

MEDIA KIT

MARKETING MOMENTUM

FOR AGENCIES



**PODCAST SPONSORSHIP
PACKAGES**

A HIGH TRUST ROUTE TO REACH AGENCY DECISION-MAKERS

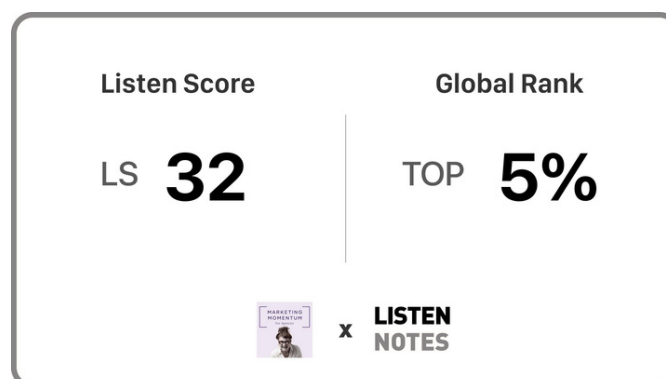
Get your message in front of founder led agencies through host read podcast sponsorship messages. Plus integrated promotion across LinkedIn, newsletters & email.

This podcast gives you, the sponsor, trusted access to a niche audience that's hard to reach in any other way.

This isn't scattergun advertising. It's a host read recommendation, delivered weekly and shaped around your messaging, to agency founders, leaders and decision makers who are actively listening for ways to build visibility, trust, sales and growth for their agency.

This sponsorship opportunity is designed primarily for brand awareness, credibility, and to give repeated exposure to a niche audience, with supporting engagement metrics to track campaign traction.

This podcast is one of the top 5% most popular shows of 3.7 million podcasts globally, ranked by Listen Score.



THE PODCAST AUDIENCE

- A strongly UK-based audience (87%) of marketing, creative and digital agency owners, senior leaders in marketing and sales.
- People who make decisions about tools and services that improve pipeline, positioning, operations, delivery, and profitability.

KEY NUMBERS

- *Typical episode performance:* 636 downloads in the first 30 days (median)
- *LinkedIn audience:* Tracey Burnett 9,900 followers
- *LinkedIn Newsletters:* – Marketing Momentum for Agencies and Bite Size Marketing & Sales, over 1200 subscribers, and growing.
- *X* – 1400 personal followers plus 85,000 in specialist marketing communities of which Tracey is a part.
- *Email list:* 150 agency contacts (used selectively) plus a newsletter list, approx 600 subscribers. 29% – 36% open rate

CASE STUDY-PROOF IT WORKS



Wix Studio generated 23,879 impressions over 13 weeks across podcast and social promotion (June–September 2025), averaging c.1,800 impressions per week.

Based on *current delivery trends* and historical performance, 13-week campaigns in 2026 are expected to deliver at least 30,000 impressions, depending on your chosen package.

IS YOUR COMPANY AN IDEAL SPONSOR?

The audience of this podcast buys:



Agency tools and B2B SaaS (project management, CRM, proposals, time tracking, finance, hiring, data/analytics, AI/automation, social media, content/automation, website platforms).



Consultants, trainers, and coaches focused on agency growth, sales, marketing, and operations.

These are examples, but if your business aims to influence an agency audience, this podcast is likely a good fit for you.

WHAT SPONSORSHIP DELIVERS FOR YOUR BUSINESS - A SUMMARY

***“Sponsorship doesn’t just get you seen, it changes
how agency leaders perceive and prioritise your
solution over time.”***

Tracey Burnett, Podcast Host

Audio Endorsement (host read)

You get a consistent, trusted presence in the show over the weeks, building awareness and recognition.

Social Media Amplification

The primary platform used by the podcast for promotion is LinkedIn, but we also use X – the main feed and specialist marketing communities on the platform.

Email is also included in our marketing.

Our YouTube channel will be launched late in 2026. All episodes will be published there, along with Shorts, from each episode. and sponsor messages.

Search Visibility

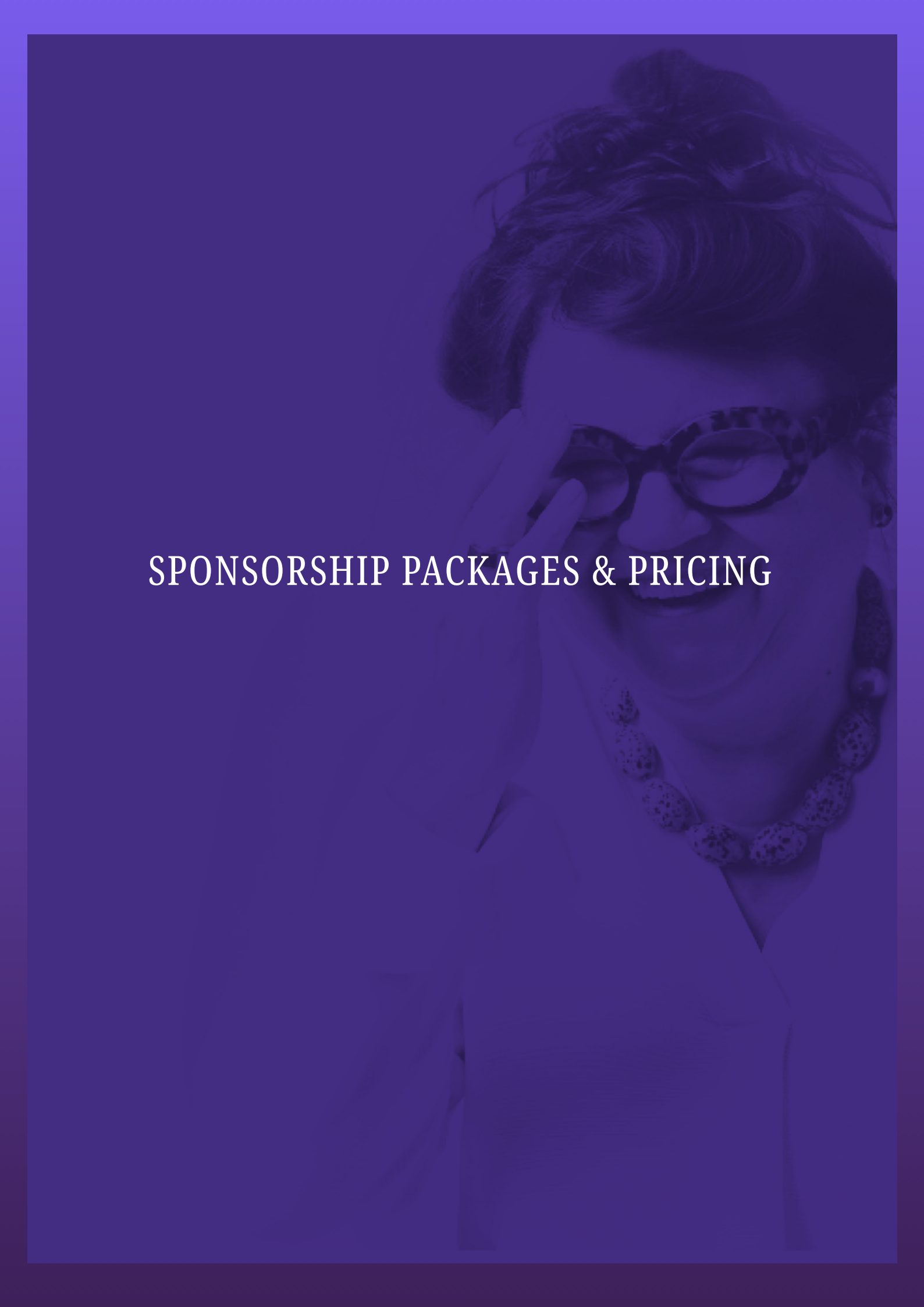
There are multiple opportunities for visibility via SEO and GEO. LinkedIn is a favourite of Google, so podcast related content on LinkedIn often achieves a page 1 slot on Google.

Sponsor Guest Episodes (from 3 months upward)

Your sponsor guest slots are normal episodes, value-first, not sales-first.

Your episode is built around a real problem and opportunity that agencies have.

*If you book a 13 week Booster package, you get a guest slot episode PLUS a product centric episode at the end of the term.
A 52 week package will give you 4 guest episodes.*



SPONSORSHIP PACKAGES & PRICING

PILOT (4 WEEKS) £800

Best for: proving message + CTA quickly

Expect quick validation of your messaging. Test if your offer resonates with agency decision-makers before scaling spend.

Includes:

- Audio only: 1 host read mention per episode (position agreed: pre or mid)
- Sponsor link in show notes
- End-of-month reporting
- Approx 9000 impressions

Note: A pilot can work, but 3 months is when results are more reliable, especially if your goal is brand awareness, where repetition is so important to success.

AMPLIFY (13 WEEKS) £3,500

Best for: brand awareness.

Builds initial brand familiarity and category awareness among 30k+ impressions of agency leaders actively seeking solutions like yours.

Includes:

- A sponsor guest slot episode
- Mid-roll host-read in every weekly episode (60 seconds)
- Sponsor link in show notes every week
- Mentioned in four LinkedIn Newsletter articles, complete with your product and contact details
- One LinkedIn Newsletter article dedicated to your episode/products
- Six LinkedIn newsfeed posts promoting your product/sponsorship/clips from your episode and CTA
- Regular tracking and optimisation checkpoints
- Clips from your episodes to use in your own social media
- The podcast website – access to your episode, a blog post dedicated to your episode
- Minimum 30,000 impressions for the campaign period *guaranteed*

BOOSTER (13 WEEKS) £4,950

Best for: sponsors who want audio and a consistent presence on LinkedIn.

Drives stronger recognition and trust through 40k+ impressions, weekly emails to 150+ agencies, and a consistent LinkedIn presence that positions you as a go-to option.

Everything in Amplify, plus:

- Four additional LinkedIn posts (weekly rhythm across the term), 10 in total
- A product-centric sponsor episode at the end of the term also added to the podcast website (a total of two episodes over the term)
- Dedicated blog post for your product-centric episode on the podcast website
- Sponsor resource listing on the podcast website
- Mention/message on all blog posts throughout the sponsorship term.
- Message in weekly sponsor emails to 150+ agencies
- Sponsor logo on LinkedIn profile banner for the term
- Mention/message in every LinkedIn newsletter for 13 weeks (19 total)
- Minimum 40,000 impressions *guaranteed*

GROWTH CAMPAIGN (26 WEEKS) £9,500

Best for: increased brand awareness, stronger category association, broader visibility over time, great SEO/GEO opportunities.

Creates lasting category association across 90k+ impressions, turning one-off awareness into repeat consideration for your tools or services.

Everything in Booster, plus:

- Additional sponsor guest episode (a total of three episodes over the term)
- Clips from sponsor guest episodes published by Tracey on LinkedIn via 5 newsfeed posts (total LinkedIn newsfeed posts - 15)
- Clips from your episodes provided to use in your own social media
- Quarterly performance review - see section below 'How performance is measured'
- Minimum 90,000 impressions *guaranteed*

FLAGSHIP PARTNER CAMPAIGN (52 WEEKS) £14,000

Best for: sustained visibility, stronger audience familiarity and trust, and long-term category presence.

Transforms your brand into a trusted fixture with **170k+ impressions** over a year, establishing you as the default choice in agency conversations.

Includes everything in 6-month Growth package, plus:

- One extra sponsor guest episode (quarterly). Total of four guest episodes
- Ongoing clip cadence from guest episodes
- Priority scheduling
- YouTube channel (planned launch late 2026): reposting sponsor guest clips as Shorts, upload of your episodes, sponsor link in descriptions
- Category exclusivity option, by agreement
- Ongoing message refinement across the term
- Priority access to new promotional opportunities launched during the term
- Partner planning calls x 2
- Minimum 170,000 impressions *guaranteed*

Of all the packages, the Flagship will give you the best value.

SPONSORSHIP PACKAGES AT A GLANCE

Package	Price	Impr.	Best for	Summary of what's included
Pilot	£800	9k+	Message test	1 host-read message, show notes link, end-of-month report
Amplify	£3,500	30k+	Brand and category awareness	Guest slot, weekly host-read, weekly link, 4 newsletter mentions, 1 dedicated newsletter article, 6 LinkedIn posts, tracking, clips
Booster	£4,950	40k+	Stronger recognition and trust thru audio and social media	Everything in Amplify, plus 4 extra LinkedIn posts, 2 episodes total, blog post, resource listing, weekly sponsor emails, banner logo, 19 newsletter mentions
Growth	£9,500	90k+	Increased brand awareness, SEO/GEO lift	Everything in Booster, plus 1 extra guest episode, more clips/posts, quarterly review,
Flagship	£14,000	170k +	Sustained visibility, high trust, category presence	Everything in Growth, plus quarterly guest episodes, ongoing clips, priority scheduling, planning calls, exclusivity option

Listen Score

LS **32**

Global Rank

TOP **5%**

x

**LISTEN
NOTES**

HOW YOUR SPONSORSHIP PERFORMANCE IS TRACKED



1. *Unique tracking:* UTM links.



2. *Key metrics:* podcast downloads, impressions, episode completion rate, listening time, subscriber/follower growth, and relevant social media impressions.



3. *Reporting:* Monthly recap plus 4-week checkpoint to optimise



4. *Collaboration:* We refine the message/CTA if needed.

FREQUENTLY ASKED QUESTIONS

Who is the podcast for?

Marketing Momentum for Agencies is aimed at agency owners, founders and senior leaders in marketing, creative, digital and related service businesses. The audience is strongly UK-based, with approximately 87% of listeners in the UK.

What kind of sponsorship opportunity is this?

This is primarily a brand awareness opportunity. It is designed to help the right sponsors build familiarity, credibility and category association with a niche audience over time, through repeated exposure across podcast audio, LinkedIn, newsletters, email and related content.

Is this lead generation?

Not in the direct-response sense. This sponsorship is better suited to brands looking to build awareness, trust and visibility with agency decision makers, while also benefiting from trackable engagement signals throughout the campaign.

How is performance measured?

Performance is tracked using campaign specific links and metrics, where appropriate. Reporting may include podcast downloads, impressions, episode completion rate, listening time, subscriber or follower growth, and relevant social media metrics linked to the campaign.

What results can I expect?

Results vary depending on sponsor fit, messaging, CTA and package level. The main value comes from repeated visibility in a trusted environment, supported by campaign reporting and optimisation checkpoints along the way. Have a look at the estimated impressions within each package and note that this represents the *minimum* number you can expect.

What does host-read sponsorship mean?

It means your brand is mentioned by Tracey in her voice within the podcast. These mentions are designed to feel relevant and credible to the audience, rather than sounding like generic advertising. A 60-second slot with a message based on your brief and goals.

Can sponsors appear as podcast guests?

Yes, with selected packages. Sponsor guest episodes are standard editorial episodes focused on real issues that agency leaders care about. They are value-first, not advertorials. However, some packages offer a more product centric episode. For an example of this, listen in to the Wix Studio episode, 'Crafting Digital Dreams and Happy Clients with Wix Studio' - [Click here](#). Or anywhere you listen to podcasts.

What is the difference between a guest episode and a product-centric episode?

A guest episode focuses on a practical challenge, idea or opportunity relevant to the audience, with the sponsor featured as a credible voice in the conversation. A product-centric episode gives more time to the sponsor's solution, while still aiming to provide useful value to listeners.

Can packages be tailored?

Yes, where appropriate. Packages can be adapted to reflect campaign goals, timing and preferred channel mix. We are always open to ideas.

Is category exclusivity available?

Light category exclusivity may be available for longer term sponsors, by agreement.

Will my sponsorship include channels that are not yet live?

Core package value is based on active, current channels, with future additions treated as extra upside at no extra cost during the term of the sponsorship.

Where new channels are launched during your sponsorship term, relevant past sponsor content may also be carried over where appropriate, extending the life of the campaign and increasing the value of your sponsorship.

YOUR NEXT STEP

Sponsorship of this podcast gives you trusted access to a niche audience, repeated exposure across multiple channels, and a clear campaign structure with measurable visibility.

If you're considering sponsorship, the fastest path is a call with Tracey Burnett, Host of the Marketing Momentum for Agencies podcast to discuss your goals and whether we are a good fit.

Book a call [here](#)

Email at
tracey@leadstosuccessglobal.com

Or call +44 7877 042 804

