

## SUCCESSFULLY LAUNCHED A PODCAST AND BUILT AN AUDIENCE

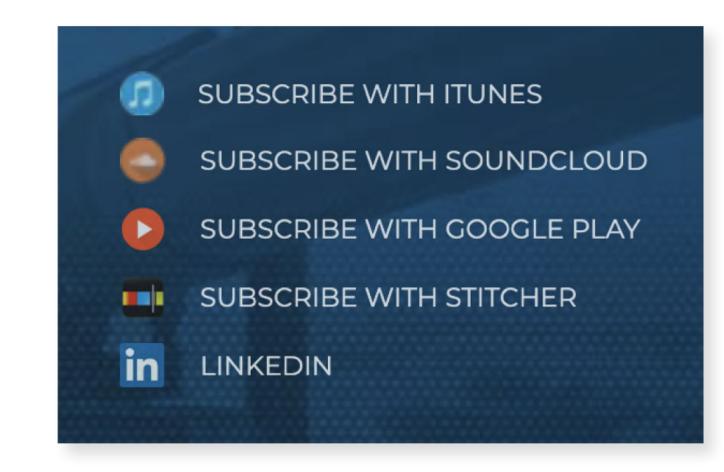
The Pipeliners Podcast was launched in November 2017 by EnerSys Corporation CEO Russel Treat as a place for professionals who care about pipeline operations to discuss the latest information and benefit from each other's experience. Faced with the challenge of creating a professional brand, website, 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

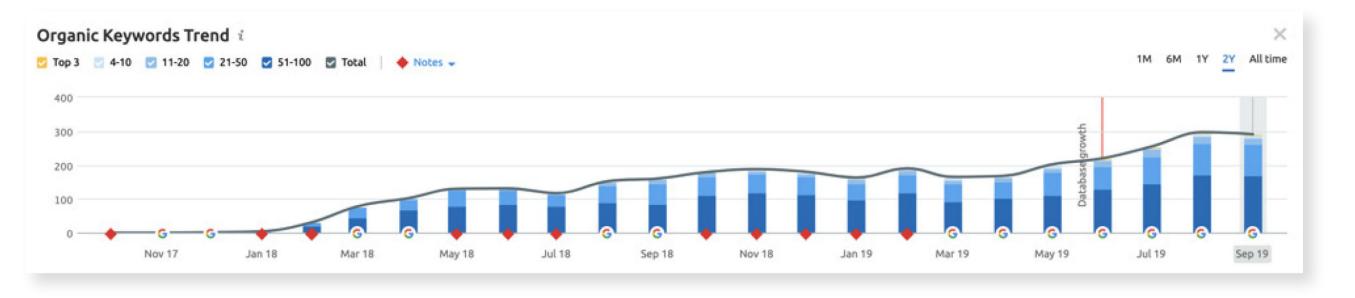






Video created for a promotional contest organized for The Pipeliners Podcast.

## **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