

LTB MEDIA KIT



LET'S TALK BUSINESS

SOUTH CAROLINA

www.LetsTalkBusinessSC.com

**JOIN THE SHOW,
TAKE THE MIC...**

DEMONSTRATE YOUR EXPERTISE

INFORM THE MASSES

INSPIRE AN AUDIENCE

INFLUENCE THE INFLUENTIAL



WE PROVIDE THOUGHT LEADERS AN INNOVATIVE PLATFORM TO SHARE KNOWLEDGE AND EXPERTISE

Let's Talk Business South Carolina® is an ongoing B2B talk show, the only one of its kind in the state. The hour-long show airs on the *Let's Talk Business South Carolina* YouTube channel and is also available for download on most podcast platforms. The series features interviews with the state's top business executives, community leaders and government dignitaries. We provide an innovative platform allowing our guests to share their expertise with an audience of their colleagues, peers, and potential clients.

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We welcome the BEST OF THE BEST to our TV-quality studio.



Lt. Governor, and long-time South Carolina business entrepreneur, Pamela Evette joins host Rick Jenkins quarterly to talk about the hottest business topics in the Palmetto State.



Secretary of Commerce Harry Lightsey (left) and William Floyd, executive director at SCDEW, dropped by to discuss a variety of workforce development topics.



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Who We Are

Let's Talk Business South Carolina® is a weekly B2B podcast and YouTube series hosted by long-time South Carolina business publisher Rick Jenkins, featuring interviews with local C-level executives, community leaders and government dignitaries. Each episode is recorded and archived on the show's YouTube channel and available for download on popular podcast platforms, including Google, Apple, and Spotify.

What We Do

We collaborate with business leaders, giving them a platform to inform and inspire an audience of their peers by producing an engaging talk show in an innovative fashion. Thought leadership is the most impactful way to establish you as an authority within a particular industry niche.

Each episode includes a Featured Guest and two additional content segments led by thought leaders like YOU. A weekly e-newsletter provides links to the episode as well as to individual interview segments. If you want to reach a premier audience of high-level business executives and do so in a cost-effective, innovative way, then being a thought leader and content partner on Let's Talk Business is sure to provide ROI in spades.



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Traditional Marketing Tactics are Fading; Video is King

Putting it simple: Consumers absolutely love video. The average person consumes 84 minutes of video every day. Video is becoming hugely popular with B2B marketers. Identifying an ROI for many forms of advertising is next to impossible. Not so with video, which allows for meaningful engagement and easy-to-verify impressions. Check out these telling statistics from a recent national survey:

- 86%** of B2B marketers are now using video as a marketing strategy.
- 86%** of marketers are satisfied with the ROI of video.
- 94%** of people turned to video to learn more about products and services.
- 82%** of internet traffic is a result of video consumption.
- 47%** of internet marketers use video to deliver their message.
- 89%** of marketers use YouTube to share long-form content.
- 90%** of consumers watch videos on their mobile devices.
- 78%** of marketers say videos helped increase sales.
- 54%** of viewers report they want to see more videos from businesses they follow.



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PROMOTION

These are examples of the creative that are included in our weekly e-newsletter. Each serves as the video thumbnail on the YouTube channel, the podcast creative, as well as clickable art on social media campaigns.



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5 WAYS 2 PLAY

#1

GET APPROVED TO BE A FEATURED GUEST

Featured guests are chosen based on job position and industry/topic knowledge. There is no fee, however, we're looking for the best of the best.

#2

CO-BRAND WITH THE SHOW AS A PRESENTING PARTNER

Appropriately branded companies can sponsor an episode or an interview segment. Sponsorships are also available for the monthly spinoff, *Let's Talk Manufacturing*.

#3

DEMONSTRATE YOUR KNOWLEDGE AS A THOUGHT LEADER

In addition to a weekly featured guest on each show, two "Thought Leaders" will provide industry expertise. Interview segments are approximately 15 minutes.

#4

PRESENT AN INDUSTRY OUTLOOK

Provide an outlook for an approved industry. The presenter will work with the host to create graphs, charts, slides, etc. to support the conversation.

#5

PROVIDE EXPERTISE VIA PRO TIPS

Record 60 to 90-second snippets of industry advice to inform our executive viewers.



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#1

GET APPROVED TO BE A FEATURED GUEST

Featured guests are chosen based on job position and industry knowledge. There is no fee, however, we're looking for the best of the best. See sample of past featured guests below. To be considered, email host Rick Jenkins: rjenkins@LetsTalkBusinessSC.com.



Featured guests counterclockwise from top left: Lt. Gov. Pamela Evette, Carlos Phillips, CEO, Greenville Chamber of Commerce, Harry Lightsey, SC Sec. of Commerce, Mark Farris, CEO, Greenville Area Development Corp., Curtis Loftis, SC State Treasurer, Jody Bryson, CEO, SC Technology and Aviation Center.



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#2

CO-BRAND WITH THE SHOW AS A PRESENTING PARTNER

Appropriately branded companies can sponsor an episode or an interview segment. Sponsorships are also available for the monthly spinoff, *Let's Talk Manufacturing*.

LET'S TALK BUSINESS SOUTH CAROLINA PRESENTING PARTNER

- Each episode will be introduced as **"Let's Talk Business, brought to you by "Presenting Partner" (tagline included)."** Sponsor mentioned during intro, outro and at three commercial breaks. Two sponsorships available. Industry exclusive.
 - Opportunity to submit a 30-second commercial, which will air as episode begins.
 - The host will talk about Presenting Partner as episode begins. Talking points to be provided by client. This will be a "live endorsement" and conversational in nature.
 - Prime logo exposure on weekly e-newsletter.
 - Presence on "Let's Talk Business" website.
 - 25% discount on Thought Leader segments (\$640 instead of \$850).
- Investment: \$575/episode (13 episode preferred minimum or \$7,475)

FEATURED GUEST PRESENTING PARTNER

- Partner will sponsor the Featured Guest interview segment.
 - Opportunity to submit a 30-second commercial, which will air as segment begins.
 - The commercial will be included in archived video of each individual interview segment.
 - Prime logo exposure on weekly e-newsletter.
 - 15% discount on Thought Leader segments (\$725 instead of \$850).
- Investment: \$125/episode (13 episode preferred minimum or \$1,625)

LET'S TALK MANUFACTURING PRESENTING PARTNER

- Inquire for details.



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#3

DEMONSTRATE YOUR KNOWLEDGE AS A THOUGHT LEADER

In addition to a weekly featured guest on each show, two “Thought Leaders” will provide industry expertise. Interview segments are approximately 15 minutes.

THOUGHT LEADER BENEFITS

- Opportunity to appear on **Let's Talk Business** for an approximate 12-minute content segment. This segment will be available for download on Apple, Google and Spotify podcast platforms, and the recorded video series will be archived on YouTube.
- The Thought Leader's segment will be promoted in a weekly e-newsletter, which will include a photo of the guest and a brief description of the upcoming segment, as well as a link to the episode, which will remain archived on YouTube.

Investment: \$875/episode (two-show commitment: \$775/episode or \$1,550)

Ad-On Opportunities

- interview segments can be promoted individually to drive additional views.
Investment: \$175
- Segment can be edited into shorter video clips for social media campaigns.
Cost depends on the number of clips. Inquire about pricing.

YouTube Video Thought Leader Thumbnail Examples



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#4

PRESENT AN INDUSTRY OUTLOOK

- Opportunity to appear on *Let's Talk Business* for an approximate 20-minute content segment and present an Industry Outlook. Industries must be approved, but acceptable examples include residential and/or commercial real estate, commercial construction employment, workforce, staffing, advanced manufacturing, and IT.
- Outlook presentation video will be promoted separately from other content within the episode. The video will be promoted and archived individually.



Sample Video Thumbnail

- Other benefits are the same as those for the Thought Leader option.
Investment: \$1,125



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#5

PROVIDE EXPERTISE VIA PRO TIPS (60-SECOND SNIPPETS OF ADVICE)

- Record 60 to 90 seconds of industry advice to inform our viewers and listeners.
- Industries must be approved, but acceptable examples include IT, Marketing, Wealth Management, and Executive Coaching.
- Each Pro Tip segment will air before an interview segment. The host will introduce the segment with agreed-upon talking points.
- The segment will be promoted in the weekly e-newsletter.
Investment: \$195 (ten-episode minimum or \$1,950).
Client must submit quality video files. However, the client can record in our studio with TV-quality video/audio for an additional fee.



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BIGGEST BANG FOR YOUR BUCK

Thought Leader & Pro Tip Combo

- Opportunity to appear on ***Let's Talk Business*** for an approximate 12-minute content segment. This segment will be available for download on Apple, Google and Spotify podcast platforms, and the recorded video series will be archived on YouTube.
Value: \$875
- Record FOUR Pro Tips (60 to 90 seconds of industry advice to inform our viewers and listeners). Tips will appear in four episodes separate from Thought Leader interview. This will provide exposure in five episodes.
Value: \$780
- After all five episodes air, an exclusive e-blast will be sent featuring the Thought Leader interview and all four Pro Tips in one piece of creative.
Value: \$1,250

Total Value: \$2,905

Your cost: \$1,950

Example of e-blast creative on following page.



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Creative example for Thought Leader & Pro Tip Combo Package



A “Let’s Talk Business” e-newsletter is sent twice/week. One of those sends will exclusively promote this “**Thought Leader/Pro Tip**” combo package.



This section will provide a link to the individual Thought Leader interview. These segments are usually about 12 minutes long and are archived on the show’s YouTube channel.

These four banners provide individual links to the four “Pro Tips” that will have appeared on four prior episodes. Each of these tips are also archived on the show’s YouTube channel.



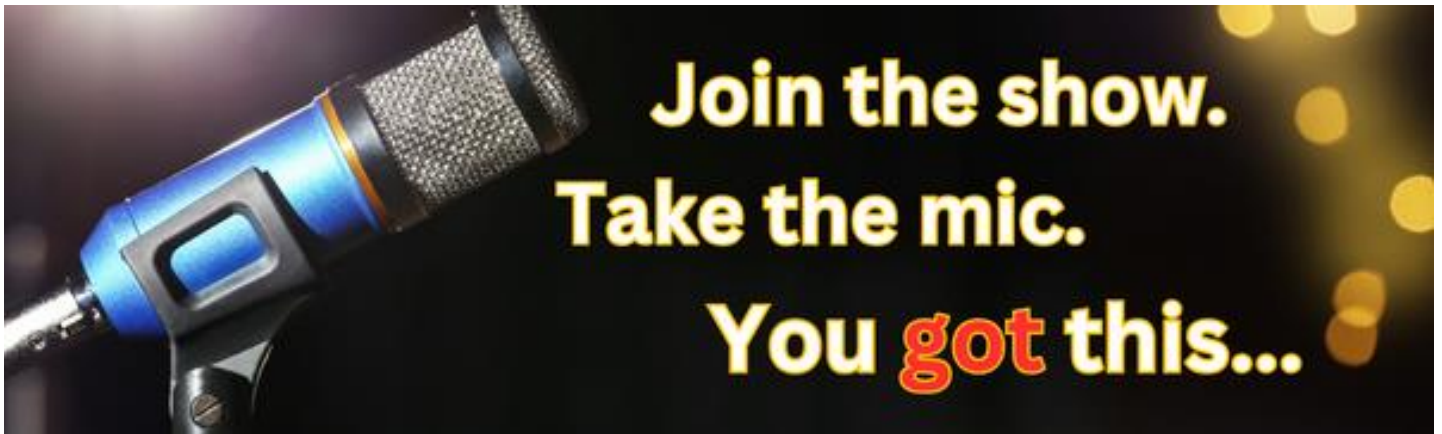
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