

## The Social Media Phenomenon

### Transforming monologues into dialogues

Social media is rapidly changing the way we discover, consume and share information. Transforming online monologues into engaging dialogues, social media platforms enable people to connect and communicate in new and innovative ways. Smart companies are joining the discussion and leveraging this emerging and highly-effective channel to grow their businesses. BlogTalkRadio helps the world's leading brands, such as Sears, Ford, PepsiCo, Allstate Insurance, and Wal-Mart, ensure they are a part of the conversation.

## BlogTalkRadio

### The world's first social radio network

BlogTalkRadio allows anyone, anywhere the ability to host a live, Internet Talk Radio show, simply by using a telephone. The network hosts and preserves millions of conversations and brings together like-minded individuals into diverse online communities.

BlogTalkRadio's unique technology, innovative outreach efforts, and seamless integration with leading social networks such as Facebook, Twitter, and Ning, create a powerful platform for leading brands to reach and engage consumers.



## The idea for **BlogTalkRadio** came out of a desire to share stories interactively.

In 2006, Alan Levy, BlogTalkRadio's co-founder and CEO, set-up a blog ([www.theinspirationalvisit.blogspot.com](http://www.theinspirationalvisit.blogspot.com)) to update his family and friends about the condition of his father, Maurice Levy, who was battling Non-Hodgkins Lymphoma. It later became a memorial to his life. Levy felt the power of blogging, and believed that by combining blogging and telecommunications, an interactive online platform for two-way conversations could be established. With a background in telecommunications, Levy came up with the idea of an Internet radio network that was accessible to anyone, as a host or a listener, with a phone. And thus, BlogTalkRadio was born.

Today, BlogTalkRadio is the **largest enabler of user-generated audio content on the Internet**. A truly democratized medium, BlogTalkRadio has tens of thousands of hosts and millions of listeners tuning in and joining the conversation each month.

**"The format is more compelling than most,"**

– Adam Ostrow, Mashable,

**"Blogging doesn't have to be in text. Here is a social radio network where bloggers use voice to quickly connect with their audience."**

– Renee Hopkins Callahan, Forbes.com

**"Obama's appearance is a coup for BlogTalkRadio."**

– Andrew LaVallee,  
Wall Street Journal

# From Static Solution to Interactive Conversation

## A powerful platform for leading brands to reach and engage consumers

BlogTalkRadio's unique, proprietary technology delivers a breakthrough solution for social media and conversational marketing. Blending elements of traditional telephony, blogging, broadcast talk radio, streaming audio/video, Internet chat and podcasting, and featuring a broad syndication network, the highly-scalable BlogTalkRadio platform makes it easy for individuals and corporate users to publish, consume and share content.

### **LIVE, TWO-WAY CONVERSATIONS**

Featuring multiple call-in and messaging options, our platform provides multiple ways for the community to participate in and contribute to the conversation online or on the phone

### **LIVE STREAMING AND ARCHIVED PODCASTS**

BlogTalkRadio allows for simple, high quality streaming through computers and mobile devices

### **ROBUST BROWSER-BASED SWITCHBOARD**

From one online dashboard a host can upload and play show music and sound effects, conduct interviews with multiple callers, and screen and moderate dialogue with listeners

### **TURN-KEY AUDIO BROADCASTING SOLUTION**

Our platform and support services deliver the benefits of custom programming without the need for studios or special equipment

### **COMPREHENSIVE CONTENT CONTROL**

A robust set of host production tools, provide the confidence and editorial control you need around your brand messages, while actively participating in the social media conversation



### PROVEN SEARCH ENGINE OPTIMIZATION

Enhance your organic search results and relevance leveraging our search optimized platform

### INTEGRATED AND SYNDICATED

BlogTalkRadio is integrated with Facebook, Twitter, and Ning, and syndicates its content via RSS, iTunes, and across a growing network of content partners

### VIRAL

With sharing features, easy to embed widgets, and innovative mobile applications, our platform drives the viral spread of network content and conversations

Make it Simple for Your Community to Create, Publish, Consume, and Share

#### CREATE



Dial or login to start your show  
Listeners dial in or logon to participate

#### PUBLISH & CONSUME



You control production of your show  
Listeners visit to listen live and interact

#### SHARE



Shows are widely syndicated, shared and archived for future listening

### Proprietary BlogTalkRadio Technology Platform

Turn-key audio broadcasting solution | Live, two-way conversations | SEO optimized  
Live streaming and archived podcasts | Robust browser-based switchboard  
Comprehensive content control | Integrated and syndicated | Scalable | Viral

## Content and Conversations

### Thousands of hosts leading lively dialogue on hundreds of topics

From entertainment and music to business and news, BlogTalkRadio features content on more than 75 categories. The wide range of conversations and communities allow you to reach and engage your audience and offer robust contextual advertising and targeted sponsorship opportunities.

**Active Hosts:** 12,000+  
**Original Episodes:** 1.5 million+  
**Monthly New Shows:** 35,000+

## Strategic Partners, Extended Reach

BlogTalkRadio has partnered with leading publishing organizations to build engaging content and extend the reach of our network. These partnerships create unique and cost-effective ways for our advertising partners to reach across multiple channels with one campaign.



### FEATURED GUESTS



#### FILM

Jon Voight  
Francis Ford Coppola  
Chuck Norris  
Eric Roberts  
Tony Curtis  
Spike Lee  
Gary Sinese

#### MUSIC

The Jonas Brothers  
Mandy Moore  
Akon  
Mick Fleetwood

#### TELEVISION

Jimmy Fallon  
Charles Grodin  
Montel Williams  
Ricki Lake  
Kim Kardashian

#### MEDIA/NEWS

Carl Bernstein  
Tucker Carlson  
Perez Hilton  
Joe Scarborough  
Deborah Norville

#### STAGE

Patti LuPone  
Carol Channing

#### POLITICS

Michelle Obama  
Al Franken  
Joe Biden

#### SPORTS

Don King  
Dennis Rodman  
Mary Lou Retton  
Patrick Ewing  
Vince Carter

# Audience and Engagement

An engaged community of millions of listeners

Unique Monthly Visitors: 7,900,000+\*  
Total Listens per Month: 10,000,000+

## Age

18+: 19%  
18-34: 26%  
35-49: 20%  
+50: 35%

## Gender

Female: 49%  
Male: 51%

## Household Income:

27% have a household income greater than \$60,000  
■ 23% have a household income > \$100,000

## TOP CATEGORIES

Entertainment

Spiritual

Politics

Sports

Women/Mom/Family

Business

Media

Music

Lifestyle

Paranormal

Books

Health

Technology

Contact us today if you would like to receive a custom report based on a specific demographic, geography, or category.

\*Quantcast, December '11

## Marketing Solutions

High impact advertising and social media marketing programs that deliver real results

The power of BlogTalkRadio's network, technology and outreach efforts enable your company to connect with your target audience in new ways. Our interactive and engaging programs reach across the social web and deliver measurable results for your company.

**CREATE AND BE A PART OF AN ONGOING CONVERSATION** with a Branded Radio Network

**BROADCAST CONVERSATIONS** live from your next event

**EXPAND YOUR REACH** as a sponsor of a celebrity show, featured network, or high traffic category

**LEVERAGE BLOGTALKRADIO'S TECHNOLOGY** to create a more engaging experience on your current website or with your next campaign

**ENHANCE YOUR SEARCH ENGINE OPTIMIZATION EFFORTS** by leveraging our search optimized platform

**TAP INTO OUR TEAM'S SOCIAL MEDIA MARKETING EXPERTISE** to create a campaign that drives measurable results

Branded Networks

Branded Profiles

Network and Category Sponsorships

Live Event Broadcasting

Custom Solutions

Display and Audio Advertising

"It's of no surprise that the enterprise space is seeing [BlogTalkRadio] as a possible place to add viral content. The site simply allows individuals and companies to use a phone to conduct a live broadcast via the web."

– Leena Rao, TechCrunch

# Leading Brands are Joining the Conversation with BlogTalkRadio. You can too.



Ford Motor Company

FRIGIDAIRE

HarperCollins

IBM



Johnson  
A FAMILY COMPANY



Walmart  
Save money. Live better.

“Between Facebook, MySpace, YouTube, Twitter and LinkedIn, businesses of all types are seeking to unlock the potential of social media. Now there is another emerging phenomenon [BlogTalkRadio] to add to the mix.”

Retailing Today's Connecting Northwest Arkansas Magazine

# Branded Networks

## Create and join the conversation

Branded Social Radio Networks provide a highly versatile branded portal where you can create and engage your target audience in compelling conversations.

### A Branded Network enables you to:

- Broadcast the Brand – Access all the tools you need to create, manage, and syndicate your content
- Establish Credibility – Demonstrate your expertise by having executives and employees discuss industry issues and trends
- Feature Multiple Voices – Enable multiple lines of business or product groups to host a conversation with unique profiles and content channels under one brand umbrella
- Build and Grow a Community – Create a home for the people most important to your success and leverage other social networking platforms to bring them there
- Engage with Your Audience – Have an ongoing, two-way conversation

### The benefits of a Branded Network are:

- Fully Branded Environment – All of your content is housed in a branded environment, with banners and media dedicated to your messaging
- Built-in Audience – Enjoy access to BlogTalkRadio's growing audience, offering you instant listenership
- Distribution Platform – Seamlessly syndicate your content to RSS, iTunes, social networks, and mobile devices
- Extended Outreach – We will help you promote and drive traffic to your Branded Network with targeted SEM, social media marketing, direct email campaigns and more



“Sun was one of the first companies to truly embrace social media and recognize its value as a vital channel with which to communicate with key audiences. BlogTalkRadio is another great mechanism through which we can reach Sun stakeholders and engage a broad range of listeners in an interactive discussion.”

Russ Castronovo, Director of Communications for Sun Microsystems

## Branded Network packages include:

### Network

- 1 Branded Network and up to 10 Profiles within the Branded Network
- Up to 3 hours of show programming per day
- Initial training by BlogTalkRadio
- Professional production tools and turn-key solution with a live producer for up to 8 segments per month, with up to 3 hours of production support per segment
- Ownership of content and full control of advertising and banners on Network page
- Integrated display and pre-roll audio/video impressions on BlogTalkRadio's site
- Live streaming player on multiple sites
- Enhanced switchboard with call screening
- No scheduling restrictions and unlimited available broadcasting hours
- Four hours of show transcription per month
- Robust set of metrics regarding network performance

### Outreach and Exposure

- Promotional widget impressions for your content on BlogTalkRadio's extended network
- Search engine optimization on priority search terms
- Internal and external outreach efforts by BlogTalkRadio including:
  - Targeted SEM for profile shows within the network
  - Targeted Display Advertising to increase visibility and traffic to your network (display, pre-roll audio and video)
  - Outreach through top distribution partners based on the show's target demographic and/or content/themes
  - Outreach to top bloggers, forums, sites, and social network platforms
  - Prominent placement on BlogTalkRadio's Home Page, under the Networks Tab, and other featured placements throughout the site

*Additional pricing packages are available for additional profiles, additional hours of production support, and extended outreach programs.*

**For more information and pricing on Branded Networks with BlogTalkRadio, please [contact us](#).**

## BRANDED NETWORK: CUSTOMER STORY

### Branded Network: Authors on Air



HarperCollins is one of the world's leading English Language publishers. With its broad-based strengths in literary and commercial fiction, business books, children's books, mystery, and romance books, HarperCollins has established the "Authors on Air" network on BlogTalkRadio where it hosts exclusive interviews and compelling discussions with some of today's best-selling authors. By leveraging the power of social media and by syndicating their shows throughout the web, BlogTalkRadio helps HarperCollins reach consumer online and drive sales.



# Network, Show, and Category Sponsorships

## Choose the conversation, we'll make sure you're a part of it

Leverage BlogTalkRadio's popular networks, shows, or high-traffic categories to actively participate in the conversations that matter most to your target audience. A targeted Sponsorship on BlogTalkRadio will ensure that you are part of the dialogue, building awareness for your brand and driving results for your campaigns.

### A Network, Show or Category Sponsorship enables you to:

- Reach Your Target Audience – Take advantage of BlogTalkRadio's broad network of content and conversations to connect with a targeted audience of loyal listeners
- Obtain Credible Endorsements by Notable Hosts – Burnish your brand with endorsements and testimonials from our network of thousands of hosts
- Be a Part of the Conversation – Ensure your brand is a part of the conversations your target audience care about
- Amplify the Impact of Your Campaigns – Build exposure for your campaigns in a new and highly-effective way

### Network, Show or Category Sponsorship packages feature:

#### Sponsorship

- Targeted viewership/listenership
- Pre-roll audio spots placed before shows
- Audio ads surrounding content
- Live reads and enhanced host endorsements during live shows
- Opportunities to solicit and obtain listener feedback and testimonials
- Customized branding on network site
- Ability to feature promotional offers and contests
- Robust set of metrics regarding sponsorship performance



## Outreach and Exposure

- Internal and external outreach efforts by BlogTalkRadio including:
  - Unique banners throughout BlogTalkRadio.com and offsite, targeting your audience and featuring sponsor branding; standard sizes include 728 x 90 and 300 x 250
  - Outreach through top distribution partners based on the show's target demographic and/or content/themes
  - Outreach to top bloggers, forums, sites, and social networking platforms

[Contact us today. We will create a targeted program for you.](#)

## CUSTOMER STORY: SPONSORED CHANNEL

### Sponsored Channel: Frigidaire and Radio WD



Frigidaire sponsored BlogTalkRadio's Woman's Day Network, Radio WD, to successfully increase the reach for their "5 things you would do with an extra hour" campaign and build awareness for new time-saving Frigidaire products. The campaign, which featured a mix of pre-roll ads, 500,000 banner impressions, direct email outreach, and social media outreach to close to 150 mom-focused blogs and Twitter, Facebook, MySpace, and Ning groups, resulted in more than 47,000 listeners and downloads.



[View Complete Case Study](#)



## CUSTOMER STORY: SPONSORED NETWORK

### Sponsored Network: FlyLady Network and Pledge (SC Johnson)



SC Johnson sponsored the FlyLady Network on BlogTalkRadio to increase awareness for Lavender Pledge within the female demographic. As part of the sponsorship, Marla Cilley (The FlyLady) included Pledge promotions in multiple shows reaching more than 28,000 listeners, sent three promotional emails with FlyBaby testimonials to the FlyLady member list of 528,000, provided testimonials on Pledge's website, and began a discussion on the FlyLady network on how her audience likes to use Lavender Pledge.

[Listen to a sample endorsement here!](#)

## CUSTOMER STORY: SPONSORED CONVERSATION

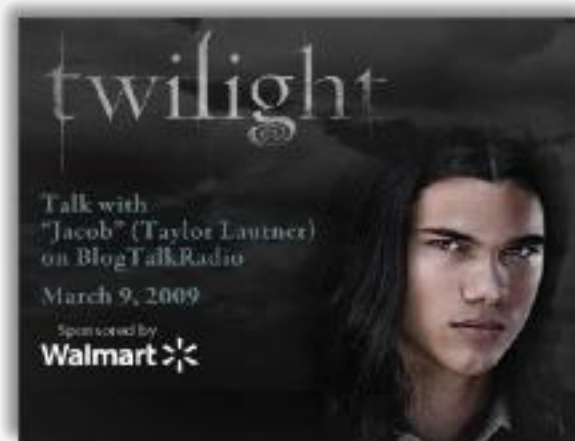
### Sponsored Conversation: Wal-Mart



Wal-Mart sponsored a highly successful event on BlogTalkRadio to promote the DVD launch of the popular movie Twilight. More than 27,000 live listeners tuned in (5,000+ on their mobile phones) and the event has had over 75,000 archive listens to date. This campaign resulted in unique and positive press for Wal-Mart's interactive social media campaign, while increasing lift for DVD sales.



[View Complete Case Study](#)



“The highest-impact digital initiative yet for Wal-Mart appears to be the recent launch of the ‘Twilight’ DVD, which set a record for preorders on its website in March. Behind those sales was a social-media program that included... an exclusive interview with ‘Twilight’ cast member Taylor Lautner on BlogTalkRadio.”

– Jack Neff, Advertising Age

**Have a specific conversation or campaign that you would like to create a presence for? Create a Branded Profile.**

BlogTalkRadio also offers Branded Profiles that enable you to take advantage of the custom branding, premium host tools, and distribution channels of a Branded Network for a single individual or initiative within your organization.

FOR MORE INFORMATION, PLEASE [CONTACT US](#).

## Live Event Broadcasting

### Expand the reach and impact of your event marketing efforts

You can expand the reach of your next event or conference with a live audio broadcast. BlogTalkRadio's turn-key solution provides the equipment and staff, as well as an onsite host to conduct interviews and broadcasts. We can tailor a program to meet the unique needs of your next event.

#### Live Event Broadcasting enables you to:

- Increase the Impact of Your Off-line Events, Online – Stream live content from the event from any website to engage and connect with an extended audience
- Connect with Industry Leaders, Build Your Credibility – Enhance your thought leadership position with in-depth interviews with industry gurus and celebrity guests
- Capture and Broadcast Powerful Testimonials – Leverage the event as a platform to collect and distribute positive word of mouth about your brand

#### Packages include:

- Up to 8 hours of live programming per day
- Technician from BlogTalkRadio to set-up the equipment and booth
- Live streaming capabilities
- Editing of up to 2 hours of content at the event

#### Contact us today.

**We will create a live event broadcasting program for you.**

**Add a new dimension to your event marketing efforts with a Branded Profile or Cinch. Contact us to find out how.**

## CUSTOMER STORIES: LIVE EVENT BROADCASTING

### Live Event Broadcast: PepsiCo Live at BlogHer



PepsiCo partnered with BlogTalkRadio to host and stream engaging and interactive live interviews and their “Live with Purpose” roundtable at BlogHer. This highly successful program, which included promotion on BlogTalkRadio.com and outreach to more than 180 women-focused blogs, forums, and groups across the Web, has generated thousands of listeners and extensive exposure for PepsiCo.lift for DVD sales.

[Check it out here.](#)



### Live Event Broadcast: Sun at JavaOne



Sun Microsystems engaged BlogTalkRadio to stream live interviews and conversations over four days from the center of its JavaOne Conference.



“Having BlogTalkRadio do livecast interviews during the conference really added that extra ‘WOM-worthiness’ WOMMA is always seeking.”

-Tarah Remington, Director of Member Relations Word of Mouth Marketing Association

## Custom Solutions

### Put our technology and expertise to work for you

BlogTalkRadio can help you create a high-impact campaign or program leveraging our technology, network, and social media marketing expertise. From integrating live feeds on your website or white-labeling our platform or innovative Cinch technology to building an integrated campaign that capitalizes on our content syndication network and targeted social media outreach, we can help you engage your audience and maximize your return on investment.

**Contact us today. We will create a customized program for you.**

## Cinch: Content Creation Made Easy

### Enabling engaging campaigns with simple audio content creation



BlogTalkRadio's Cinch technology is essentially an "audio-based twitter." Using Cinch, messages featuring audio, text and photos, can be created using a phone, and easily edited, approved and shared on your site and across multiple social media channels.

Cinch enables you to:

- Collect and leverage customer feedback and testimonials
- Add an innovative angle to a current campaign
- Create and broadcast viral brand messages



Cinches are recorded and archived for your review, editing, and downloading

Your audience uses custom number to call and leave a Cinch



Cinches can be easily shared on Facebook, Twitter, CinchCast.com and/or on your campaign website

## CUSTOMER STORY: CUSTOM SOLUTIONS

### Custom Solutions: PepsiCo

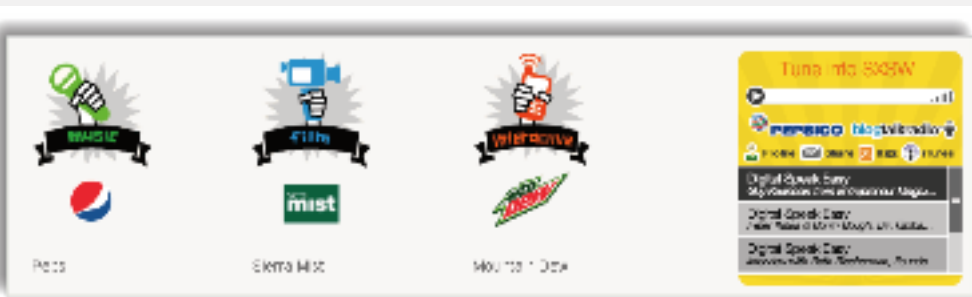



PepsiCo partnered with BlogTalkRadio to enhance their presence on- and off-line at SXSW Conference in Austin. With our help, PepsiCo successfully created the PepsiCo Podcast Playground and the “What’s Your Pitch?” campaign.

Custom Program included:

- Live Event Broadcasting
- Cinch
- Branded Profile
- Outreach and Engagement Program

BlogTalkRadio helped PepsiCo facilitate, record, and stream over 40 live interviews onsite with new media mavens like Chris Brogan, Guy Kawasaki and Peter Kafka (WSJ journalist) at the PepsiCo Podcast Playground. Leveraging Cinch, they conducted a contest to gather ideas for a social media oriented business for their “What’s Your Pitch?” contest. SXSW participants signed up for the contest before calling and leaving their thoughts/testimonials using Cinch. The top 20 testimonials were featured on PepsiCo’s site and finalists were invited to a live show on a Branded Profile on BlogTalkRadio to find out who the winner was. The winner, Tim Cigelske, was awarded \$4,500 for his idea – Teecycle – which was deemed by PepsiCo the best pitch.





For more information on partnering  
with BlogTalkRadio, please contact us:

Online: [Contact Us](#)

Phone: 646-807-0800 x2