

IMPRESSIONS Studio

Launch Your Professionally Produced Podcast

Powered by:  the pollack group



WE ARE
the pollack group



An independent creative, digital, PR,
and marketing agency with offices in
Los Angeles and New York City.





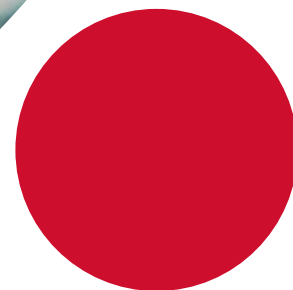
At The Pollack Group (TPG), we don't just "talk" about podcasting; we live it.

We've built podcasts from scratch, grown audiences, booked major industry leaders, and told powerful brand stories through the most intimate digital medium: the human voice.

We offer a full-service podcast strategy, including production and promotion from conception to distribution. From developing our in-house agency podcast to launching PRSA's The Big Apple podcast, our team has extensive knowledge of executing and growing a successful show.

Our team developed and hosts our in-house podcast, imPRressions, a marketing and PR podcast featuring business innovators from TikTok, Oura, OkCupid, the Wonderful Company, Kevin Hart's entertainment company, Hartbeat, and more.

We started from the ground up, learning along the way, so you don't have to. Hire us to help you start, maintain, and grow a compelling podcast.



Why Partner with Us

End-to-End Execution

Strategy, scripting, guest booking, production, and distribution.
We handle it all.

Built to Grow

We don't just launch shows; we help grow loyal listeners.

Proven Guests & Access

Our network includes industry heavyweights and media-savvy thought leaders.

Story-First Approach

We ensure your podcast reflects your brand's voice, values, and goals.





What We Offer

- **Concept development:** Do you have a great idea but don't know where to begin? This is where we shine. We'll help you find the right niche and define your target audience.
- **Branding:** Choosing a name and how to market the show is complex. Let us brainstorm the show's identity, including everything from the logo to the show's description.
- **Technical setup:** Our production team is skilled in understanding what equipment will take you from basic to pro. We'll recommend the best tools, platforms, and audio best practices.
- **Content planning:** When are the best days to publish episodes? How do you reach out to guests? We've got you covered. We'll provide a strategic plan with an organized content calendar, script templates, and a blueprint for guest outreach.
- **Production and editing:** Packages include providing counsel on editing best practices or options for editing support from our in-house production team.
- **Distribution and launch:** Creating the show is only half the battle. We'll provide guidance and assistance with setting up the RSS feed and other podcast directory submissions.
- **Marketing and promotion:** You have a great show, but no listeners. Fear not. Our marketing and PR expertise can assist you with strategizing a social media campaign, launching an announcement, and more.



What We Offer

We specialize in assisting the following audiences:



Entrepreneurs, C-Suite executives, and company owners



Influencers



Industry experts



First-time podcasters

As an added offer, TPG can create a tailor-made marketing strategy to enhance podcast reach further:

- Creation of podcast landing page/website
- Organic social media strategy
- Paid social media strategy
- Lead generation
- Public relations outreach

Want help after your launch? We'd be happy to!

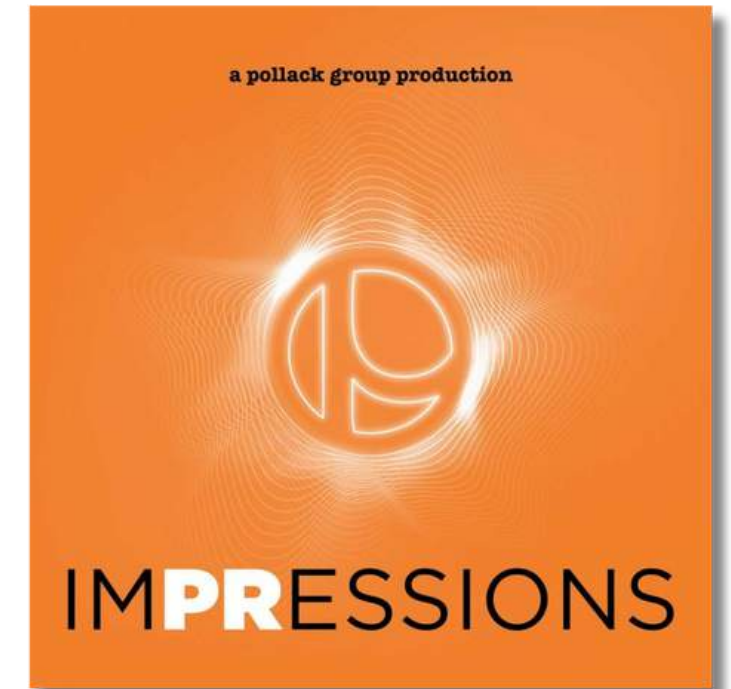
We offer post-launch services, including monthly episode editing and audience growth strategies. Just ask during your discovery call.



How We're Different

We launched imPRessions and never looked back.

Our podcast has had thousands of downloads, listenership from all over the world, and a high volume of “impressions” from show fans.



Plus, you are partnering not only with **podcast experts** but also with **marketers**.








- Our team prides itself on transparency and honesty throughout the process. Think of it as a run-through before the big show. We'll tell you what ideas and topics should be featured.
- There is nothing we haven't experienced, no interview that hasn't been too difficult, and no project that is too challenging for us.
- We get you. We get what it takes to start your own podcast, feeling vulnerable but nailing it anyway.

Our services offer a competitive edge in providing budding podcasters with personal guidance, content, technical execution, and a strong marketing strategy.

We offer post-launch services, including monthly episode editing and audience growth strategies. Just ask during your discovery call.



Projected Timeline

ACTION/WEEK	1	2	3	4	5	6	7	8
Discovery and strategy Our team will assess goals, audience, and podcast vision in the first week and begin concept development.								
Branding After we align on your vision and goals for the podcast, we will begin branding (logo, show description, cover art), finalize the podcast name, and craft episode structure and show flow.								
Pre-production Set up hosting platform and distribution channels, and outline the first 3–5 episode topics.								
Content planning and guest outreach Finalize content calendar and publishing schedule, and begin approved guest outreach.								
Production Begin guest recordings and continue outreach for future episodes. Create episode transcriptions and begin editing.								
Continued production and pre-launch Continue booking guests and recording episodes with a continued trajectory of transcribing and editing. If applicable, develop a launch marketing plan and create audiograms and promo clips for social media.								
Podcast launch Officially launch at least three podcast episodes with possible social media campaigns & ad placements. Monitor analytics and listener feedback.								

A green background with silver stars and a trophy. The stars are scattered across the top right, and a silver trophy is visible at the bottom left.

How We Measure Success

Success will vary depending on your specific goals, so we will provide a structured strategy to ensure our plans are focused on your unique podcasting needs.

But if you work with us, we can guarantee the following:

- Professional quality production
- A strong launch with a detailed content calendar
- A clear and compelling identity
- Consistent communication of progress
- A worry-free technical setup
- Powerful marketing assets
- Counsel from TPG's professional production team
- Analytics and feedback tracking



How You May Measure Success

While we can't guarantee downloads and high engagement, working with us will heighten your show's chances of high engagement. Here are a few potential results of partnering with our imPReSSIONS studio.

- **Significant downloads:** listeners want high-quality audio and interesting topics. We'll help you identify the tools needed to boost listenership.
- **Accelerated growth:** You'll watch your audience grow by producing consistent high-level content.
- **Thought leadership:** As an expert in your field, key media will seek your insights for interviews as your show gains momentum.
- **Increased lead generation:** Witness your social media and website traffic expand as listeners turn into customers.
- **Stronger network:** Industry peers will seek to connect and potentially partner with you.
- **A show you're proud of:** We'll be sure to curate a podcast that showcases your expertise and personality, standing out from your competitors in the industry.



Investment

So, what’s this going to cost? We offer competitive packages tailored to each client's needs. As every show is different, we suggest a complimentary discovery call to understand better your goals, the size of your project, and any other important information we would need to launch your podcast successfully.

Starter Package: Soundcheck	Standard Package: Studio Launch	Premier Package: Signature Series
Price: \$6,500; Timeline: 4-6 weeks	Price: \$10,000; Timeline: 6-8 weeks	Price: \$16,000; Timeline: 8-10 weeks
Ideal for first-time podcasters, small brands, or solo hosts	Ideal for brands and executives looking for a full-service launch with light marketing support	Ideal for executives, influencers, or brands wanting a premium, fully managed podcast with robust marketing, booking, and creative support.
<ul style="list-style-type: none">Discovery session and concept developmentPodcast name, positioning, and audience targetingBranding guidance (cover art, show description)Equipment and platform recommendationsContent calendar (first six episodes)Guest outreach templatesHosting and RSS setup support1-hour launch marketing consultAccess to our studio’s editing best practices <p>*Production/editing and marketing are not included; they can be added à la carte.</p>	<p>Everything in “Soundcheck,” plus:</p> <ul style="list-style-type: none">Full branding package (logo, show art, brand tone)Up to 3 professionally edited episodesScript templates and guest outreach supportShow notes + episode descriptionsAudiogram creation (3 clips)Hosting + distribution setup (Apple, Spotify, etc.)Launch social media content (5 posts)Analytics dashboard setupStrategy check-ins during launch	<p>Everything in “Studio Launch” plus:</p> <ul style="list-style-type: none">Complete guest booking and outreach support for six episodesEditing + production of 6 episodes (with intro/outro and music)Website/landing page built with lead captureCustom show trailerAudiograms, teaser videos, and quote graphics for each episodePaid ad campaign setup (social and podcast networks)Email templates and newsletter contentMedia outreach and podcast PR strategyAudience growth recommendations post-launchAnalytics reporting and success evaluation <p>*Project management and content support included throughout</p>



More Resources

Check out our team's expert insights on podcast production, management, and marketing. These articles cover everything from concept development to audience growth strategies.

-  **From Niche to Necessary: Five Reasons Podcasts Need a Seat at the PR Table**
-  **Three Reasons To Incorporate A Podcast Strategy Into Your PR Plan**
-  **How To Be An Effective Podcast Guest**
-  **15 Tips To Consider When Starting A Podcast**
-  **Podcasts: Capturing The Content Marketing World's Latest Trend**



Ready to get started?

Schedule your free podcast strategy session today!
imPRessions@pollackgroup.com or call us at 212.299.5493 or 310-556-4443.



LOS ANGELES

1901 Avenue of the Stars, Suite 130
Los Angeles, CA 90067
310.556.4443

NEW YORK

37 West 26th Street, Suite 1205
New York, NY 10010
212-299-5493



WORLD COM
Public Relations Group