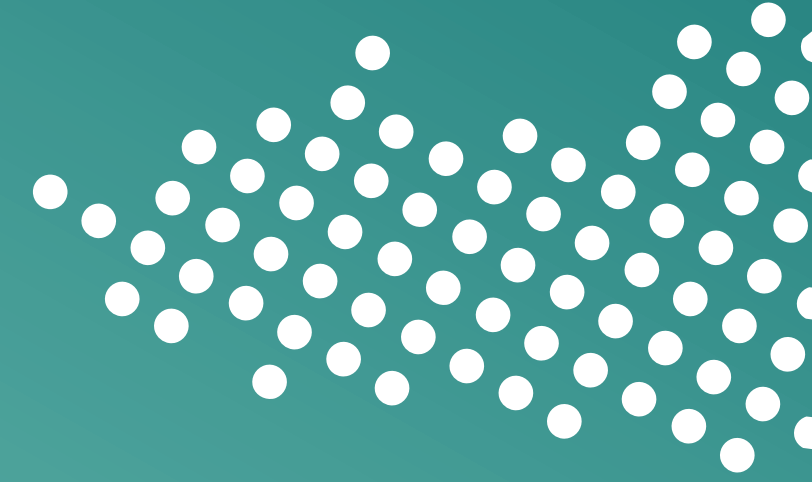
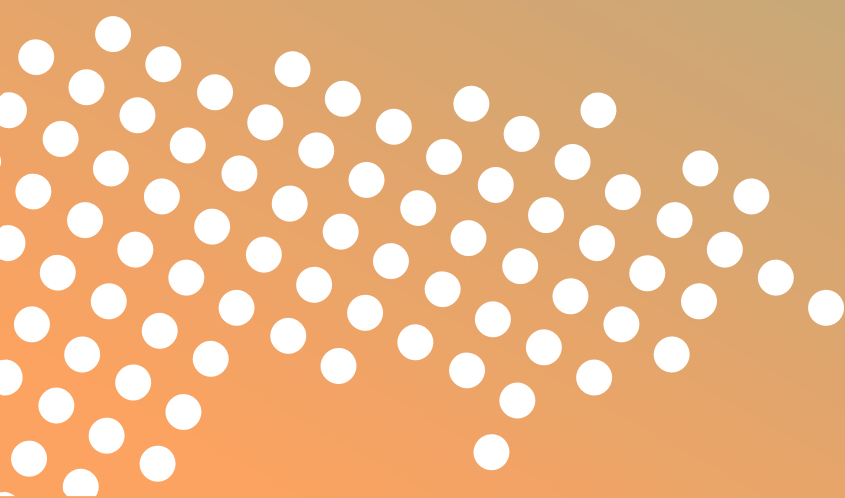


# Unlock the Power of Podcasting



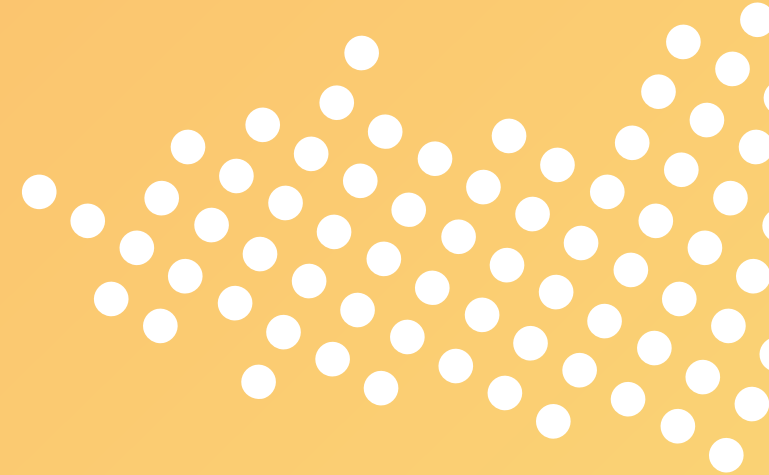
Capabilities Deck 2023



larj  
MEDIA

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# A Woman-Owned Podcast Agency

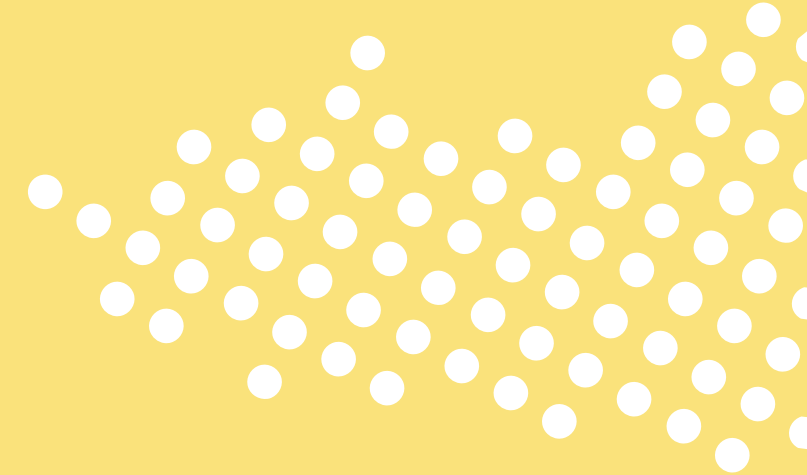
We believe in the power of storytelling to make change, build brands and drive movements. Our production team is made up of award-winning media professionals who will work with your brand team to create your audience's favorite podcast.

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We specialize in branded content delivered via podcasts, including: casting/coaching talent, concept design, story development and content management, pre and post-production, distribution and audience development strategy.

Larj Media has something no other production team can provide; a combination of history, and depth of knowledge in the ever-evolving podcast industry and production efficiency leveraging the most innovative tools for storytelling.





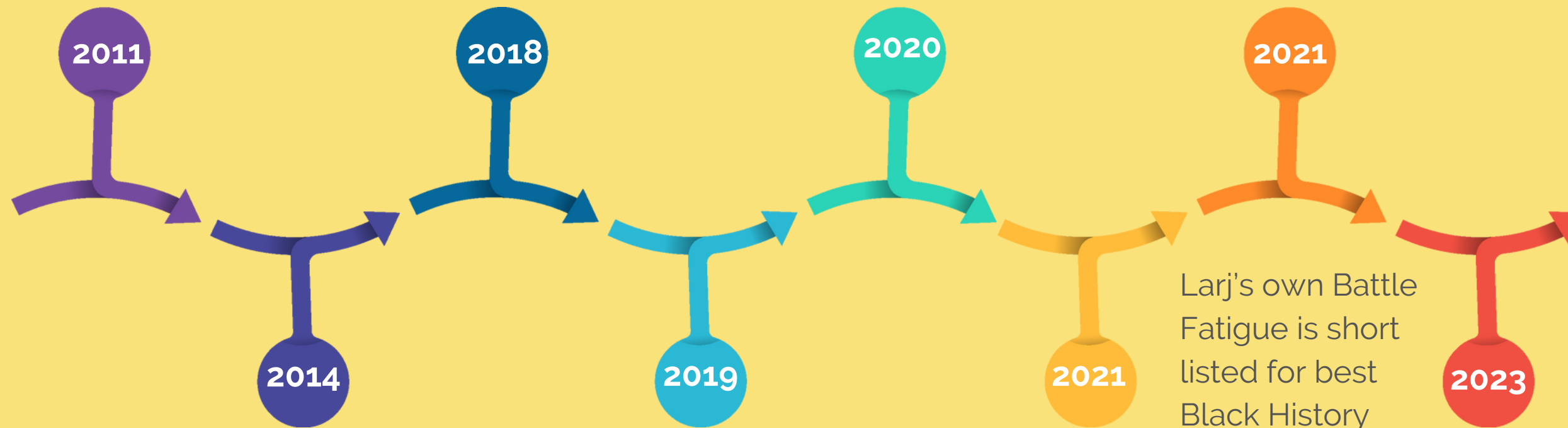
# How We've Grown

Tina starts Larj Media with 2 clients: Tom Douglas: Seattle Kitchen  
Civic Ventures: The Other Washington

Joelle joins Larj Media to expand services & operations  
Larj Network is launched

iHeart Media/Black Effect Network purchases Hello Somebody with Nina Turner. Our first licensing with a major network.

Seattle Design Center wins AVA Digital Awards Gold and Larj Media's own Battle Fatigue is short-listed for the International Skylark Awards for best host.



Larj Studio opens Downtown Seattle

We partner with Young Turks Network partner on Mouthy Messy Mandatory, a Larj Network Production

Seattle Design Center's podcast Inspired Design wins a MarCom Gold award for Best Branded Podcast

Larj's own Battle Fatigue is short listed for best Black History Podcast.

Larj has launched more than 500 episodes of branded podcasts featuring: The B Team, The Riveter, Loud Tree Media, Microsoft, Dunkin' Brands, Madrona Venture Group, and Wine Enthusiast.

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# The Power of Podcasts For Brands

Podcasting is a medium unlike any other in your marketing mix, offering a range of benefits that last well beyond typical marketing campaigns and augment other aspects of your content strategy.

- Authenticity & Trust: Connect with your audience on a personal level, building trust and credibility.
- Thought Leadership: Establish your brand as an industry expert, sharing valuable insights.
- Extended Reach: Tap into the growing podcast audience, expanding brand exposure.
- Enhanced Engagement: Capture audience attention during their “me time” when they’re otherwise occupied with menial tasks.
- Content Repurposing: Leverage podcast content across channels for maximum impact.
- Partnership Opportunities: Collaborate with influencers and experts, reaching new audiences.
- Longevity: Create evergreen content that continues to attract and engage over time.



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# Jumpstart

We offer a short, highly productive development phase that hones the creative, audience goals and intended business outcomes of the show. This phase involves delivery of key audio components and the infrastructure needed for the entire body of your podcast.

Deliverables include:

- Market Research/Competitive Analysis
- Concept(s) and format and naming
- Comprehensive podcast Storyboard
- Audio brand: Style, music and may include a sample episode or trailer
- Production Roadmap: Full workflow, timeline and budget for creating the first season
- Audience Development Playbook
- Platform and technical requirements
- Additional items may include: casting or coaching the host, a pitch deck, podcast cover art & website specs, production tools & templates.

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*"The Larj team got us up and running. We have a season under our belt and are plunging ahead. It was a great way to leverage their expertise to build those skills internally."*

Erika Shaffer - Madrona Ventures

*Larj provided the production and creative spark that made our podcast really sing- music, format, it all works thanks to their experience, creativity and wisdom!*

Stephanie Ervin - Civic Ventures



# Full Podcast Production

Whether a limited series, non-fiction story or interview show, we offer full service production from idea to publication

- Podcast Strategy & Development
- Sound Design
- Recording (in-studio, in-field or remote)
- Guest Management (from booking to briefing)
- Host Curation & Training
- Story construction
- Publishing/Distribution
- Audience Development

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## Podcast Therapy

Whether your show is underperforming in the market and needs a boost or your at the beginning stages of the project and just need someone to put the finishing touches on your idea we offer podcasting consultation on a case by case basis.

- Full production audit
- Host/talent coaching
- Analytics evaluation
- Strategy consult
- Story re-construction
- Audience development strategy

## Audiobook Production

Whether you want to voice your book yourself or have one of our professional narrators handle it, our studio is fully equipped to accommodate all your audiobook needs.

We'll also make sure your audio is fully ready to be published on all platforms and meets all the ACX requirements.

- Audio Recording
- Host/talent coaching
- Publishing (ACX)



# How We Work

Production for a 10 – 12 episode series runs between 5 – 8 months depending on format, story and number of creative stakeholders. Larj will adapt our timeline to the needs of our client team and with the aim of developing the highest quality product as efficiently as possible.

## Jumpstart

Show  
Development and  
Production  
Planning

Audience  
Development  
Strategy



## Production

Episode Pre-  
Production, Scripting  
and Recording

Capturing B-roll  
audio/video for  
marketing assets

Web/Social  
development



## Post- Production

Structure Story,  
Editing, Scoring,  
Mix/mastering  
audio

Creating  
Marketing  
Assets



## Publishing Promotion

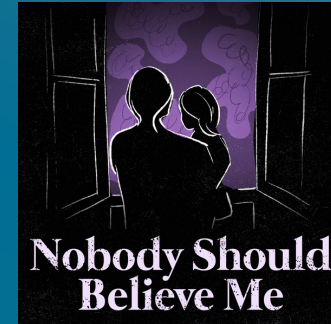
Launch Episodes

Promote (per  
strategy)

Measure  
Performance  
Optimize

# Driving Results through Compelling Storytelling

## Driving Awareness About Medical Child Abuse with a True Crime Podcast: A Case Study.



We were challenged with a goal of raising awareness on the topic of Medical Child Abuse so that it is better understood by medical professionals, caregivers and parents who are in a position to identify it, intervene and mitigate the damage.

So we created a podcast that would attract the exact right audience, and offer them a compelling, well told story that they wouldn't forget.

True Crime listeners largely skew female, and tend to work in fields dominated by women, including teachers, medical professionals and moms.

The show is on track to reach more than 1M listeners in 2023, and is driving exponentially increased traffic to support resources focused on Medical Child Abuse.

## Seattle Design Center's Branded Podcast: A Case Study.



Seattle Design Center came to us with the goal of creating a more inviting, inclusive and diverse design center that would drive younger Seattleites into their show rooms and re-cast the Design Center as a unique place that is quintessentially "Seattle."

Our challenge was to use an audio-only medium to highlight design, a primarily visual experience.

We recorded the show in some of Seattle's most iconic spaces, talking with many of Seattle's most well-known creators about what inspires them. We chose creators that reflect Seattle's cultural diversity and history to reveal many hidden or little-known stories.

Not only has foot traffic and event bookings increased at the Design Center, but the podcast has driven partnerships with local theaters and museums, which is expanding the brand into a community building asset in Seattle.



# Thank you!

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Joelle Nole [Joelle@larjmedia.com](mailto:Joelle@larjmedia.com) 206.419.9265

3670 Woodland Park Ave N.  
Seattle, WA 98103

Our recording studio is located in Fremont, but we are set up for full remote recording, and we have in-field recording kits for any scenario.

Website: <https://www.larjmedia.com>

LinkedIn: <https://www.linkedin.com/in/tinanole/>  
<https://www.linkedin.com/in/joellenole/>

YouTube: <https://www.youtube.com/@LarjMedia>

Instagram: [@LarjMedia](https://www.instagram.com/LarjMedia)

Facebook: <https://www.facebook.com/LarjMedia>

Twitter: [@LarjMedia](https://twitter.com/LarjMedia)

