



Mobile First Podcast Media Kit

2018

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 **EMERGE**



M **MOBILE**
FIRST 

What's Mobile First

Mobile First is a podcast that takes its inspiration, and name, from innovation itself.

Every week, we put the spotlight on mobile:

- What impact it's making for businesses
- How it's being executed on
- What's coming next

You'll hear:

- Conversations with industry leading executives
- Personal stories about failures, successes, and lessons learned along the way
- Deep dives into the perspectives, systems, and processes driving business performance
- And the mobile experiences derived from it all



With Guests Like



Ep. 48: Art.com
Chief Marketing Officer
Lisa Sullivan-Cross

[Listen here »](#)



Ep. 35: SAP
GM & Head of Products
Rohit Tripathi

[Listen here »](#)



Ep. 34: GE Digital
VP Global Marketing Innovation
Katrina Craigwell

[Listen here »](#)



Ep. 27: Moz
Founder and Wizard of Moz
Rand Fishkin

[Listen here »](#)



What To Expect

Time Commitment

We'll need 90 minutes of your time to ramp up, record the necessary content, and ramp down. During which, Jordan will guide you through a fun, personable conversation. From this material, we create our edited show and cross-promotional assets for you and your team to use free of charge.

Interview Method

We'll record via audio-only Skype, which means you can join us from anywhere in the world!

Our Gifts To You

At least a week prior to airing, we'll prepare and deliver via email the following custom assets pulled from your episode:

- » A landing page and unique URL for your personal episode
- » Episode highlights and suggested resources
- » Socialkit with links to make sharing via Facebook, Twitter, LinkedIn, and Instagram a breeze
- » Your custom designed episode image & personalized social graphics optimized for mobile feeds
- » 15 second and 30-second sound-clips that tees up the episode (MP3 format)



The Host



Jordan Bryant, emu “ranch-hand” turned mobile tech entrepreneur, brings an energized curiosity and burning desire to unlock the latest mobile experiences driving business performance.





Target Audience

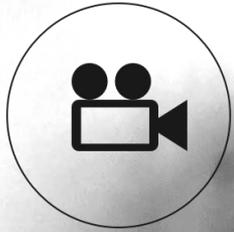
We'll be talking to ***that one listener...***

- Between the ages of 35-55 (an even male/female split).
- In a senior level position within a company, typically Director to C-Level,
- That has a product owner mentality and role, and are a change-agent for his/her business,
- Seeking to learn what latest mobile experiences are increasing sales and performance for your business,
- Interested in hearing stories and examples of how you are applying these mobile first strategies to make change across your business (for both employee users and customer users, whether a B2B or B2C business).

Our reach:

- We see anywhere from 1,000 to 4,000 unique listens a month, with an average growth rate of 20% each month.
- The total listens per episodes is wholly dependent on the coordinated promotion efforts between our two teams.





Kyle Duford

Vice President, Global Digital
Dr. Martens

Amplifying Your Message

iTunes Algorithm

Similar to SEO tactics for Google, iTunes has an algorithm that determines what episodes are most visible to listeners on their platform, and there are specific tactics we use to ensure maximum reach. We call this PSO, Podcast Search Optimization.

The Amplification Effect

The best way to maximize your visibility and reach is to share it with your wider network (friends, colleagues, organizations, key partners). The more listens we generate organically, the more visible iTunes makes the episode, and thus the more viral the episode becomes and the greater the impact it has for your message. The snowball rolls. We just need your help with the first big push!

- » We'll provide syndication on all our social channels, blogs, iTunes, Soundcloud, Stitcher, amongst other audio outlets



“It's one of my favorites!”

– Paolo Bergamo, Mobile First Guest
SVP of Mobile at Salesforce

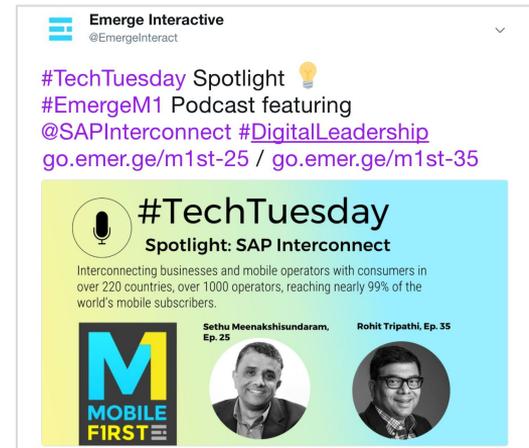
How To Maximize Your Impact

How We Help

With the amplification effect being top of mind, we'll provide you the necessary assets to make promotion easy — an entire social media kit with assets that will help you unlock the full power of your Mobile First experience.

The 4 Steps to Maximize Your Impact

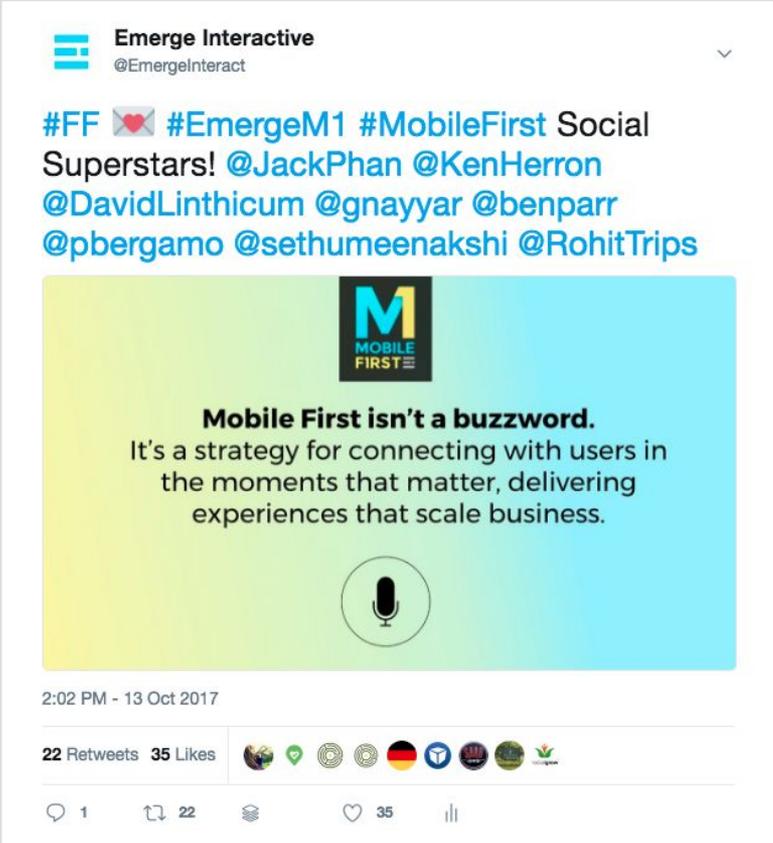
1. Prior to launch, we jump on a call with your PR/Comms team to coordinate efforts and schedule a launch campaign
2. We look into your social channels to deliver content types and messaging that's proven to resonate with your audience
3. We share the Social Kit with you and your team to plan the release of assets leading up to the launch to create momentum
4. We execute the plan in tandem for amplified results, and optimize as we go to ensure the largest impact



Audience Activation

The real magic happens when our guests and audience interact.

Through community participation on social media, our audience actively grows the community of Mobile First Leaders.



Emerge Interactive
@EmergeInteract

#FF 📧 #EmergeM1 #MobileFirst Social Superstars! @JackPhan @KenHerron @DavidLinthicum @gnayyar @benparr @pbergamo @sethumeenakshi @RohitTrips

M
MOBILE
FIRST

Mobile First isn't a buzzword.
It's a strategy for connecting with users in the moments that matter, delivering experiences that scale business.

2:02 PM - 13 Oct 2017

22 Retweets 35 Likes

1 22 35



Show Format *(it goes quick!)*

Ramp Up - (15-20 minutes)

- Refresher on key information, tech check, and any initial Q&A to align on episode details

ACT #1: ORIGINS - (10-15 minutes)

- Your origin story & what shapes your perspective

ACT #2: INSIGHTS - (20-25 minutes)

- Core questions of the episode (to be researched and tailored to your episode)
- Call To Action! Something cool you can leave our listeners with to generate awareness and traffic for you.

ACT #3: RAPID FIRE - (10-15 minutes)

- Fun Popcorn-Style Questions & Conclusion of Episode

Ramp Down - (10-15 minutes)

- Next steps
- Any feedback on the process leading up to the podcast? During the interview?



How To Prepare

What You Can Do

1. Schedule a time that's convenient for you to record an interview with Jordan: [scheduling link](#)
2. Come up with a special offer, white paper, etc. that the audience would find interesting that we can use to drive awareness and traffic for your brand.
3. Reserve 30 minutes before your interview to review this deck as a refresher.

How We Help

Once you're confirmed and booked as a guest, our own background-research begins. We'll learn as much as we can about the specific path you've taken to so far. We'll also explore your company and products in as much detail as possible — with an eye for your interesting offerings, rollouts, and successes.

We will send your interview topics in advance, giving you the opportunity to prepare, ask questions, and provide any feedback before your scheduled conversation. This paves the way for a meaningful interview, and a valuable episode for our listeners.



Who Is Emerge?



We help create high-value digital experiences.

A tight group of digital thinkers,
designers, and technological wizards
that work hard and love what they do.

100%

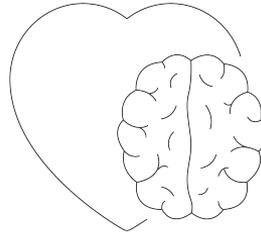
Independently
owned & operated

20

Years of digital
experience

90+

Technology and
design awards



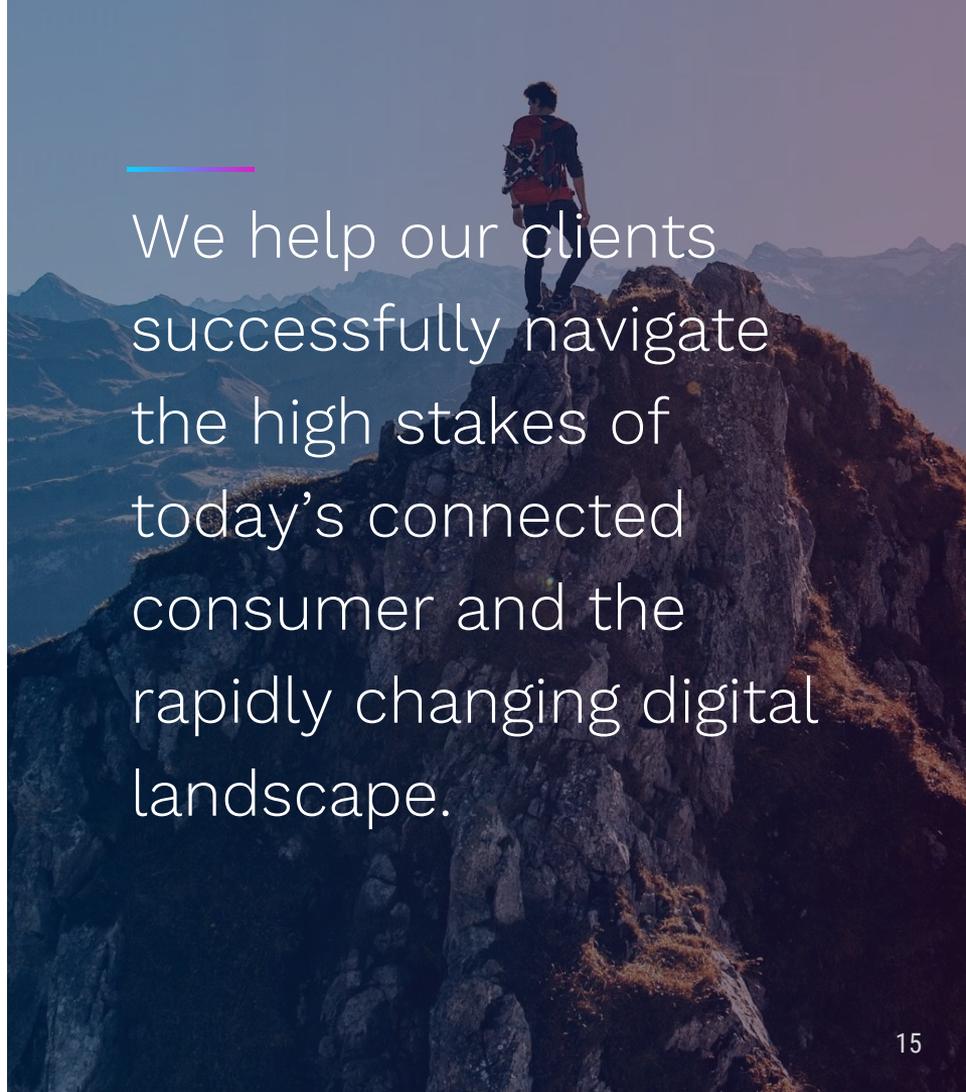
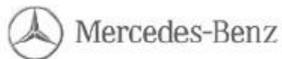
CO-CREATE

with

INCREDIBLE

People





We help our clients successfully navigate the high stakes of today's connected consumer and the rapidly changing digital landscape.

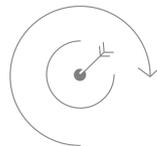
We work across three areas of expertise.

We're digital experts. We seek out the friction in everyday life and then design and implement better interactions for people, solving the friction in the products and services they use. The result is effective engagement.



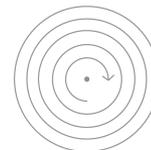
Advisory Services

- Digital Strategy
- UX Journey Mapping
- Technology Evaluation
- Team Skills & Resource Planning
- Investment Planning
- Research & Validation



Experience Design

- Design Strategy
- Content
- Information Architecture
- Visual Design
- Measurement + Optimization
- User Research



Technology Services

- Technology Strategy
- Functional Requirements
- UI/UX Development
- Application Development
- Systems Integration + API Dev
- DevOps + Training

Hello, nice to meet you :)

For more info visit our site:

www.emergeinteractive.com



The logo for MOBILE FIRST, featuring a large, stylized "M" in cyan and yellow, followed by the words "MOBILE" and "FIRST" in cyan and yellow, and a small icon of three horizontal bars to the right of "FIRST".

M MOBILE FIRST

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