

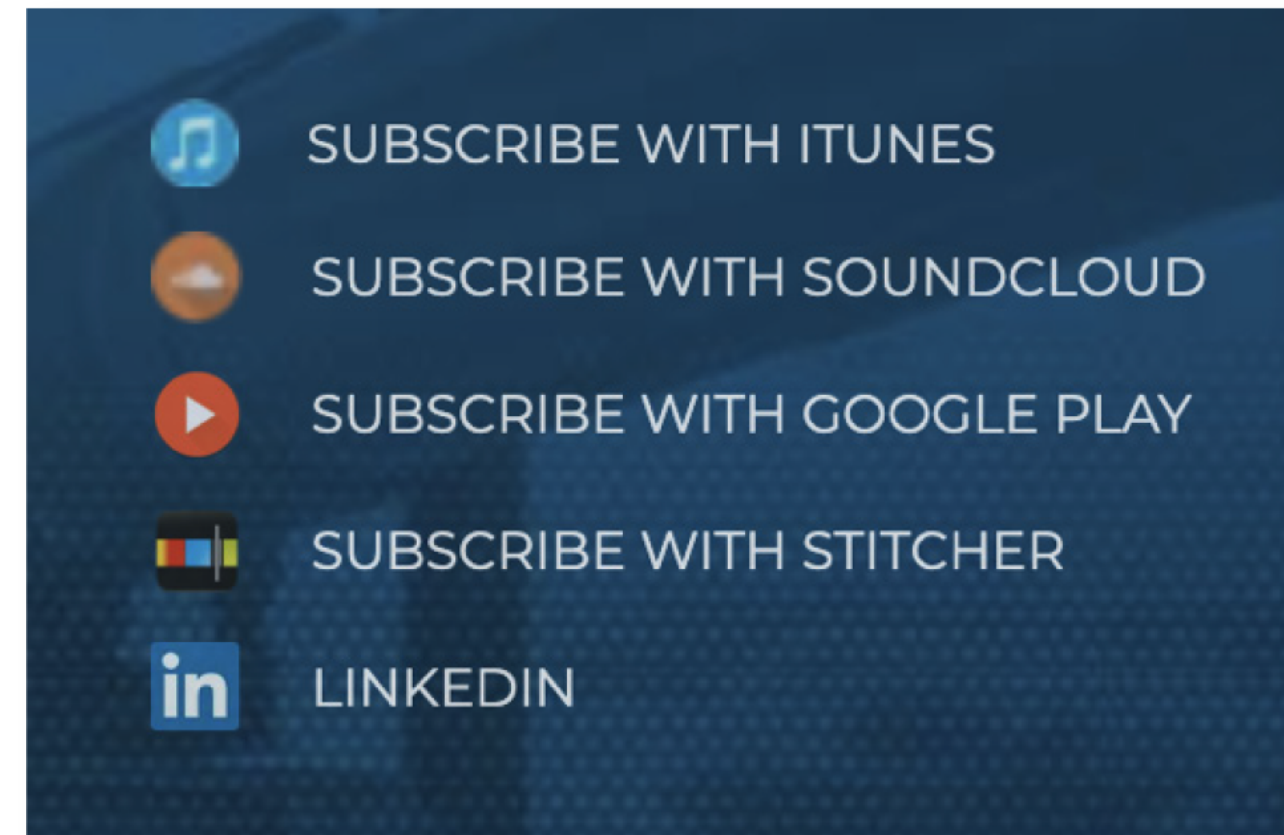
SUCCESSFULLY LAUNCHED A PODCAST AND BUILT AN AUDIENCE

The Pipeliners Podcast was launched in November 2017 by EnerSys Corporation CEO Russel Treat as a place for professionals who care about pipeline operations to discuss the latest information and benefit from each other's experience. Faced with the challenge of creating a professional brand, website, and audience for the new podcast without an advertising budget, our collaborative solution involved the development of a brand and an ongoing marketing strategy.

Website Home Page

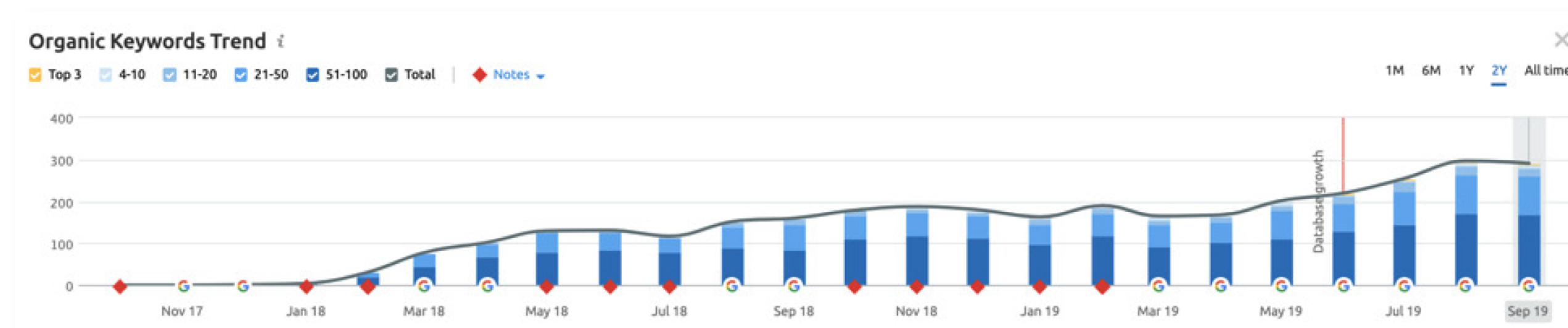
Weekly Podcast on Various Platforms

YETI Video



Video created for a promotional contest organized for The Pipeliners Podcast.

Increased Keyword Visibility



The Results

18%
growth (2-Year Average)
in MOM episode downloads

Continuous improvement
on **keyword positions**
for important industry terms

**Professional brand &
website**

**Consistent episode
launch process**