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Podcast Proposal & Communications Plan

Target Audience Analysis

While TrendyMart's primary audience is fashion-forward individuals aged 18 to 40, with a secondary focus on teenagers (13 to 17) and young adults (25 to 35), our podcast will target specifically female college students and young adults (18 to 30) by utilizing influencer Charli D'Amelio and the vast following she commands, with a secondary focus on high school teens (14 to 18). With D'Amelio bringing in such a large audience from her various accounts on TikTok, Instagram, and YouTube, in analyzing her audience, we predict the majority of our podcast audience to skew towards the younger demographic, which aligns with TrendyMart's preferred customer demographic. We feel this demographic is motivated by the latest trendy products, with the vast majority of these consumers being wellness-oriented, technologically savvy, and environmentally conscious. However, we will also conduct observational studies and include surveys at the end of ads and on our receipts to collect data about our consumer demographics. With this in mind, we feel consumers would be highly engaged with our podcast, featuring one of the biggest influencers on the planet and using the latest trendy, affordable, and conscious products from TrendyMart. Charli D'Amelio was recently cast in the Broadway show *& Juliet*, meaning she recently moved to New York. Similar to many college students or young adults just entering the workforce, Charli is entering a new environment where she will want to decorate her new home in an aesthetic and cohesive way. For anyone in a similar position, our podcast will reveal how TrendyMart is your one-stop shop for all your trendy needs.

Podcast Episode Concept & Structure

The concept for the podcast episode is a customer success story, with the customer being influencer Charli D'Amelio. The plot of the storytime-style episode will be that Charli is facing a big move as she goes to New York to work on the Broadway show "& Juliet" that she's been cast in. The episode will detail how TrendyMart's products helped her succeed with the big move by helping her decorate her apartment and get ready for her first day of the job with new clothing products that fit the new location. For the aspect of technology and gadgets, the podcast will also discuss how buying some of TrendyMart's products allowed her to keep up with her social media presence and record her own content as she navigates the change.

The structure of our podcast episode is as follows: (1) beginning - Charli begins the podcast talking about the mix of nerves and excitement she felt when she found out she was moving to NYC. She will explain how she was stressed about finding clothes that make her feel confident and as if she is in the know about NYC fall fashion trends. She will also touch on how overwhelmed she was about decorating a new apartment as there are so many different design directions she can take. (2) middle - Charli will walk us through how TrendyMart caught her eye on the street and looked like the one-stop shop to find her desired clothing, home decor, and electronics for her new lifestyle. She will walk us through TrendyMart's sustainability initiatives that align with her values, the quality and durability of items she purchased, and innovation in products that make her daily life easier while keeping up with the trends. (3) end - Charli will wrap up the podcast with sentiments about how life changes can be hard, but TrendyMart can make it easier. She will offer a 15% discount on listeners' first order with the code 'CharliD.'

As Charli tells her story, she will be actively engaging listeners who may be going through similar life transitions or have the same desire to be sustainable and trendy. She will utilize the conflict/resolution technique of storytelling where she expresses the conflict she faces about needing a new wardrobe and decor for her new NYC life. Listeners will want to hear how she solved this issue, so this will be the perfect time to introduce TrendyMart as the resolution for Charli, and for them as well. We will also use emotional appeal to make a strong, lasting connection with the audience. Charli will make the listeners feel seen and heard as they are also struggling to find a place to purchase trendy items. Her authentic story of TrendyMart saving the day for her and relieving her stress will emotionally appeal to the audience who is looking for a solution to their current conflicts.

For the timeline of recording our podcast, we'd spend about a day or two writing the script and working on it with Charli to ensure it accurately reflects her busy lifestyle. We'd spend one day on set with Charli, recording the podcast, which would last about 15 minutes, to accommodate Gen Z and Millenials' shortening attention spans. Then, we would give our advertising agency about a week to edit the footage, including time in that week for feedback and edits. We'll record the podcast on whatever video cameras our advertising agency decides is best, and they will edit it on Final Cut Pro. The podcast episode will be posted on YouTube, as it'll be a video podcast, which will allow viewers to actually see some of the products that Charli discusses, along with her outfit, which will be clothing from TrendyMart. We will also post the podcast on audio-only platforms, such as Spotify and Apple, but aim to direct more viewers towards the video version, as it communicates our message better to the audience.

Brand Messaging & Alignment

The key message our company aims to convey to customers is not just about the practicality, affordability, or luxury of our products, but rather their trendy and modern designs. While our products may be slightly more expensive than those at wholesale stores like Costco or Walmart, they also offer a unique and fashionable appeal. We focus on themes such as sustainability (using special materials to produce these products), technological advancements (like Bluetooth or user interfaces in certain items), and quirkiness (designs that may not appeal in a traditional sense but embrace dichotomies that attract a younger audience).

This podcast will also include information about our company's mission to create a one-stop shop for quality products. While Best Buy may offer more comprehensive technology products, Crate & Barrel may specialize in home furnishings, and Pact may focus on sustainable clothing, TrendyMart offers all of these in one store. For students and younger audiences who need to adapt to rapid changes in their lives, whether for work or study, having a single store where they can find a wide array of items may be more convenient, as younger people may have less time and fewer resources to visit multiple stores for different purchases.

Lastly, we will highlight our company's focus on sustainability. For example, we will discuss the efforts our company is making to ensure that our products are environmentally friendly, healthy for consumers, and ethically sourced. This will strengthen our connection with the community that values sustainability, making them more willing to travel farther and pay a premium for certain products.

Promotion Strategy

The promotional strategy centers around Charli D'amelio's popularity and her trendsetting popularity. We also hope to leverage her recent news coverage of being cast in a

Broadway show. The plan is to utilize her massive social media following, followers' trust in her, and her recent career changes to bring more people to listen to the podcast and to TrendyMart. The first portion of this is to use TikTok to promote TrendyMart and promote the podcast episode. She will create a "day in my life" video where she'll shop at TrendyMart and remind viewers to listen to her latest episode with them. Additionally, she'll post OOTDs (outfit of the day) on her Instagram and tag TrendyMart in these posts, to get more people to TrendyMart's page where they'll see more podcast promotions. On both TikTok and Instagram, she will post an apartment tour that utilizes various decoration pieces from TrendyMart and remind viewers to listen to the episode. Both of these apartment tours will focus on aesthetics and how TrendyMart has decorations that make cohesive spaces. She will also post a "get ready with me" video using products bought at TrendyMart. All of these videos of her life will center around how she has moved to New York and is in a Broadway show, which will keep the audience hooked and utilize current news. Finally, for the most important piece of the content strategy, Charli will post small clips on her TikTok and Instagram of the podcast episode. This will include teaser clips to entice the audience to go listen and have short sentences that hook her followers.

There are two main goals of these promotional strategies. The first is for people to see the posts and want to head to TrendyMart on their own, even before listening to the podcast episode. The second, and more important, goal is to direct users to listen to the podcast episode with Charli as listening will further entice listeners to go shop at TrendyMart. By using these promotional strategies, the audience will associate a successful influencer and trendsetter with TrendyMart while feeling compelled to listen to the podcast episode.

Metrics for Success

In order to measure the success of the podcast, we'll first measure the visibility and the impact of the podcast episode. For visibility, our main key performance indicators (KPIs) will be the number of podcast listens, downloads, and shares on the podcast. We will also see if the podcast episode lands on any Top Episode charts.

To measure the impact of the podcast, we can examine social media buzz and impressions of the podcasts on platforms such as Instagram, TikTok, and X. Additionally, we can look at the click-through rate from the podcast to TrendyMart's website and the use of the CharliD code from the podcast. Furthermore, we will evaluate any changes in TrendyMart sales following the release of the podcast episode. After the podcast episode airs, social media polls will be done on Charli's and our Instagram stories to gather information about whether or not listeners enjoyed the podcast and what they did or did not enjoy about it.

We'll compare KPIs from earlier podcast episodes to this one in order to measure trends in the popularity of the podcast. Any use of the CharliD code and changes in sales trends will help us measure the direct impact of the podcast on creating purchases for TrendyMart. Information will be gathered from the social media polls and discourse about the podcast on Instagram, TikTok, and X in order to understand what people did or did not enjoy about the podcast so future podcasts can be adjusted for our audience's taste.

Podcast Report

Our podcast did not perform very well, achieving only one play and no comments. We didn't actively promote it on any social media platforms, so the only people who were aware of it were our team members and others in this class. Our true audience consisted solely of other marketing students, particularly those in our IMC class, making it a small target audience from the start.

To improve performance, we could have started by sharing the podcast with family and friends, who would have been more invested in its success compared to an imaginary company's success. This outreach could have been done through direct digital messaging or by posting on our team members' personal social media accounts. Another potential audience includes marketing students at Northwestern. We could have promoted the podcast to this demographic via student group chats, student organization channels, or direct digital messages to marketing students we know.

We took a streamlined approach to recording our podcast episode. This process included collaboratively writing a script, assigning roles, recording the podcast in one session, and editing the clips together using Adobe Premiere Pro. Our group stayed organized throughout the process to ensure efficiency and sufficient time for editing and uploading. We set a timeline at the beginning that kept us on track to meet deadlines, and we used clearly articulated documents for reference as we recorded and planned. The recording process went smoother than expected, and our team worked well together, especially considering it was all of our first time recording a podcast.

We recorded in a compact library room to minimize background noise and ensure better audio quality. Each person recorded their scripted parts on a phone while other group members provided feedback and suggested retakes when necessary. Once all parts were recorded, we combined the audio clips into a single file in Adobe Premiere Pro and added a jingle. All members contributed suggestions on clip placement and tweaks to improve the podcast's flow. After hearing our script come to life, we reflected on and adjusted the scene order to optimize the final product. Overall, our group did an excellent job keeping the audience in mind during production to ensure the podcast resonated with them. Most importantly, we had fun creating this hypothetical scenario featuring Charli D'Amelio at TrendyMart and enjoyed the podcasting process immensely.

The collaborative aspect of writing and recording the podcast was invaluable, and we would definitely continue this approach for future episodes. However, the location we used for recording posed a challenge. For subsequent episodes, we would aim to find a more insulated, less echo-prone room or use better equipment.

We made an effort to minimize background noise by booking a private study room in University Library. While this provided good privacy, the room was very echoey, with limited options for sound dampening. Consequently, the audio quality wasn't as good as it could have been. Since our group lacked advanced audio editing skills, we had to work with what we had. Unfortunately, we only realized this issue after completing the recording and starting the editing process.

An alternative solution could have been to record individually in quieter, sound-dampening environments, such as a closet or under a blanket. However, this would have made editing more complex, as we'd need to splice together individual audio clips. Additionally,

it wouldn't have felt authentic, as it would lack the conversational dynamic that is a key appeal of podcasts. Given the circumstances, we believe we did the best we could.

Ideally, we would have used clip-on microphones or positioned ourselves closer to the microphone to reduce echo and improve audio clarity. We also enlisted the help of our friend, theater and musical technology major Evan Trotter-Wright, to create an original jingle for our podcast. We're very grateful for his contribution and extend our thanks to him.

For future podcasts, I recommend using better recording equipment. Since we used iPhone microphones, there were issues with background noise and inconsistent volume levels, especially when different guests spoke at varying volumes. To address these issues, professional recording equipment and a room with better audio insulation would be preferable. Alternatively, we could improve our audio editing skills or hire a podcast editor to handle tasks like adjusting volume levels, compression, and noise reduction.

Additionally, the industry standard for podcasts is typically longer than our episode, often ranging from 30 minutes to several hours. Most podcast listeners are looking for more detailed information and are often loyal to the company or guest, making them more likely to engage with longer-form content. Including a video component could also enhance the podcast's appeal. While not essential, many audiences prefer to see the hosts or guests express their emotions as they speak. This would have been particularly beneficial for showcasing Charli, her mother, and her friend, whose faces our audience would likely recognize. A video format would also allow us to visually present the products discussed in the podcast.

Successful podcasts also include more follow-up questions from the host, providing additional depth after the guest shares their main story. However, due to time constraints, our

host couldn't ask many follow-up questions, leaving potential audience inquiries unaddressed. Incorporating social media engagement before the release or creating a follow-up podcast could have allowed us to continue conversations with our guests and audience.

Finally, our promotional material could have been stronger. Increased social media promotion and a focus on maximizing outreach would likely have improved the podcast's performance. Additionally, since the podcast was formatted more as a store advertisement than a genuine interview, it was challenging to promote it on social media in a way that engaged the audience. Overall, implementing these changes would likely have led to better results.