

# HOST INFLUENCER TACTICS

Live or recorded to sound live to break through the consumer filter

## Branded Conversations

- Best described as putting your message in-feed.
- Client provides communication points and hosts personalize, making it sound like an organic discussion
- Potential to extend into social media

## Audiocast Series

- Mini over-the-air podcast series.
- Contextually relevant content is customized to convey client values and priorities while providing entertaining and/or educational information for listeners/customers.

## Host Read Brandsell

- Scripted brandsell message read by host.

## National Voice

- Allows our partners to leverage outside influencers across Canada, distribution across platforms and OTA amplification for mass reach and awareness.