



Eric Schwartzman's
2021
Media Kit

Connect with active marketing
and PR Tech buyers

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Hi!

Hi!

Thanks for your interest in my B2B content marketing, demand, and lead generation Services.

For more than a decade, I've been producing in-depth, expert-led, award-winning B2B tech and performance marketing-related advisory media to help business customers and clients stay ahead of the curve.

I'm a published author (John Wiley & Sons) and contributor at:

- VentureBeat
- Adweek
- Saleshacker
- PR Daily
- And many more

Over a million episodes of my podcast have been downloaded, I have 400,000 student enrollments in [my online training courses](#) and thousands of business leaders, marketing, PR, and public affairs specialists from all over the world have attended my [seminars and workshops](#).

I currently produce a portfolio of trade media about B2B tech and performance marketing that you can use to connect with qualified prospects, generate leads, awareness and trials for your solutions.

This media kit shows how you can leverage my niche trade media offerings to connect with a highly targeted, engaged community of senior level business customers seeking in-depth knowledge about the latest innovations.

I appreciate your consideration and look forward to the opportunity of helping you exceed your marketing objectives!

Sincerely,

Eric Schwartzman
eric@eric schwartzman.com

My Community

Audience



400,000

professional development enrollees



10,000

email subscribers



15,000

social media followers



14,000

monthly unique visitors



1,000,000

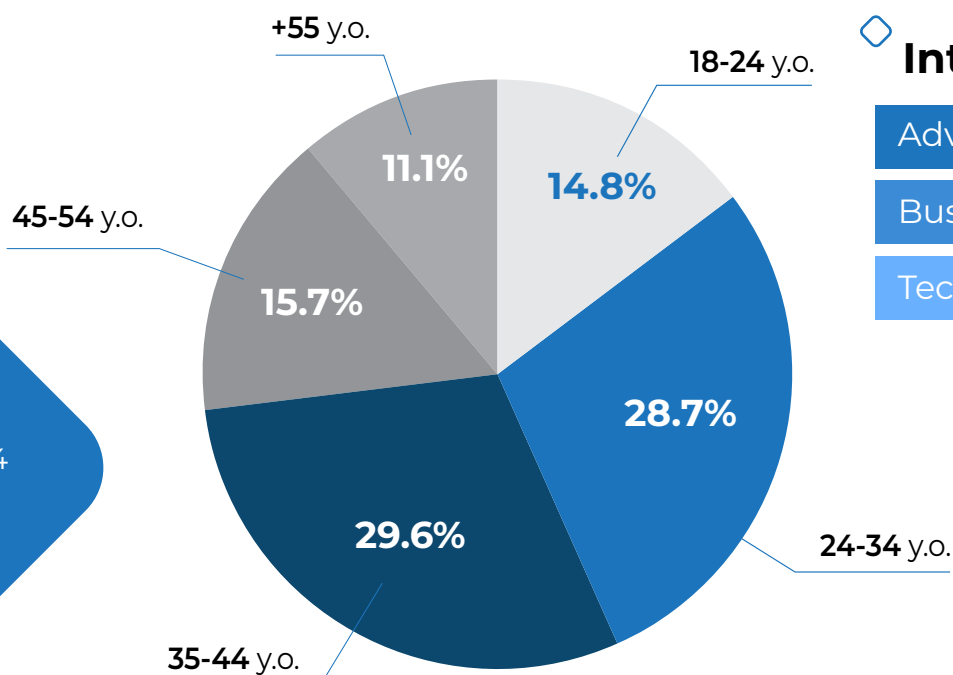
podcast downloads

Interests

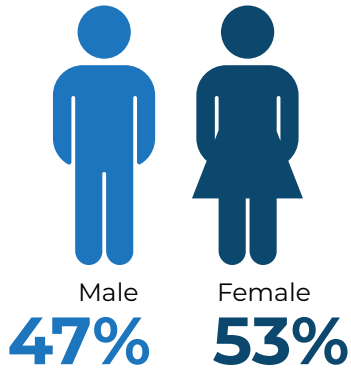
Advertising & Marketing Services

Business Software

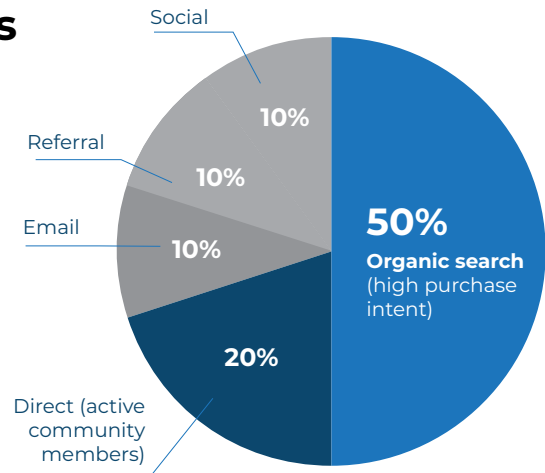
Technology



Gender



Sources



Behavior

5 minute
average session duration from LinkedIn

2 minute
average session duration

10%
average bounce rate

Awards



Online Training



Reach
400,000+
targeted,
qualified,
engaged B2B
Tech Buyers

After a decade leading hundreds of professional development workshops on digital communications all over the world, I produced a comprehensive library of self-paced, online social media and digital marketing strategy, security and compliance training courses to reach a broader audience.

As of January 2020, I have more than 400,000 enrollments across all courses, and that number is growing at a rate of 7,000 new enrollments each month.

Marketers are invited to use these courses as a channel to connect with a highly-targeted, engaged audience through professional development, educational content.

◇ Course Categories

- 1 Industry Specific Social Media Marketing**
Healthcare & financial services
- 2 Social Media Marketing for Specialists**
Social media management software, media monitoring software, social media monitoring software, media and influencer targeting software, public relations software, mobile apps, website builder software & SEO software
- 3 Social Media Marketing for Managers**
Privacy, disclosure, intellectual property, desktop security, mobile security & compliance rules and regulations
- 4 Social Media Marketing**
Blogging, Twitter, LinkedIn & Facebook



Audience Interests

Digital Marketing

Marketing Strategy

Website Builder Software

Business Ethics

Web Development

Course Titles

Course Title	Enrollments	Hours
Social Media Compliance	7,500	1
Social Media Disclosure	6,500	.5
Social Media Ethics	12,000	.5
Social Media Privacy Awareness	5,500	.5
Social Media for Managers	9,000	1
Social Media and Intellectual Property	14,500	1
Social Media Security Awareness	23,500	.5
Social Media Mobile Security Awareness	21,500	.5
Social Media for Financial Services	12,000	1
Social Media for Health Care	10,000	.5
Drafting Social Media Policies	9,500	4
Social Media Management	68,500	9
Social Media Monitoring	19,000	7.5
Search Engine Optimization	55,000	9.5
Twitter for Business	22,500	7.5
Linkedin for Business Development	32,500	5
Facebook for Business	24,000	8
Blogging for Business	20,000	14
Social Media For Events	10,500	8
Selling Social Media Marketing	18,000	6.5
TOTAL ENROLLMENT / HOURS	401,000	86



◇ Sponsor Benefits

- **Sponsored Lectures**

I will co-author and produce a set of new, recorded video demos highlighting your product's unique features and benefits to give you instant exposure and drive leads and trials for your product or service..

- **Course Announcement**

Sponsor will receive an announcement to course enrollees about their new course lectures.

- **Supplemental Content**

Sponsor receives one bonus lecture with an external links to products and services.

◇ Rates

Course sponsorships for my online training courses are available on a per course, annual basis and rates are based on the number of enrollees.

Up to 10k Enrollees	Up to 20k Enrollees	Up to 30k Enrollees	Up to 40k Enrollees	Up to 50k Enrollees	Up to 60k Enrollees
\$12,000	\$15,000	\$18,000	\$21,000	\$24,000	\$27,000



Video on demand training
live action production set up.



Video on demand training
post-production set up.

EARNED MEDIA

Earned Media Podcast



Best selling author, international speaker and blogger Eric Schwartzman produces a live video webcast featuring industry experts, thought leaders and captains of industry discussing how technology is advancing the business of public relations.

The Earned Media Podcast continues to be one of the most important and difficult-to-stay-up-to-date-on aspects of our industry. Practitioners have no easy way to keep current on the newest developments.

The Earned Media Podcast keeps practitioners current in one hour a week from anywhere in the world where they can watch live, ask questions and participate in a lively back channel discussion with colleagues in the chat stream.

The Earned Media Podcast is the latest media offering from Eric Schwartzman, former producer and host of the award-winning audio podcast On the Record...Online, which had more than a million downloads.

◇ Earned Media Podcast- Guests



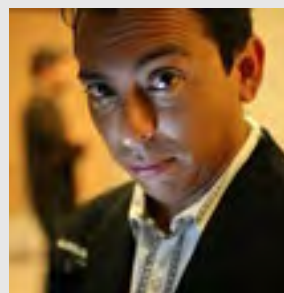
Jay Baer
Convince and Convert

Digital Marketing and Customer Service Strategy



Dale Bertrand
President, Fire & Spark

Cause-Related SEO Puts Mission Before Math



Brian Solis
World Renowned Futurist

Digital PR Briefing and Lifescaling after Altimeter

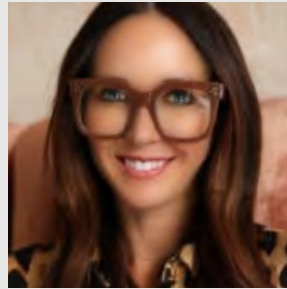


◇ Earned Media Podcast- Guests



Lee Odden
TopRank Marketing

*Content Marketing
and Working with
B2B Influencers*



Sarah Evans
Sevans Digital PR

*How to Get Press
Coverage with
Digital PR*



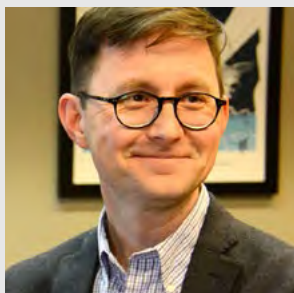
**David Meerman
Scott**
Best Selling Author

*Turning Fans into
Customers and
Customers into Fans*



**Cheryl Procter-
Rogers**
Past President, Public
Relations Society of
America

*Racism in America:
Now That We Can
No Longer Ignore It,
What Should We Do?*



Andy Crestodina
Cofounder of Orbit
Media

*Show was about: How
to Create Content
for Every Part of the
Marketing Funnel*



Steve Lohr
New York Times
Pulitzer Prize Winning
Reporter

*Covering Technology,
Business and
Economics in the
Network Age*



Katie Paine
Conference Board,
Fellow

*Advancements in PR
Measurement*



Ryan Paugh
COO / Co-Founder of
Forbes Council

*How To Become
a Forbes Councils
Member*

Format



Eric and fearless Earned Media Podcast mascot Ace holding the New York Times Best Seller Fanocracy, our Bookstagram of the Week

Earned Media Podcast

1. 55 Minutes
2. Guest Introduction
3. Diamond Sponsor Live Read
4. Bookstagram of the Week
5. Guest Interview
6. Supporting Sponsor Live Read
7. Continue Guest Interview
8. Announce Next Week's Guest
9. Sponsor Thank You

Distribution

Earned Media Podcast episodes are promoted 2x prior to each live recording and once following via email to 10,000 opt-in subscribers. Each guest appearance is shared to my 15,000 social media followers. Videos are released after on YouTube. Sponsors reach a live community of qualified, targeted business communicators every Wednesday.

The Earned Media Podcast is recorded with a live audience on Zoom, and live streamed to:

- YouTube Live
- Facebook Live
- LinkedIn Live
- Periscope

Since 2005, my podcasts have been downloaded over one million times. I've produced podcasts for the Hollywood Reporter, Billboard and LA Opera. I also consult on and produce branded podcasts for clients.

◇ Sponsor Benefits

Diamond

- Leaderboard (728 x 90) display ad on podcast homepage
- Opening live ad read by Eric Schwartzman
- Closing Diamond Sponsor mention before gold sponsor
- Youtube description field text ad and link on webinar replay
- Ads in 2 emails per episode
- Annual sponsors receive 2 “offer” email to my list
- One diamond sponsor per episode

Gold

- Square (250 x 250) display ad on podcast homepage
- Mid roll live ad read by Eric Schwartzman
- Ad in 1 email distribution per episode
- Closing thank you live read by Eric Schwartzman
- One gold sponsors per episode

Bookstagram

- Bookstagram segment sponsorship acknowledgement by Eric Schwartzman
- Remarket a qualified audience with high purchase intent using our website pixel
- Only one bookstagram sponsor per episode

◇ Earned Media Podcast Rates

Sponsorship Category	Monthly	Quarterly	Annual
Diamond (exclusive)	\$2,500	\$5,250	\$19,500
Gold (no more than 2)	\$1,100	\$2,310	\$8,580
Bookstagram (exclusive)	\$700	\$1,470	\$5,460

B2B Lead Gen Podcast



To better manage the lead to revenue path, B2Bs are aligning their sales, marketing and service operations to consolidate data, optimize conversions and circumvent customer churn.

With buyers more than half way through the purchasing decision process before they talk to a salesperson, B2Bs are leveraging the latest sales acceleration software tools. The B2B Lead Gen Podcast is a weekly audio only master's class on different aspects of how business-to-business marketers use technology to generate, qualify and convert leads to revenue.

I ran revenue operations at \$1B B2B and bootstrapped a SaaS company from nothing to over \$1M in sales in 18 months. I have full product lifecycle development experience and am familiar with most of the platforms in the space. These are deep but nontechnical conversations with subject matter experts that are relevant to listeners in the C Suite, management and on the frontline.

◆ Topics

- Digital Marketing
- Growth Marketing
- SaaS Marketing
- B2B Growth
- Conversion Funnels
- SEO
- Content Marketing
- Digital PR
- Sales Enablement
- Growing Startups

I invite you to use the B2B Lead Gen Podcast to connect with active, qualified, targeted performance marketing professionals through the B2B Lead Gen Podcast.



◇ B2B Lead Gen Podcast - Guests



Jiyang Wei
Cofounder, BuildZoom

- *Launching an online marketplace*
- *Marketing to buyers to lure sellers*
- *Minimum viable product development*



Anna Lebedeva
Head of Growth Marketing at SEMRush

- *Demand generation for SaaS*
- *Onboarding and customer success*
- *Circumventing customer churn*



Jeff Davis
Author "Creating Togetherness"

- *Sales and marketing alignment*
- *Lowering customer acquisition costs*
- *4 sales-marketing configurations at B2Bs*



Darren Krape
UX Designer at Amazon

- *Optimizing the customer experience*
- *Optimizing the UI for conversions*
- *Drawing useful conclusions from big data*



David Cardiel
Head of Demand Gen at Cision

- *Demand generation for SaaS*
- *Global lead generation strategy*
- *Aligning sale and marketing on lead conversions*



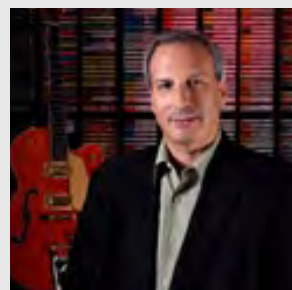
David Ives
CEO at TV Eyes

- *Leveraging broadcast TV news for sales & marketing*
- *How broadcast media monitoring works*
- *Copyright issues and risks*



Greg Reeder
Marketing Director at SAP

- *Marketing to the US Dept. of Defense*
- *Selling national security solutions*
- *Best channels for connecting with qualified buyers*



Adam Taylor
CEO at APM Music

- *Sales and marketing alignment*
- *Demand and lead generation*
- *Sale and marketing automation*

◇ B2B Lead Gen Podcast - Guests



John Wall
Partner at Trust Insights

- Analyzing lead to revenue paths
- Capturing customer journey insights
- The dangers of false positives



Robert Freund
Attorney at Law and CCPA & GDPR Expert

- 2020 CCPA & GDPR
- Compliance requirements for marketing
- Fines and penalties



Robert Rose
CEO at the Content Advisory

- B2B content marketing
- B2B search engine optimization
- Converting MQLs and SQLs



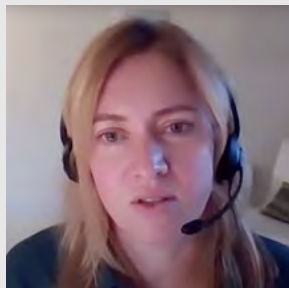
Roderick Jefferson
Sales Enablement Thought Leader

- Sales enablement tools and technology
- Sales and marketing alignment
- Data-driven sales qualification



Ron Ploof
CEO at StoryHow Institute

- Capturing a prospect's attention with story
- Narrative structure framework for B2Bs
- Bringing B2B brands to life through storytelling



Kate Bradley Chernis
CEO Lately

- Social media marketing automation
- Artificial intelligence algorithms
- Autogenerating social media posts with AI



Ty Roberts
former CTO at Universal Music

- What it takes to get a CTOs interest
- How and why CTOs buy new technology
- The best tech pitches he's ever received



Todd Grossman
CEO Talkwalker

- The future of media monitoring
- Business impact of media metrics
- Mapping customer journeys

◇ B2B Lead Gen Podcast - Format

1. Guest Introduction
2. Diamond Sponsor Live Read
3. Guest Interview
4. Midroll Gold Sponsor Live Read
5. Diamond Sponsor Thank You
6. Gold Sponsor Thank You



◇ Distribution

Upcoming B2B Lead Gen Podcast guests are included in my biweekly PR Tech Secrets email which reaches 10,000 public relations professionals. Each guest appearance is shared with my 15,000 social media followers. Videos are released on YouTube.



Episodes are live streamed on:

- YouTube Live
- Facebook Live
- LinkedIn Live
- Periscope

If you're not actively engaged in demand and lead generation, there's no reason for you to be listening to this podcast. We are whispering into the ears of a very active, outspoken audience of B2B business leaders and performance marketing experts. Sponsors have a chance to activate an army of ambassadors to generate word-of-mouth for their products and services.

The B2B Lead Gen Podcast is designed to help marketers build awareness, generate leads and trials for sales acceleration and lead generation products and services.

Since 2005, my podcasts have been downloaded over one million times. I've also produced podcasts for the Hollywood Reporter, Billboard and LA Opera.

◇ Sponsor Benefits

Diamond

- Sponsor may appoint a subject matter expert to serve as guest host
- Leaderboard (728 x 90) display ad on podcast homepage
- Opening live ad read by Eric Schwartzman
- Closing thank you before gold sponsor
- Youtube description ad and link
- Remarket a qualified audience with high purchase intent using our website pixel
- Annual sponsors receive 2 “offer” emails to our list
- One diamond sponsorship opportunity

Gold

- Square (250 x 250) ad on podcast homepage
- Midroll live ad read by Eric Schwartzman
- Closing thank you
- Text ad with single anchor link on the B2B Lead Gen Podcast webinar homepage
- Remarket a qualified audience with high purchase intent using our website pixel
- Annual sponsors receive 1 “offer” email to our list
- No more than 2 supporting sponsors per episode.



**B2B LEAD GEN
PODCAST**

◇ Rates

Sponsorship Category	Monthly	Quarterly	Annual
Diamond (exclusive)	\$2,000	\$4,200	\$15,600
Gold (no more than 2)	\$800	\$1,680	\$6,240



SEMrush Shares Content Marketing Strategy



I sat down with Anna Lebedeva, Head of Growth at SEMrush and she shared a ton about how they generate demand.

She walked me step-by-step through their content marketing program, told me what works and what doesn't and gave all kinds of actionable tips.

B2B content marketing is the bulk of their digital marketing strategy. They have a high authority blog, an active social presence and are producing virtual events now that we're all in lockdown.

SEMrush is a top SEO, PPC, content marketing, social media research platform so they're totally data-driven.

I wrote up her top take aways on my blog and recorded a podcast too. [MORE](#)

Advertise Here



Getting Press Coverage with Digital PR

AMAZING interview with Sarah Evans, who generously shared all kinds of useful digital PR tools and tactics. I wish I was her client! [MORE](#)



Webinar Marketing Lessons from SNL

Here's why social media chatter about SNL at Home saw a second spike on Sunday. I used Talkwalker's virality map to figure it out. And it wasn't an SNL cast member. [MORE](#)

Advertise
Here

Advertise
Here

Sent by eric@ericschwartzman.com to [Recipient's Email Address]

Email Newsletters

I distribute newsletters monthly to 10,000 business customers with actionable news, analysis and insights on the latest in B2B tech. B2B Tech Secrets emails are packed with short, scannable, useful information to keep professionals who prefer text up to date on development in B2B Tech. Because this email comes from my personal address, this is a grassroots marketing opportunity to drive demand and generate interest for your webinars, demo requests, trials, white papers and whatever else might appeal to my community.

Format

- **News Snippets** - Top B2B tech, march or PR Tech news items
- **Market Leader Sponsorship** (728 X 90)
- **Feature** - Each email includes the headline, snippet and featured image from the post of the week at ericschwartzman.com/blog
- **Challenger Sponsor Announcements** (medium rectangles 300 x 250) 2-columns, side-by-side)





◇ Email Newsletter Distribution

My newsletters go out monthly to 10,000 public relations and performance marketing professionals. On average, my newsletters achieve a 25% unique open rate and a 5% click through rate delivering a strong conversion opportunity to advertisers with premium offers, lead magnets and exclusives.

◇ Sponsor Benefits

Market Leader Sponsor

The Market Leader Sponsor gets the highest placement, an 728 x 90 pixel logo, ad copy of up to 25 words and a hyperlink.

Market Disruptor Sponsors

The (2) Market Disruptor Sponsor get 350 x 90 pixel logos, ad copy of up to 25 words.

◇ Rates

Sponsorship Category	Monthly	Quarterly	Annual
Market Leader Sponsor (exclusive)	\$1,200	\$2,520	\$9,360
Market Disruptor Sponsors (no more than 2)	\$600	\$1,260	\$4,680

Native Advertising

Native Advertising

Since 2005, my blog has been publishing PR Tech product reviews, commentary and insights. Since 2013, my blog at socialmediatraining.com has been publishing social media PR news, commentary and resources for public relations and marketing specialists.

Marketers with complimentary articles are invited to submit guest posts for native advertising consideration. I publish up to (2) native advertising posts per month, so this inventory is limited.

ERIC SCHWARTZMAN

ABOUT PROGRAMS TRAINING AUTHOR SPEAKING BLOG WEBINAR CONTACT

Digital Audits

Facebook @schwartzman Eric Schwartzman

Data-Driven Decision Making: Avoiding a Dreaded Data Mirage

Causes of a data mirage

- Data lives in the past and has a limited ability to predict the future.
- Data can't account for emotions, which largely influence people's decisions.
- Data is often biased, either through the collection or analysis process.
- Data can lead to confusion between correlation and causation.

By Eric Schwartzman

The data doesn't lie, we're often told. But the assumptions we make about their intersections are sometimes blurry out of context, like a mirage shimmering in the desert's dust.

FREE Updates on Digital Marketing Trends

Event

Sign Up

The First Book Devoted Entirely to B2B Social Media

SOCIAL MARKETING

Rates

Native Posts	Frequency	Per Post
4	Quarterly	\$500
6	Every other month	\$400
8	Every 6 weeks	\$300

Let's Talk

Let's Talk



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