



Zencastr Podcast Ad Brief

All-In-One

zencastr.com

We are super excited that you're promoting Zencastr, and we want to make it as simple as possible for you, so we made a little cheat sheet. Whether it's your first ad or your hundredth, we find that a little guidance can make your job easier.

This document is a choose-your-own-adventure kind of primer. We want to make things easy without making them robotic. We find that the best influencer advertisements give the audience:

1. Information on why the influencer (you) loves the product
2. Specific problem-solving features that you use or recommend
3. Detailed but easy information on how to access the product

Therefore, it's important you provide an opinion, background information, and a clear call to action.

What you need to know about the new Zencastr

Zencastr is the ultimate web-based podcasting solution. It provides high quality audio and video podcast production and hosting. With a full suite of professional tools, podcasters can seamlessly record, produce, and publish studio-quality content all from one dashboard. Being a creator has never been easier.

Podcasting typically means opening 14 different tabs so you can record, edit, publish, monetize, and listen. But creating a quality podcast no longer has to involve a dozen different apps strung together on disparate platforms that don't always play nice together.

Zencastr's modern podcasting stack allows you to do everything you need for your podcast, from record to publish, in one place.


Step 1: Script your Ad

🌟 **Host Note: Required to select 2-3 talking points below**

1. **Studio Quality Recording:** Zencastr records video up to **4K** to give you the picture-perfect quality that your video podcast deserves. Zencastr will also distribute your video podcast in **1080p** to all available video podcast players!
2. **Add your own Custom watermark:** Own your content by branding your podcast with your own custom watermark.



3. **1080p Zencastr Video Views:** Zencastr will stream your video on your video embed player or on Zencastr.com at 1080p resolution.
4. **Sound your best:** Zencastr's post production process takes the headache out of audio production. Set the right podcast loudness and levels while reducing background noise with a click of a button.
5. **Filler Word Removal:** With Zencastr's Filler Word Removal, you no longer need to worry about those "Um's" and "Ah's" in your recordings. Automatically remove unnecessary filler words that detract from the quality of your podcast.
6. **Record up to 11 Participants:** Coordinating all of your guests to recording in-person is painful and tedious. Easily invite up to 11 participants per recording with one click.
7. **Active Speaker Detection:** Zencastr's active speaker detection leverages AI to automatically detect the participants that are speaking. When the active speaker changes, the participant who is on the larger screen automatically switches. Choose between having speaker previews or natural active speaker layouts.
8. **Reliability & Stability:** With ZenCloud backups, and automatic cloud file storage in Dropbox or Google Drive, you can rest easy that your files are safe and secure. You can record each track locally for maximum quality and durability with peace of mind. Share your master recordings with your team and download from anywhere in the world with ZenCloud Sync.
9. **Live Soundboard:** Zencastr's cloud based Soundboard allows you to insert any audio clips live as you record. Enhance your podcast by adding custom intro, ads, or any audio enhancements on the fly. Control looping, fading, and volume all with hotkeyed playback.

 **The following section is mandatory and must be read verbatim with your personalized coupon code. Need help on finding your coupon code & offer link? Watch this [video](#).**

Step 2: Call to Action

 **Host Note:** The following must be read verbatim during your host read ad

Go to zencastr.com/pricing and use my code **(YOUR OFFER CODE)** and you'll get 30 percent off your first three months of Zencastr professional.

I want you to have the same easy experiences I do for all my podcasting and content needs. It's time to share your story!

Step 3: Show Notes

 **Host Note:** Post the following in your show notes as-is. Also, can be shared on *Youtube, Blogs/Newsletters – all mediums to help boost conversions.*



Use my special link [\(YOUR OFFER LINK\)](#) and use [\(YOUR OFFER CODE\)](#) to save 30% off your first three months of Zencastr professional. [#madeonzencastr](#)

● Campaign Deliverables

- Add prepopulated links to all episodes show notes that are sponsored.
- Add prepopulated links on social media posts with new episodes.
- Add #MadeOnZencastr & tag zencastr on social media posts so we can reshare.
- Share code to social channels to announce sponsorship.
- Mention your coupon code by name in your podcast ads as well as the 30% for 3 months of professional + free to try + hobbyist accounts are always free specifications.
- Mark ads/timestamp in the dashboard

We can't wait to be partnered with your show & we thank you for advocating our services to your audience.

Onboarding videos and resources can be found [here](#).

If you have any questions, please reach out to creatornetwork@zencastr.com