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# Influence Global Podcast

In partnership with

 branded content  
marketing association

**Influence**  
Global Podcast

[www.thebcma.info](http://www.thebcma.info)

# Influence Global Podcast

2021

**Influence**  
Global Podcast

shining a spotlight on influencer marketing

**With Gordon Glenister**

In partnership with  
bc ma branded content marketing association

# About Influence Global Podcast

Shining a light on the influencer marketing industry

Thanks for showing interest or agreeing to appear on the INFLUENCE GLOBAL PODCAST. I have put together this handy guide of useful tips to help you to prepare for being a guest on the INFLUENCE GLOBAL PODCAST covering most of the questions I usually get asked. Please reach out if there is anything else you need to know. Recording the podcast is fun, relaxed and will be much easier than you might expect it to be!

## ***WHAT IS THE INFLUENCE GLOBAL PODCAST ALL ABOUT?***

This podcast provides a platform for people to share relatable, thought provoking content around the influencer marketing industry. So I interview guests from small to large sized businesses, influencers, and influencer agencies and platforms. We cover all aspects of the influencer marketing industry. I will ask you to share your story, and experiences in relation to industry. Here is a link to the episodes –

<https://podcasts.apple.com/gb/podcast/influence-global-podcast-shining-spotlight-on-influencer/id1463375054> on Apple Podcasts.

Please listen to the show ahead of our broadcast so you can get a feel for the format



## *WHAT'S IN IT FOR THE AUDIENCE?*

The intention of this podcast is to encourage the audience to understand what makes a successful influencer campaign work and why it's never one thing in isolation that can deliver spectacular results.

## *WHAT INFORMATION DO YOU NEED TO PROVIDE PRIOR TO THE RECORDING?*

Please email me the following information to share in the podcast episode show notes via [gordon@gordonglenister.com](mailto:gordon@gordonglenister.com):

- Short bio of under 100 words
- Social media links
- Contact details
- Headshot photo in high resolution PNG or JPEG format
- Sign and return this editable PDF





## *WHAT DO YOU NEED TO DO IN PREPARATION FOR THE INTERVIEW?*

Our audience is global and so want to be educated or inspired and learn something new about a particular case study or a challenge they are having

1. Have some notes on various things you want to get over during the interview, maybe then tick them off
2. Don't overtly promote yourself/company – we want to create an authentic experience for the listener, and where relevant we will be happy to ask you about your business/life etc
3. Understand what the purpose of the episode is and how you can help deliver that on air, we are always looking for case studies, stats occasionally, stories and interesting anecdotes (We will like to use videos/stills you have to edit into videos too)
4. Our audience has an interest in the influencer marketing industry, so likely to be agencies, brands, influencers and those interested in finding out more about this.
5. If you make a mistake say stop, we can edit this out.
6. Help us share the episode to your audience
7. And ENJOY it!



### ***HOW LONG WILL THE RECORDING TAKE?***

Please allow 60 minutes. The preparation we do together takes around 10–15 minutes and the actual recording time tends to fall between 25 and 35 minutes. If you allow a bit of extra time then you will feel more relaxed knowing that you don't feel rushed in sharing your story.

### ***HOW IS THE PODCAST RECORDED?***

In an ideal world the podcast would be recorded in person however the alternative of a Zoom recording is most likely due to lockdown, logistics and availability. I will schedule a Zoom call and email you the unique joining instructions prior to our recording date.





## ***HOW TO GET READY FOR THE CALL?***

Please ensure that you have switched off all notifications on your computer and that your phone is on flight mode. If you have a good quality microphone then please switch your input to this in the Zoom microphone settings. Please find a quiet, relaxed space with great internet connection preferably in the corner of a small sized room surrounded by plenty of soft furnishings to eliminate any potential echoes bouncing off hard surfaces. Please be aware that we will video this as well for promotion on YouTube.

## ***WHAT IS THE FORMAT OF THE PODCAST?***

Before we press record, we will briefly run through the content of the podcast together until we are both comfortable with the structure of what we will be talking about. This enables the interview to become a relaxed conversation fireside–chat style which flows naturally from one topic to the next. Post recording we will record a short 1 min video message together for use in marketing the episode.





## ***HOW WILL THE EPISODE BE MARKETED?***

After recording, we will discuss a mutually appropriate episode release date particularly as it may tie in with any service/product promotion that either of us are doing at that time. Prior to the release date I will issue you with bespoke episode artwork which will be sized specifically for use on Twitter, Instagram, LinkedIn and Facebook. I will also release the video we have recorded together in the week prior to the episode going live. As soon as it is live on Apple and other platforms, I will provide you with the specific link direct to your episode.

## ***HOW CAN YOU HELP TO PROMOTE THE PODCAST EPISODE?***

Please feel free to promote the podcast and your episode with your own audience by sharing the podcast link and image via your social media platforms, on your website and to any of your mailing lists. The number of downloads for each episode is heavily linked to the amount of traction we generate together on social media.







### ***WHEN AND WHERE WILL THE PODCAST EPISODE BE AVAILABLE?***

The podcast episodes are released on Tuesday morning at 09.00hrs GMT. The podcast is available on all major podcast platforms although, as the majority of the podcast audience use Apple Podcasts, this is where I will be directing my followers and guests to listen, subscribe, download, rate and review the podcast.

I would be very grateful if you could also ask your followers to do the same ideally leaving a 5\* review on iTunes reminding them to press the 5th star on the right as it is not a swipe option and may end up leaving a 1\* by mistake.

**<https://podfollow.com/1463375054>**

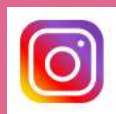


## Are We Connected?

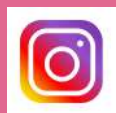
Please connect with me on all the following platforms to ensure we get maximum reach for your episode launch:



Gordon Glenister FISM influencer marketing – membership | LinkedIn



Influencer Marketing (@gordonglenister) • Instagram photos and videos



Global Member Association (@thebcma) • Instagram photos and videos



Gordon Glenister (@GordonGlenister) / Twitter



The BCMA (@theBCMA) / Twitter



Gordon Glenister | Facebook



The BCMA | Facebook



## ***WHAT'S NEXT?***

If we haven't got a date scheduled to record your episode, please reach out today and we can book you in. My contact details are below.

## ***KNOW SOMEONE WHO WOULD BE A GREAT GUEST ON THE PODCAST?***

Please forward this guide to any potential guests and feel free to make an introduction.

## ***ANY OTHER QUESTIONS?***

Thanks again for either showing interest or agreeing to be on the show. I look forward to recording your INFLUENCE GLOBAL PODCAST conversation soon. If you have any other questions, please get in contact with me via my email [gordon@gordonglenister.com](mailto:gordon@gordonglenister.com) or by phone +44 7923 318930





## Thank You!

### *I agree to the following arrangements:*

- I will notify Gordon no later than 48 hours should I be unable to make the scheduled time for our interview and will seek to re-schedule
- I understand that Gordon will post our recorded interview on Gordon Glenister's social media and on the BCMA website. It will be shared on our social media platforms and the video on YouTube
- I agree that I will post the interview recording on my website or social media platforms within 4 weeks of receiving the recording

**Name:** .....

**Signed:** .....

**Date:** .....



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