

MARKETING TIPS *for* TRANSLATORS

for a successful freelance career and lifestyle

SPONSOR INFO

Marketing Tips For Translators is a podcast featuring interviews with successful freelance translators on different marketing tools and strategies, plus solo shows with step by step instructions and tips for a successful freelance career and lifestyle for translators. The podcast is provided by Tess Whitty, a freelance translator since 2002, who is passionate about her profession, marketing and continuing education, and promotes this in her podcast, show notes and blog posts at www.marketingtipsfortranslators.com.

Each episode is available for download from the website, from iTunes and from Stitcher.

Tess Whitty is also actively engaging with her audience and promoting the podcast on



WHY SPONSOR MARKETING TIPS FOR TRANSLATORS?

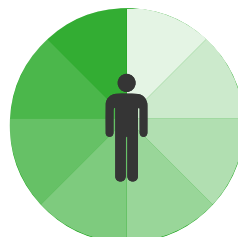
WITH PODCASTS YOU HAVE A CAPTIVE, ENGAGED AND TARGETED AUDIENCE WITH A GUARANTEED REACH. YOU HAVE AN AUDIENCE THAT KNOWS AND TRUSTS THE HOST OF MARKETING TIPS FOR TRANSLATOR TESS WHITTY AND WHAT SHE RECOMMENDS. THIS PODCAST IS ONE OF A KIND IN TARGETING FREELANCE TRANSLATORS WHO ARE ACTIVELY WANTING TO DEVELOP THEIR CAREER.



WHO ARE THE LISTENERS?

FREELANCE TRANSLATORS HUNGRY FOR LEARNING MORE ABOUT THEIR PROFESSION AND INTERESTED IN CONTINUING EDUCATION.

- 55 % MALE; 45% FEMALE
- **LOCATION:** America, Europe, Asia and Australia, with current majority coming from USA; UK and Spain (Sept. 2015)



CONTACT DETAILS

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LISTENER STATISTICS

MARKETING TIPS FOR TRANSLATORS
PUBLISHES A NEW EPISODE 3 TIMES/MONTH.
MARKETING TIPS FOR TRANSLATORS ALSO HAS
A LOYAL AUDIENCE ON SOCIAL MEDIA,
SHARING THE EPISODES.



4400
LIKES



7460
FOLLOWERS



1455
SUBSCRIBERS

"I started out working as a freelance translator recently and a few weeks ago I found your podcast. Now I listen to all the shows from the beginning and I'm at #9. In each episode I find so many tips that it's sometimes difficult to digest them all. I'm thinking a lot about marketing my business because I have a background in management. Listening to your show is a great way to evaluate and improve my strategy."

"Finally there is a podcast that directly applies to my work... and with concrete and helpful information that can actually use in building my translation career. Wonderful job!"

"Thanks Tess for your wonderful podcast. Practical information that both those new to the profession and experienced can use. In-depth interviews with a wide range of people in the industry sharing their knowledge to help us all improve our marketing and encourage us along the way."



DOWNLOADS

SEPTEMBER	607
AUGUST	2,914
JULY	2,946
ALL TIME	85,651

WHAT YOUR SPONSORSHIP CONSIST OF?

A 15 SECOND PRE-ROLL AT THE TOP OF THE EPISODE. YOU SEND ME WHAT YOU WANT ME TO SAY AND I ADAPT IT AND MARKET YOUR SERVICE IN THE BEGINNING OF THE EPISODE.

A FEATURED SPOT ON EVERY SHOW NOTES PAGE OF EVERY EPISODE YOU SPONSOR, A PLACE ON MY SPONSORS-PAGE ON MARKETINGTIPSFORTRANSLATORS.COM.



PER EPISODE WITH
MINIMUM PURCHASE
OF 2 EPISODES.

CONTINUED MARKETING

MORE TRANSLATORS ARE FINDING OUT ABOUT MARKETING TIPS FOR TRANSLATORS DAILY AND GO BACK AND LISTEN TO OLD EPISODES AND CHECK OUT THE SHOW NOTES.

THIS MEANS THAT YOUR SPONSORSHIP IS CONSTANTLY BEING HEARD BY NEW EARS, LONG AFTER THE EVENT.