

# ECOMMERCE COFFEE BREAK



THE PODCAST FOR  
SHOPIFY MERCHANTS

## PODCAST RATE CARD

The Ecommerce Coffee Break Podcast - an eCommerce podcast for Shopify Merchants and Business Owners who want to maximize conversions and revenue.

Each week you get actionable advice, strategies, and hear from special guests talking about various topics on how to run a profitable business on Shopify.

New episodes of the podcast are released twice a week.

The episodes are evergreen, and your interview or sponsorship content will be promoted in our weekly newsletter reaching 3000+ subscribers, in our Shopify Merchant community, and included in multiple posts on LinkedIn, Twitter, Facebook and Instagram.

The podcast is available on Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, and many more platforms.

# Your benefits

The Ecommerce Coffee Break Podcast - the best way to reach your audience.

Podcast Marketing is so much better than Facebook/Meta Advertising or Google Ads.

Unlike advertising, podcasts connect you with your audience on a human level.

Being a guest on a podcast has many benefits.

- Communicate your unique message to your target market
- Reach out to a broader audience and gain more followers on social media
- Connect with ideal clients and make your brand more visible
- Position yourself as an industry expert
- Build a human connection with your audience
- Create shareable content for all your channels
- Generate backlinks to your website to boost your SEO ranking
- Create evergreen content that will bring traffic months after your interview
- Increase your website's traffic
- Make a pitch for your product or service
- Increase your client and customer base
- Use a very affordable marketing channel
- As your podcast grows, so will your reach
- Generate sales!

## Stats and demographics of the show

- 120+ Episodes, new episodes per month: 8-10
- 65,000+ listens, views, and downloads on all channels combined (12 months)
- 20%+ month-on-month growth in podcast listeners
- 78% of podcast listeners that subscribe listen to most or all episodes
- 38% USA & Canada, 34% Europe, 12% Asia, 8% Australia
- 54% Mobile Device Listeners
- 87% male
- 36% have an income of \$75K+
- 61% act on podcast advertising
- 100% Ecommerce / Shopify Savvy
- Voted as Top 20 Shopify Podcasts on Feedspot

A few of the awesome companies that were guests on the show.



TRESL



bonjoro



Shopala



handwrytten

LTVplus<sup>+</sup>

DOOFINDER<sup>®</sup>



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# Podcast Interview

**Featured Guest: Podcasts Interview incl. commercial promotion / offer / links**

Included in the Guest Appearance Fee:

- You will be able to provide a call to action to a product or service of your choice.
- Your interview will be available with permanent backlink and description paragraph on these podcast players and channels: Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, and many more platforms.
- Links to business social channels and service/product websites will be mentioned in the show's intro, in the interview, included in show notes and in podcast players description.
- Show notes page with transcript and Lifetime Do-Follow Backlink to your website (SEO).
- Your interview will be promoted in our weekly newsletter reaching 3000+ subscribers and in our Shopify Merchant community.
- Multiple social media posts on our LinkedIn, Twitter, Facebook and Instagram channels.
- You get free access to our new Ecom Merchant Pro community.

Podcast episode is released within 45 days. The episodes are evergreen.

To support the production (interview preparation, recording, post-production, editing), hosting, and marketing of your evergreen episode to our global audience, we have introduced a Guest Appearance Fee for qualifying suitable B2B/B2C/DTC guests who want to mention their company, app, product, or service on the podcast.

Featured Guest Appearance Fee: \$149 per podcast interview / episode.

Please note: Each week we receive substantially more applications than we have slots available. Interview topics must be relevant to our audience.

**Featured Guest: Front-of-the-line Podcast Interview incl. commercial promotion / offer / links**

Includes everything of the featured guest interview (see above).

The podcast episode is recorded and released within seven (7) days.

Featured Guest Appearance Fee: \$397 per podcast interview/ episode.

# Podcast Sponsorship

Podcast sponsorship is a long term play with success for the advertiser happening over an extended period of time. It takes more than an episode or two to get results, and those results don't happen instantly. We charge a flat rate for sponsoring and do long-term commitments.

Including:

- One (1) Podcasts Interview incl. commercial promotion / offer / links  
Podcast episode is released within 14 days. The episodes are evergreen.
- 15-second Audio Pre-Roll and Post-Roll Ad played at the beginning and the end of show
- 45-second Mid-Roll Ad (middle of show)
- All ads are “baked in,” meaning they are edited into the episode and will be a part of the episode forever.
- You will be featured on the show notes page of every episode you sponsor. Placement in the “Episode Sponsors” section of the episode details page, maximum of 3 sponsors per episode.
  - Leaderboard Banner on episode page with 728×90px link to your website
  - Episode show notes text area for sponsor message with details on your product or service offering, max 600 characters
  - Do-Follow Backlink to your website (SEO)
- Sidebar banner placement with link on ALL podcast episodes, right side bar, 250x250px
- Mention in our Email and LinkedIn newsletter (3,000+ subscribers, every Thursday)
- Permanent backlink and description paragraph on these podcast players and channels: Apple Podcasts, Spotify, Amazon/Audible, Google Podcast, YouTube, Stitcher, Deezer, Buzzsprout, PlayerFM, Listen Notes, Podcast Addict, Podchaser, PodNews, castbox.fm, GoodPods, Overcast, podStation, RadioPublic, and many more platforms.
- Evergreen social media reposting of your sponsored episodes through Semrush's Social Media Poster
- All of our podcast episodes are shared socially:
  - 1 Tweet with mention per episode
  - 1 Facebook post with mention per episode on 1 Facebook page and 3 groups
  - 1 Mention/Post in our ECOM MERCHANT PRO Community
  - 1 LinkedIn post and LinkedIn group posts with mention per episode
  - 1 Instagram post with mention per episode

The minimum sponsorship investment is 1 month (8 episodes). More than 8 episodes ask for a quote.

Your Investment per 8 episodes package:

- Option 1: Pre-recorded ads/Radio Style: \$720 (\$90 per episode)
- Option 2: Host-read ads: \$960 (\$120 per episode)

(Host-read ads are twice as effective as pre-recorded ads, according to data from the Uplift study.)

The episodes have no expiration date. One-time payment. We do not offer affiliate commission-based sponsorships.

We only accept sponsors for products and services that are in alignment with the philosophy and vision of the Ecommerce Coffee Break Podcast.

All prices in USD.

Other sponsorship options:

- Brand Placements
- Guest Blog Posts
- Community Outreach

Please contact us for a quote at [hello@clauslauter.com](mailto:hello@clauslauter.com)

Contact Information

For more information & to get started as a sponsor on Ecommerce Coffee Break Podcast, email [hello@clauslauter.com](mailto:hello@clauslauter.com)

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