

AFROS & AUDIO PODCAST FESTIVAL

Market Yourself and Your Podcast Effectively

DESCRIPTION:

Creating partnerships and getting sponsors in podcasting is on the “To-Do” list for many podcasters. However, before taking this leap, there are several things that need to happen to market yourself and your podcast effectively. One of the must haves in acquiring this goal for your podcast is to have a podcast media kit and/or pitch deck.

- The necessary components of an effective media kit/pitch deck
- Designing your media kit/pitch deck to make it stand out
- Using various types of data to showcase the value of your brand



FACILITATOR:

Nicole Walker is an Award-Winning Podcaster, Global Influencer, International Speaker, Podcast Strategist, and Women's Empowerment Advocate. Nicole started podcasting in 2018, and her podcast, WinHers United, literally changed her life. Nicole has been named a Top 50 Mom in Podcasting, a 2020 Top Influencer, and was nominated for the 2021 Excellence in Audio Media Award. Nicole's podcast is within the top 5% of podcasts worldwide, won the 2020 Best Black Business Podcast Award, and was nominated for the 2022 Moments of Entrepreneurial Inspiration Award.

Nicole's podcasting expertise has been featured on various platforms, including Afros & Audio, Podfest, Pod News, Podcast Movement, WOC Podcasters, and Time Magazine. Nicole helps aspiring podcasts go from podcast ideation to podcast launch. She also helps established podcasters and podcast conferences with sponsorship acquisition via data analytics, pitch deck creation, and sponsor identification and outreach.

Nicole has her bachelor's degree in Computer Science and a Master's in Business Administration. She is also the proud mother of two children, and when she is not working, she enjoys eating, scrapbooking, and traveling.

