



# Introducing The School Selector Podcast

A powerful way to engage with parents simply & effectively...

This major new podcast is designed to match unique schools with parents who want to find the perfect school for their children.

## What is this podcast & who is it aimed at?

The podcast is designed to connect schools with caring parents who are at the moment of decision. The goal is to support schools that are in highly competitive environments to differentiate themselves by telling the story of their school through the unique medium of a podcast episode. This allows you to:

- share a detailed picture of your school in an engaging & easily accessible way,
- differentiate yourself from others in the market,
- build your brand,
- spread the word across multiple unique channels.

## Who is behind the podcast?

CPod Media is one of the fastest growing podcast production companies on earth with over 400 podcast currently live. We specialize in producing podcasts designed to engage with highly specific audiences by providing high value information to our listeners and offering our contributors amazing added value. For more visit: [CPod Media](#).

## What will it cost us & what will we get?!

We have a transparent pricing structure which always offers great value. Pricing starts at free and goes up depending on the distribution phase we are in. The sooner you commit, the cheaper it is!

Allowing you to:

- Your own, ad free, audio & video episode with full production and distribution included.
- Public distribution through our podcast distribution networks including Spotify, Spotify Playlists, Apple Podcasts, Google, Amazon and over 50 others. An audience that you can never reach with your own in-house podcast.
- A range of high quality digital sharing resources. Examples, [here](#).
- 24/365 promotion and distribution.

## Is it difficult to do?

It's really easy to be a guest. A couple of hours preparation and 90 minutes to record the interview itself... that's it..

## Who should be interviewed?

In smaller schools the best person is usually the Principal. In larger organizations the Admissions Manager (or equivalent) may be the right person to join the Principal. Regardless of position, the person needs to be able to communicate with parents effectively and fluently. You decide!

## Want to know more?

If you want to know more you can visit the [podcast page](#) or contact [Clara](#) (our Podcast Manager) and she'll be happy to help!