

**Providing Canadian entrepreneurs, a collaborative platform to tell their stories and connect with a peers.**



# Cookieless Marketing & The Rise Of Influencer Media

Our community media model drives greater conversion and more importantly a deeper lasting connection with our subscribers.

- **CONVERSION.** With average 30%+ open rates from 100k loyal subscribers/members and over 50k social impressions monthly, we have a loyal and engaged following. With Canada's Podcast you get these benefits.
- **FOCUS:** You can target and connect with a loyal audience of entrepreneurs, business owners, and innovators across Canada and beyond.
- **REACH:** You touch regional and national and global listener and viewer base.
- **BENEFITS:** You obtain long-term impressions, extended reach, and a high ROI (4.9x average ROI on podcast advertising).



Competition Bureau  
Canada



Bureau de la concurrence  
Canada



CANADA'S  
TRUST  
ACCELERATOR  
PROGRAM



# The New Influencer Medium

## **Access an engaged and micro-targeted audience**

By adding podcast advertising to your marketing plan, you can capture a dedicated and highly focused audience and deploy some deep and more authentic marketing messages. In content streaming media CPM is less important than time spent listening or viewing the podcast.

## **Extended Reach and Repetition**

When you buy a podcast and/or some episode advertising, it's a one-time charge with a forever benefit. Listeners can replay episodes, and you can link your site or emails to the podcast messaging.

## **Multichannel Marketing Support to Boost Coverage**

And at Canada's Podcast it's not just the podcast that tells your story, it's our almost daily newscasts, bi-monthly newsletter and influential social presence that rounds up your coverage creating lasting impressions and views.

# The Canada's Entrepreneur Audience

## Entrepreneurial, small/large business segment

Our primary audience are business owners, entrepreneurs and a business-focused demographic across Canada. In other words, independent thinkers, business decision makers and initiators.

This is a great segment to connect with because they are an influential and curious demographic that has the following media statistics:

- Podcast listeners have the following traits<sup>1</sup>:
  - \$75,000+ Average Household Income
  - They own more businesses: 41 percent own two or more businesses
  - They create more jobs: 32 percent employ five or more employees
  - They take their work outside of their home: 43 percent work in an office as opposed to home
  - They stay in business longer: 43 percent have been in business for more than ten years
  - They make more money: 14 percent reported 2013 revenues over \$1 million
  - They are also the most optimistic profile; with 30 percent expecting “much higher” revenue<sup>1</sup>



<sup>1</sup> Source: Nielsen Digital Media Lab, Podcast Sponsorship Study

# The Value of a Loyal Podcast Audience

Entrepreneurial, small/large business segment media behaviour:

## 1. Authentic Engagement

Research by Edison Research reveals that 54% of podcast consumers say they are more likely to consider the brands they hear advertised on podcasts leading to higher levels of brand affinity and loyalty.

## 2. Thought Leadership

According to a report by Nielsen, 69% of podcast listeners agree that podcast ads increase their awareness of new products or services. By delivering valuable insights and expertise through podcast content, brands can establish themselves as trusted authorities.

## 3. Consistency and Longevity

Podcasts authentically engage with audiences, building communities, showcasing thought leadership, evoking emotional connections, and maintaining consistency. Brands that prioritize this medium can gain a competitive edge in fostering brand loyalty and advocacy.



# THE BRAND PROMISE

At CE we can help you shape the future and focus on your customers and new customers with their UNIQUE stories.

## The Value Proposition

- Risk-free targeted email marketing to over 100K subscribers
- Authentic podcasts that get audience attention
- A bi monthly newsletter that has an average of 70k opens monthly
- Newscasts and knowledge based content that gets attention

# THE CE BRAND

We focus on  
entrepreneurs across  
Canada and share their  
**UNIQUE** stories  
and share success

## The **Canada's Entrepreneur** Value Proposition

- Our audience demographics are your customers
- Our multi-channel marketing approach means much more than programmatic ad programs.
- We get you engaged with your target audience and find new customers.
- In some instances, we share in your success through affiliate performance commissions

# Our Community

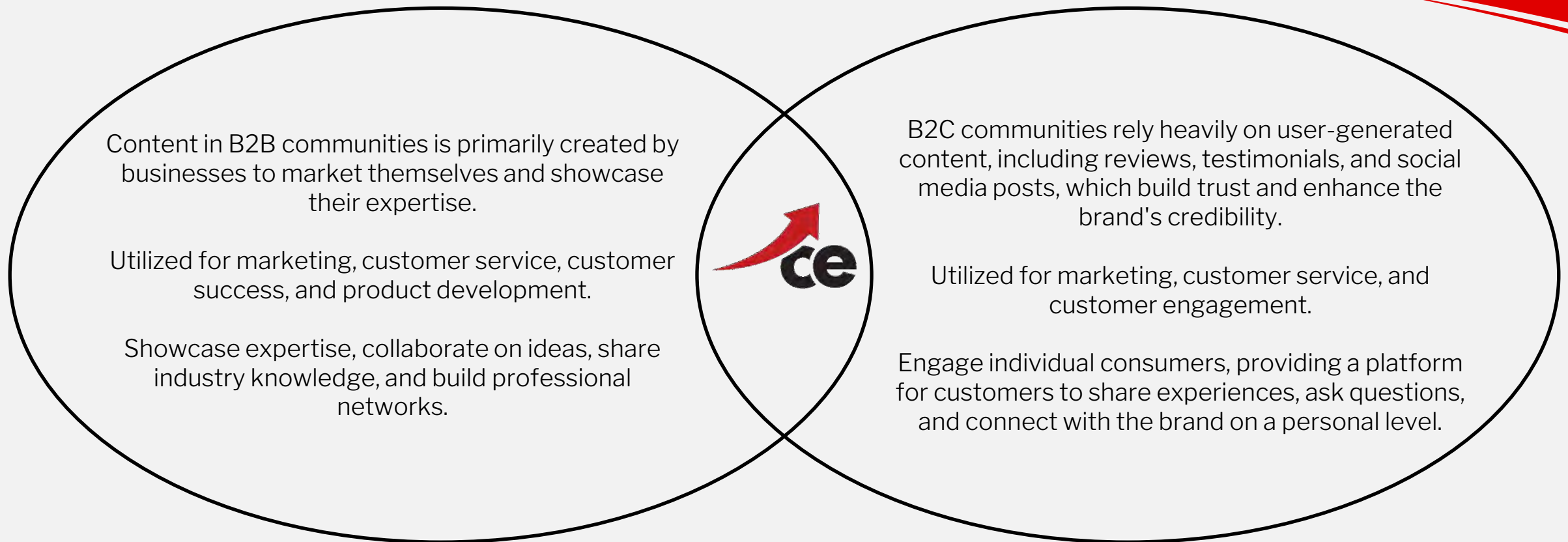
Canada's #1 podcast  
for entrepreneurs

	Users	Impressions 2024	Lifetime
Canada's Podcast Site	84,000	124,779	84,000 Active Users
Newsletter	65,020	923,073	472,433 opens
Social Engagement	10,890	2,722,500	226,875 Monthly
LinkedIn	3,363	50,659	3,363 Subscribers
YouTube	2,800	24,777	565,800 views
Meta	3,126	25,665	n/a
Podbean	850+ Episodes	29,400 downloads	198,400 downloads
	169,199	3,871,453	





# New Community Media Model



It's All About the Connection You Make

# The Core: Entrepreneurial Journeys

*The lens we tell our stories through.*

## We/You are Storytellers

Entrepreneurship is hard. At times it is a long and lonely road. Entrepreneurs are often knocked down, let down and there is no shortage of heart breaks. They also rise to the occasion, persevere, show tenaciousness and resilience in the face of much adversity.

We highlight the following:

- Their own unique story
- Their perspective
- Insights
- Challenges
- Ways to victory



# Recent Successes

## Mark Tewksbury for eBay

3-month campaign with e-Bay got over 600,000 impressions.

We showed results-based stories that converted numerous new customers.

## July Gaudrey for RBC Insurance

One-month campaign focused on positioning RBC Insurance for SME.

Podcast got 30,000 views and tons of interest.

## NewsCast with Canadian Taxpayers Federation

This was a news push and apart from significant social views the newscast got over 36,000 views on YouTube.

## SVB Sponsored Podcasts

This was a national/regional campaign that did very well with the top podcast getting 14k views even though SVB was going through some grief in the USA

## Cooperators Insurance

Cooperators have done a number of campaigns using podcasts, newscasts, banners and have excellent numbers

# DIGITAL MULTI-CHANNEL MARKETING IS THE NEW INFLUENCER MEDIUM

Multi-channel marketing that reaches out to a known user/subscriber base is the future of marketing.

30%+ avg. open rates

100,000+ subscribers

# Current CP Media Metrics

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- Lifetime YouTube Views 550,000+
- Audio Downloads: 285,000+ (Apple, Spotify, Podbean & Google)
- Monthly Social Impressions 250,000+
- YouTube Subscribers 3,000
- Avg. Household Income \$75,000
- Age Demographic 18-54
- Split Gender Demographic 50/50 (approx.)
- Newsletter Member/Subscribers 100,000 WITH 30%+ open rate (that's about 40k monthly impressions.)
- 800+ podcasts



# E-Bay National/Regional Campaign

 **CANADA'S PODCAST** Canada's #1 podcast for entrepreneurs

HOME EPISODES ▾ ABOUT CONTACT ENTREPRENEUR RESOURCES ▾     


## Canada's #1 Podcast for Entrepreneurs by Entrepreneurs



This Podcast is Sponsored by eBay

**This Week's Featured Podcast:**

**Mark Tewksbury Runs Great Traits, a Professional Development Company in Calgary, is a Motivational Speaker & Former Olympic Gold Medalist in Swimming**

 **canada's entrepreneur**

PLAY PODCAST

This 3-month campaign with e-Bay got over 600,000 impressions. We showed results-based stories that converted new customers.

# Canada's Entrepreneur Monthly Newsletter & Newsposts

## Canada's #1 podcast for entrepreneurs

4,099 (12.5%)

Welcome to the February edition of Canada's Entrepreneur News. As we head into the Spring, business owners in Canada remain 'cautiously optimistic' about the economic environment in the country. Check out some of the most important economic news of the month and just some of the entrepreneurs we interviewed in February - Mario Toneguzzi, Managing Editor

### Canada's Entrepreneur News

3,923 (12%)



**Video: Canada experiencing an increasing number of business bankruptcies**

The latest data from the Office of the Superintendent of Bankruptcy in Canada

3,888 (11.8%)



**BDC launches a \$30 million financing envelope to accelerate the growth of Canada's creative and cultural industries**

- Twice-Monthly newsletter
- Monthly newscast infotorial for three months (Feature Interviews)
- Daily newsposts coverage
- Weekly National/Provincial news roundup
- Newscasts that cover Quebec, Ontario, Atlantic Canada, BC and the Prairies
- Social newscast distribution
- 100,000 subscribers
- 35% average open rate and average of 3 clicks after open



# Sponsored Podcasts Get Results

Examples of sponsored content



10,000+ views on YouTube.



49,000+ views on YouTube.



36,000+ views on YouTube.



34,000+ views on YouTube.



8,000+ views on YouTube.

# Media Buy Options

## Episode Advertising (\$1050.00)

Podcast episode ads are the promotional breaks in the main podcast content. The ad is a host pre-recorded pre/mid roll message inserted into the content.

- 15–30 second podcast pre/mid/post-roll ads.
- Shared across podcasts, newposts and web site and social platforms.

## Newsletter Content & Advertising (\$2,100.00)

- News Articles and podcasts in our twice-monthly newsletter
- Brand placement in our newsletter (85k subscribers).
- Shared across our web site and social platforms

## Focused Newscasts (\$2,850.00)

- 10-minute interviews spotlighting your business and focusing on news components
- Organic reach: 50,000 social impressions + 85,000 newsletter subscribers (30% open rate).



# Sponsorship Options

## Sponsored Story Podcasts (\$5,450)

- 30-minute podcast in infotorial format.
- Social boost to increase coverage across YouTube, Facebook, Instagram, LinkedIn, and TikTok.
- Coverage in our newsletters, newposts, and website branding.

## Partner-Level Sponsorship (\$6,500 monthly for min of 3 months)

- Prolonged exposure via newsletters, newposts, our website and podcasts.
- Three podcast episodes dedicated to your brand.
- Brand placement in daily newscasts, pre/mid-roll ads, and website.
- Enhanced social distribution for extended reach.
- Fireside chat and/or live webinar outreach sessions

## Member-Driven Knowledge Hub Webinars, Coaching, Special Features & Events

- Live/on demand webinars and coaching sessions (custom)
- Specialized coaching and learning-driven events (custom)
- Special Features & Events that require and interactive audience (custom)
- Programming that enriches our audience (often co-produced)

# Performance Based Affiliate Marketing

## Typical 6-Month Performance Marketing Campaign

### Performance Marketing Campaigns

- Collaborate with us to create performance-based campaigns, leveraging podcast episodes, newscasts, newsletters, webinars and social media to generate qualified leads.
- Ad placement across all platforms.
- Dedicated podcast/newscast series over 3–6 months.
- Social engagement to drive results.
- Live webinar/outreach sessions

### Cost/Benefit

- We charge an initial setup fee and then share your success via affiliate sales commissions based on your product or service
- Setup/production kick-off budget (after the initial period the setup fee may be reduced or absorbed based on performance revenue),
- Affiliate commission on leads and/or sales runs for 24 months.

### Canada's Entrepreneur Bi-Monthly Newsletter

- Bi-monthly sponsored articles/podcasts you and other independent experts.
- Monthly newsletter to 85,000+
- Subscribers (averages 23%+ open rate) and on our website.

### Daily Newsposts & Social Amp & Web Site Branding

- We will geo-locate our social pushes
- YouTube Branding and Episode Advertising
- Web Site Branding

### 15-30 second pre/mid-roll messaging on our podcasts during this period.

- The ads will run on many of our podcasts over a 2-month period.
- YouTube branding across CP podcasts.
- Promotion across CP channels & platforms
- Provide Video for your websites and social channels

Canada's #1 podcast  
for entrepreneurs

Thank You



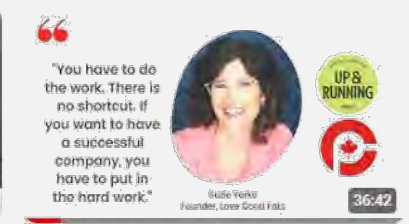
Bringing gamification into healthcare with Jim Feng of Phyxable  
11K views • 2 years ago



Mathieu Lippé : L'esprit créatif pour tout entrepreneur  
11K views • 2 years ago



Find out how Mark Tsemak and Red Square are saving lives, one bite at a time with Keto...  
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Suzie Yorke, Founder of Love Good Fats, on the Shift from Executive to Entrepreneur  
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Entrepreneurship is more than just dreaming of ways to make money  
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Learn how to accelerate your online presence to get past your competition with...  
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PLAY is the new frontier of creativity and innovation  
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The Importance of Embracing a Non-Linear Path to Success with Sahar Saidi  
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Brace for impact: more federal tax hikes in 2024: Canadian Taxpayers Federation  
36K views • 4 months ago



Julie Gaudry discusses employee retention and attraction using RBC Insurance's Group...  
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Dawn Desjardins, Deputy Chief Economist at RBC, Discusses the "Small Business, Big...  
15K views • 3 years ago



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Activism comes in many forms with Dr. Robyn Bourgeois  
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Renaud Laliberté est avocat à son compte. Il nous parle de son parcours d'entrepreneur  
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Michelle Zatlyn wants you to check your assumptions & never let a crisis go to waste  
12K views • 3 years ago

# Thank You

