

Sponsor A Yak



What Sets Yaktivate.com Apart From the "Competition"?



What You Get:	Yaktivate.com	Television	Radio	Internet Banner Ads
Commercial "Spot" X amount long broadcast X number of times at Specific time intervals		✓	✓	
Warm mention directly by the host of the show who makes a direct referral to his/her listeners, listened to at the convenience at the listener	✓			
Banner impressions on the website	✓	sometimes	sometimes	✓
Links in three different pages on the channel site (blog, blog page, our sponsors page)	✓			sometimes
Included in monthly pressreleases about the show(s) you are featured on	✓			
Included in the "Ad Pool" for other podcasters to include as mentions on their show at no additional charge	✓			
Linked on the show host's lens(es) to your website	✓			
Linked on the show host's website	✓			
Rotating banner on the show episode blog	✓			
Show is available for up to six months (potentially thousands of impressions)	✓			
Linked on the channel lens	✓			
Link listed on Yaktivate sponsors page	✓			
Optional interview with show host to spotlight the business	✓			
People pass the links to podcasts around to their friends	✓			

People download the podcasts and play them over and over	✓			
Exclusive MPOW Marketing Training	✓			

This is not just another “commercial” on a radio show. Your mention comes with a total of 7 different links in 7 different places, all of which are relevant (non-linkfarm) links which help you seriously in the search engines. We recommend you check your webstats before your package is activated to see the difference in your stats over the following three months.

Commercial Spots vs Warm Mentions: A commercial is an ad that interrupts the programming the listener is enjoying. It feels totally out of context and often is resented by the listener. A “mention” as practiced by the podcasters on our channels flows as part of the discussion at hand and feels like part of the content of the show. This sounds like a direct referral from the show host (who is credible to the listener) and most listeners actually consider the information presented instead of impatiently waiting for the commercial to get done so they can go back to listening to the content they came there for.

Banner Impressions vs Multiple Presences on the Web: Our unique MPOW (Multiple Presences on the Web) marketing strategy goes beyond the concept of banner impressions and creates relevant text and banner links that are viewed favorably by the search engines. All links are created within the context of one or more lines of text about your product or service. Additional links are presented in context of the information displayed in the text of the blog, page or lens which we have added at no charge to your marketing package.

Press Release Advantage: Once a month a press release goes out for each show updating the media with the episodes coming up within the coming month. These press releases get huge circulation on the internet. Included in each press releases are the sponsors who make the show possible for those coming episodes. What that means is that your company name and url end up on websites all over the world as well as getting your name in front of thousands of media professionals.

Yaktivate.com AdPool: As new podcasters come into Yaktivate they often don’t have sponsors of their own yet to feature within their podcast. So they can train their audience to expect these mentions as part of the format of their show, we teach them to start right away including those mentions. Until they are able to get sponsors of their own, we let them use sponsors from the adpool in their podcasts. This additional exposure for you comes at no additional cost and each extra mention you get this way also has the additional links attached as well...multiplying the value of your sponsorship...doubling...tripling the power and reach of your message, or more.

Lensology: Lenses are powerful mini portals that focus on a particular topic or keyword and lead interested visitors to explore the topic. Each podcast show has its own lens or lenses on the topic and subtopics related to it. Each channel has it’s own lens as well. Within each of these lenses is a section devoted to sponsors of the host’s podcast. The search engines find the links in the lens to be very relevant to the topic and as such takes the websites connected to those links higher up in the ranking. To discover more about lenses

The Yaktivate Sponsors Page: On Yaktivate.com we have created a special page to highlight the sponsors who keep us running. Your mention is enthroned there as a lead-out to your website. The text-based mention on this dedicated page is yet another relevant link to give you leverage in the search engines.

Optional Interview with the Host of the show: Our show hosts love the opportunity to share a little more about you with their loyal listeners...taking you beyond the role of sponsor to honored guest. If you are contacted for such an opportunity, you will find the process enjoyable and potentially profitable.

Exclusive MPOW Internet Marketing Training: We have broken the code on consistent internet marketing results. Every Saturday morning at 10:00 am we do an internet marketing training call that will teach you how to meet the internet on it's own terms and make your mark on the net. Every week we feature a different topic and from time to time have amazing marketing genius guests who will teach you how to raise your bottom line without spending your marketing dollars on things that don't work. We bust the internet marketing myths for you and take you step by step through the marketing process that we use. Nothing held back.