

How we built our own podcast, website and content engine

Before we ask you to trust us with your podcast and marketing, here's what we built for ourselves: everything a business needs to be found, look established and turn interest into enquiries, in two and a half weeks.

AT A GLANCE

Two and a half weeks, start to finish

17 days

from a blank page to a full website, brand, podcast and content plan

16

blog posts published, each with its own share image

20

brand assets ready to download in our media kit

3

ways to capture leads: enquiry forms, a free checklist and a waitlist

THE BRIEF

A new studio that needed to look established

MBMS Podcast Studio is a podcast studio with a marketing background, based in Marlow and recording in London and on location. We had the experience and the clients, but no website, no consistent brand and no way of showing what we could do beyond recording.

We set ourselves the same brief we'd give any client:

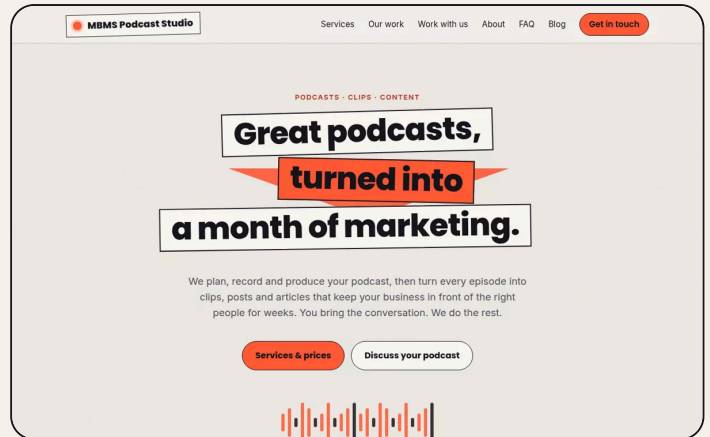
- ? Explain clearly what we do and what it costs
- ? Look like a studio you'd trust with your brand
- ? Turn the podcast into a steady flow of marketing
- ? Give people an easy way to get in touch, and give our team what it needs to turn them into clients

01 · WEBSITE

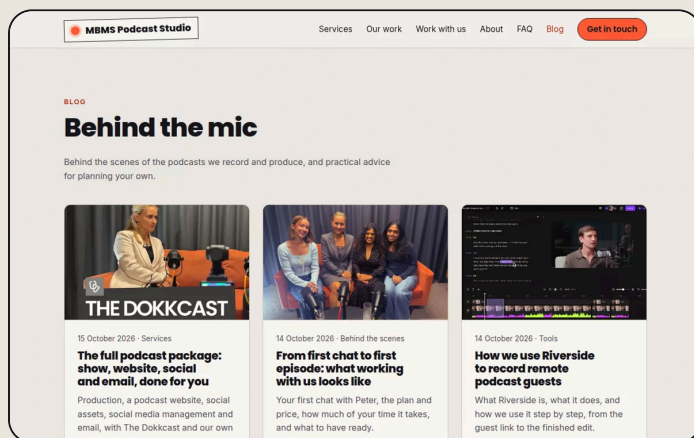
A website that sells, not just explains

We built mbmspodcaststudio.com from scratch: a fast, easy-to-update site that makes it clear what we do, what it costs and how to get started.

- ✓ Services and guide prices, with packages from a single session to the full podcast package
- ✓ Case studies, FAQs and a home page that leads with the outcome
- ✓ Enquiry forms that go straight to an inbox or a CRM such as HubSpot, and one place to book a call
- ✓ Set up to be found: search-friendly pages, FAQ markup for Google and a summary for AI search tools



The home page



The blog

02 · CONTENT

A blog that answers buyers' questions

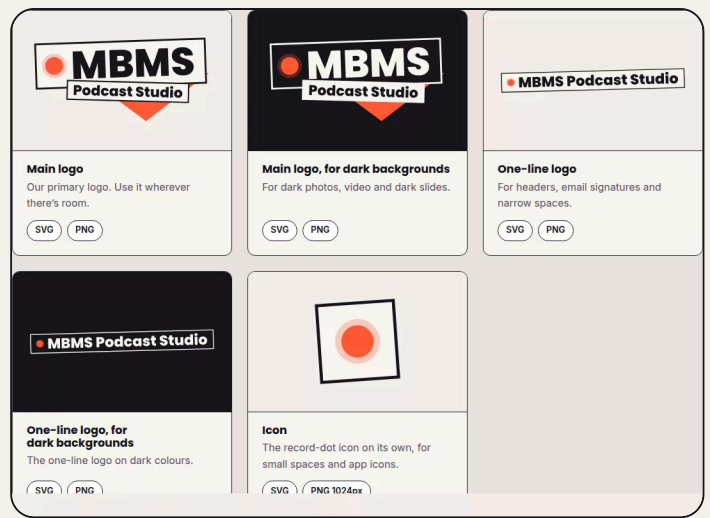
Sixteen articles in two and a half weeks, each written to answer a question a potential client is already asking, with its own share image for LinkedIn.

- ✓ Practical guides: podcast costs, video or audio, making any room sound good, Riverside vs Descript
- ✓ Behind-the-scenes stories from real recordings
- ✓ Campaign posts, like our local offer for businesses near Marlow
- ✓ Every post links on to the services, prices or a conversation with us

A brand people recognise

A bold, hand-made “studio zine” look, applied everywhere: the website, social channels, podcast artwork and downloads.

- ✓ Logos for light and dark backgrounds, an icon and a profile picture
- ✓ LinkedIn banners for personal and company pages
- ✓ Episode cover and clip templates
- ✓ A public [media kit](#) with 20 downloadable files, colours, fonts and company descriptions



The media kit



The Podcast Pivot artwork

A podcast that markets the business

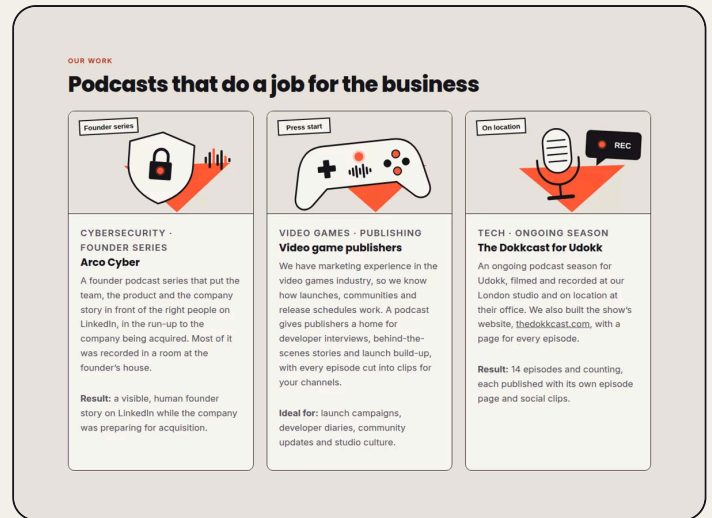
The Podcast Pivot is our own show for businesses that want to podcast properly. It doubles as a showreel, because it's made exactly the way we make our clients' shows.

- ✓ A clear name and cover art in square, widescreen and vertical formats
- ✓ Show notes and chapters for every episode
- ✓ LinkedIn posts for personal and company pages, written from each episode
- ✓ Each episode points listeners to a free download and our services

A path from interested to booked

The content brings people in. These pieces turn them into conversations and give us something to send after every conversation.

- ✓ A free Clip-Finding Checklist PDF, promoted in the podcast and on the blog
- ✓ A waitlist page for our upcoming playbook
- ✓ A local offer campaign for businesses near Marlow, with a live places count
- ✓ A Work with us page with case studies, prices, answers to common objections and an enquiry form



The Work with us page

HOW WE WORKED

Small, steady improvements, every day

Rather than one big launch, we shipped in small steps: a new post, a new page or a set of fixes at a time. Every change was previewed and checked on phones and desktops before going live, and we ran a full sense check across the whole site once the main pieces were in place.

- 1 Plan**
Agree the goal for each piece: awareness, trust, leads or a launch.
- 2 Make**
Write, design and build it in the brand.
- 3 Check**
Preview it on every screen size and fix anything that isn't right.
- 4 Publish and share**
Put it live, then turn it into LinkedIn posts and links from the podcast.

RESULTS SO FAR

Early days, and already working

- ✓ **Everything is live.** Website, brand, media kit, podcast artwork, blog and lead capture, built and published in 17 days.
- ✓ **The first local-offer place was taken** within days of the offer going live.
- ✓ **A complete sales toolkit.** We now have a page, a case study and a follow-up post to send after every conversation.

WHAT THIS MEANS FOR YOU

We'll do the same for your business

Everything here is part of our [full podcast package](#): we make the show, build its home, design its look and run its channels. Or start smaller, with a single pilot episode.

[Talk to Damien and Peter](#)

[See packages and prices](#)

mbmspotifystudio.com · meadowbms@gmail.com · Marlow and London