactive in how she approaches the work she does.

CONTACT



If you have any comments or questions,
please feel free to reach out below!

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Follow along for Podcast & Marketing Insights.

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