

MARKETING MISTAKES (AND HOW TO AVOID THEM)

PODCAST INTERVIEW: WHAT TO EXPECT

I'm excited to chat with you! I'll be digging in to learn a little more about you before our call and may additionally reach out to you to touch base about the conversation. Just shoot me an [email](#) if you want specific topics addressed, questions asked or have ideas for topics of conversation other than marketing advice – and how to avoid mistakes along the way. The below is a quick guide to some of the questions I may ask you, and the direction they lead may meander.

If you aren't here to speak about marketing and advertising as a topic, and I've invited you for some other special reason, please know that we will be having a different sort of conversation on air, and I will touch base beforehand!

We'll be recording the interview on Zoom, and it is your preference if you want to use video or audio only. Our calendar invite will have the zoom connection info you need. Please be sure you're wearing a headset with a built-in microphone for the best audio quality.

First Things First

- Please make sure you have emailed me a bio of who you are, your headshot and a brief overview on your topic – this is something I will be incorporating directly into the podcast when I'm introducing you. At the end of this document are instructions on how to do so.

A Little About You

- You'll want to give a brief background on what got you to where you are doing what you do, today, and why you rock at it.

The Marketing Topic

- This is where you'll go into deeper detail on one of the best marketing tactics you believe in, and what makes it so killer that you want to share its benefits with our listeners. Examples of brands who have found success are fantastic to include in the discussion – whether from a campaign you did, or one you know about. Also please share some of the biggest misconceptions when it comes to understanding this marketing tactic, and what the accurate perception should be from your experience.

Making It Happen

- I want our listeners to be able to take action steps after listening to you. How should brand managers approach making this marketing practice happen, and what are the first – and next – steps they should do? What are the most important things someone needs to know before they start?

The Costs & The People

- What are the typical costs involved and how many people typically are involved to bring this marketing tactic to life? Is this something that a brand can DIY, or do they need agency help?

Doing It Right (I love talking about what brands are doing right!)

- This is where you share advice on the best way brands can ensure that their targeting efforts will result in a big win, the types of ROI achievable, and some of the biggest successes / case studies over the years you've seen around these types of marketing initiatives.

The Challenges

- And as much as I like talking about where the wins are - I also like jumping into where it can all become a mess. What gets messy if you don't do this marketing practice right, and what are the biggest challenges you have to deal with to make this marketing tactic successful?

The Future

- How have you seen this marketing practice evolve over the years, and how can brands and agencies 'do it' better?

That's A Wrap

- What are 2-3 next steps someone can immediately take to implement this marketing practice?
- Do you have something you want me to call out during the conversation, like an online class you are selling, a book you've written, or your own podcast series? Let me know, I'm happy to share the information with our listeners.
- How do you want people to get in touch with you? Is there a website or email address you want them to be directed to?
- Last words I'll ask you if you have any final thoughts or something you think our listeners need to hear.

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I'm so appreciative of the time you are going to spend talking with me on our Marketing Mistakes (And How To Avoid Them) podcast, and look forward to the conversation and your valuable advice!

IMPORTANT PLEASE DON'T SKIP THIS

Please be sure to [fill out this form](#) so that I have a better idea on what your marketing topic is and can better start brainstorming questions! The form will ask that you either upload your bio and headshot or you can email me at: stacy@hollywoodbranded.com

If you haven't, be sure to [schedule your podcast interview](#).

- Stacy Jones, CEO
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