

Branded Networks

What is a Branded Radio Network?

Branded Social Radio Networks provide a highly versatile branded portal for you to highlight all of your content on BlogTalkRadio.

How could I use a Branded Radio Network?

Broadcast the Brand – Don't just join the conversation, start one! All content is syndicated and managed by the Network operator.

Establish Credibility – Demonstrate your expertise by having executives and employees discuss industry issues.

Build a Community – A station creates a home for the people most important to your success – your customers, investors and other key stakeholders.

Interact With Your Audience - Become a part of the conversation or talk directly with your key customers, clients or targeted group.

What are the benefits of a Network?

Aggregated Content – All of your content is in one place – making it easily accessible.

Fully Branded Environment – All your content is housed in a branded property with banners and media dedicated to your messaging

Built-In Audience – BlogTalkRadio can give you access to our growing audience for your station, giving your programming instant listenership

Distribution Platform – Your content is syndicated to RSS, iTunes, Mobile Devices and other outlets

BlogTalkRadio's custom networks enable you to easily produce content for live and on demand audiences

- Professional production tools
- Turn-key solution with full support
- Premium placement on BlogTalkRadio
- Saleable avails include display ads, AdSense, audio & video pre-rolls

BlogTalkRadio's tools let you broadcast from your own web site

- Live simulcast of shows on your site and your BlogTalkRadio Branded Network
- Content is optimized for search relevance
- Live, multi-point distribution and Podcast syndication of archives increases listenership

Contact:
Partnership Marketing & Integration
pmilead@blogtalkradio.com
 646-807-0800 x1



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How Brands Use BlogTalkRadio



"BlogTalkRadio not only provides our authors with the necessary tools to promote their books, they also offer the perfect platform to extend the John Wiley & Sons brand."

-Ellen Gerstein, John Wiley & Sons



Feature top tier guests/authors like **Salman Rushdie, Ann Patchett, Kimbra Lawson Roby** and **Paulo Coelho** enabling readers to **interact directly with their favorite authors**

Provide a **"Virtual Book Tour"** platform for authors to benefit from BlogTalkRadio's wide online syndication.

Provide updated, regular tags/indexing to increase SEO/Google rankings

John Wiley & Sons posted shows created by BlogTalkRadio and **doubled traffic** to their internal press room **in one month**

Sun Microsystems produces five shows/series with BTR where they:

Produce Audio Press Releases (Sun News Radio)

Highlight Social Media Mavens (Socially Speaking)

Promote/highlight products while demonstrating thought leadership

"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 Socially Speaking will allow Sun to engage a broad range of listeners in an interactive discussion of the latest trends and developments in the social media space."

Russ Castronovo, Director of Communications for Sun Microsystems



Woman's Day produces five daily shows with BTR where they:

Create Engagement Via Live Giveaways

Highlight Editor in Chief Jane Chesnutt

Feature Celebrity Guests like Jane Seymour

Tie in to **Magazine Initiatives**

Interact Directly With Their Fans/Community

Listen to the **Woman's Day** radio talk show!

Featuring **Jane Chesnutt**, Editor-in-Chief, and other editors each weekday:

Join the conversation!
It's easy - just call **347-826-9774** during our live shows at noon eastern time. Plus, you may have a chance to win great prizes.

Go to our radio station home page at www.blogtalkradio.com/radiowd to see all the upcoming live shows or to hear any past shows.

Click on the program name (in blue) to hear that show