

2022 SERVICE OVERVIEW



T E R R A
F I R M A

A CONTENT CAPITAL COMPANY

WE BUILD PODCASTS BUILT TO **LAST.**

We have solved 3 major problems creators face.

PROBLEM #1: SUSTAINABILITY

Out of the 2 million podcasts+, it is estimated that only 26% are active—having produced more than 10 episodes and at least 1 in the last year. By applying our strategic planning, production skills, and monetization strategies, we build podcasts built to last.

PROBLEM #2: MONETIZATION

Very few podcasters are “full-time” podcasters. Utilizing advertising, productization, and subscription models, we strategically work to build the strongest custom formula for each podcaster we work with while keeping the integrity of the content instead of turning them into delivery mechanisms for interruptive ads.

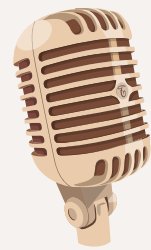
PROBLEM #3: LIMITED THINKING

The third problem we are solving is dismantling the walls that separate the podcast publishing world from other forms of entertainment and education. From TV to film to books, we plug smart and savvy creators into the zeitgeist.



WE BUILD PODCASTS BUILT TO **LAST**.

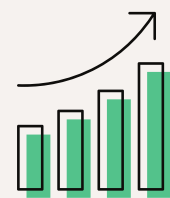
*Terra Firma is the in-house audio division of Content Capital. We are a team of producers, writers, editors, and showrunners that **make, market, and monetize** audio-first content.*



MAKE:

Our team offers full-service production of both audio and video podcasts, as well as audiobooks.

Out of the 2 million podcasts+, it is estimated that only 26% are active—having produced more than 10 episodes and at least 1 in the last year. By applying our strategic planning, production skills, and monetization strategies, we build podcasts built to last.



MARKET:

With a holistic and strategic mindset, Terra Firma offers consultation and implementation of audience growth strategies for audio-focused content makers, increasing audience size and engagement.



MONETIZE:

With an ad sales team and over 300 brand partners, we work to activate progressive strategies for creators of all sizes, emphasizing diversity of income streams.

SERVICE LISTINGS

Ad dollars are great, but we also believe that a podcast should help grow and monetize other elements of your brand, and that at some point selling a spot to Warby Parker is less profitable than using that spot to sell your *own* product and spread an even bigger message.



AUDIOBOOK PRODUCTION



FULL SERVICE AUDIO & VIDEO PODCAST PRODUCTION



PODCAST AUDIENCE GROWTH CONSULTING



EQUIPMENT UPGRADE AND INSTALLATION



PODCAST BRANDING REBOOT



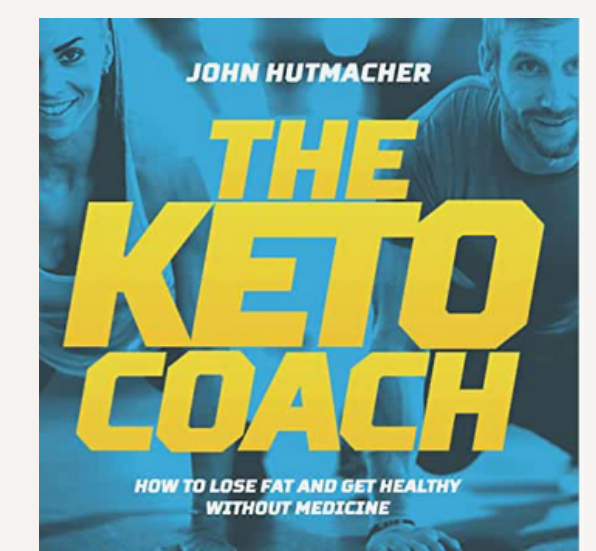
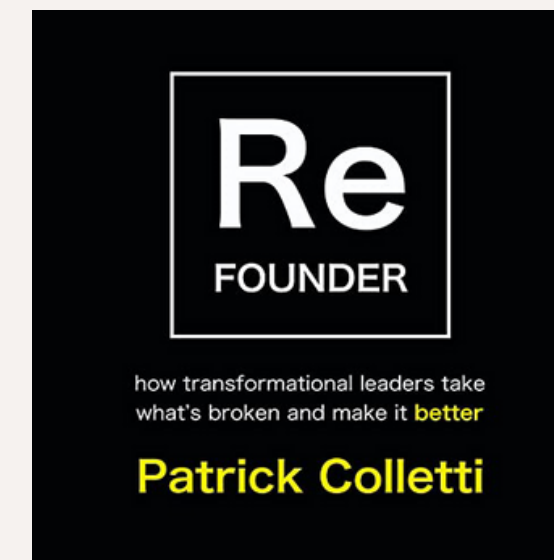
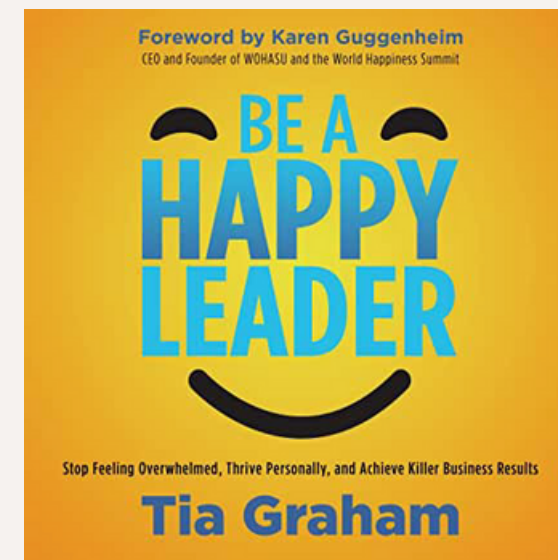
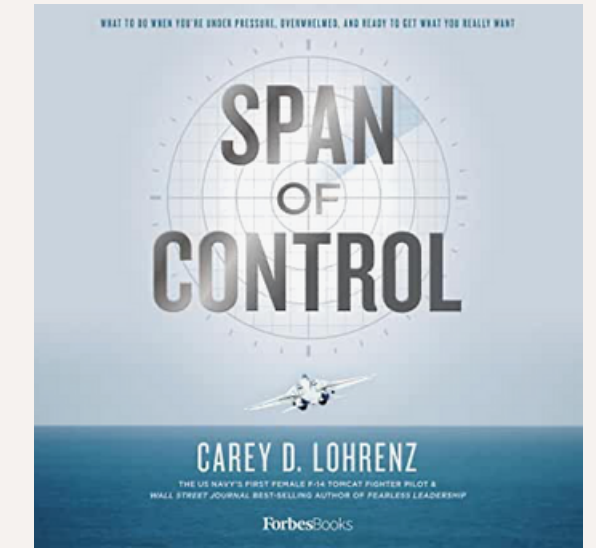
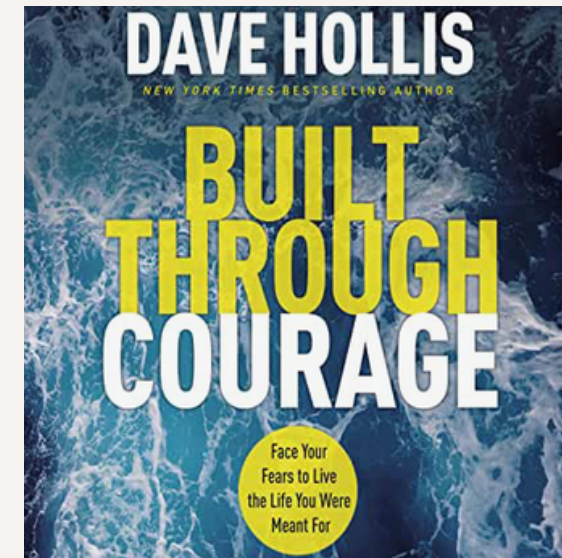
PODCAST PROMOTIONAL TRAILER VIDEO

AUDIOBOOK PRODUCTION

Don't just read. Listen.

The most important thing to consider with an audiobook is file quality. Distributors have implemented a strict standard that we will ensure you meet. Our Grammy award-winning team specializes in author-reads and provides the highest-quality audiobook production in the industry.

Our clients will receive real-time feedback and coaching from our producers, to ensure the best finished product. Your production team will also assign a quality control reading professional for each recording session to oversee accuracy of text interpretation, pronunciation, consistency of narration style, and overall energy level pacing.



Starting at \$7,500

FULL SERVICE PODCAST PRODUCTION

Get A Dedicated Production Team To Bring Your Story To Earbuds Everywhere

We'll launch and produce a podcast that resonates with your target audience. Most often this happens with a weekly or bi-weekly show. Your job is to show up and record. Our job is to help you craft sticky content that breaks through the noise and deepens your connection with your target audience.

We'll craft your show, making you sound authentic and listenable. And we will provide hands-on training to help you get the most from this channel of influence. After each episode gets recorded, we'll produce, edit, and publish the content across all major podcasting platforms.



Starting at \$12,500

PODCAST AUDIENCE GROWTH CONSULTING

Get Predictive Audience Growth Strategies

Audio is heating up and this means greater challenges for audience attention. We create predictive audience strategies that will work now and into the future.

Through a 90-day consulting regimen we'll help discover and develop a long-lasting podcast audience growth plan that integrates paid, owned, and earned media. We help create the marketing bones that actually drive new listenership within your target audience. Each podcast audience growth consult ends with a written audience growth playbook for you and your team to execute.

Our upgraded growth plan includes Terra Firma executed media buys that guarantee new podcast subscribers.



90-Day Audience Growth Consulting

Starting at \$12,000, our 90-day audience growth consulting delivers industry coaching, full podcast audit, SWOT analysis, and a marketing roadmap for you and your team to execute.

90-Day Consulting + Media Buy

Starting at \$25,000, this audience growth package includes our entire 90-day consulting plus a media spend executed by our expert team of media buyers that guarantees 10,000 new subscribers to your podcast within 90-days of campaign launch.

Starting at \$12,000

PODCAST BRANDING REBOOT

Get A Fresh Creative Direction To Make Your Podcast Pop

With over 2,000,000 podcasts available it is more crucial than ever to visually stand out. Podcasts are most often consumed inside of apps that display your artwork as a tiny square inside of a busy feed of content. Our team will craft a refreshed brand that ensures your show will stand out in this environment. Included in this package:

- Main artwork redesign with 3-5 options and up to two revisions
- Brand guideline sheet featuring new colors, fonts, and general style outline
- Access to our royalty-free music database to select a new soundtrack for your podcast
- Updated podcast title and description optimized for search



ORIGINAL



UPDATED



ORIGINAL



UPDATED



Starting at \$7,000

PODCAST PROMOTIONAL TRAILER

Get A New Way To Stand Out and Promote Your Podcast

Every podcaster struggles to find a fresh way to launch and promote their podcast. With a promotional trailer video, our partners are able to reach hundreds of thousands of potential listeners through platforms like Facebook, Instagram, and YouTube.

By deploying your promotional video on these platforms and promoting this asset to your target audience, you are giving yourself the best possible opportunity to earn a listen from those you reach.

Terra Firma takes your assets—podcast recordings, b-roll footage, soundtrack, photographs, etc to create a stunning 30-60 second trailer video that quickly answers the question, "Why should I listen to this podcast?"



Starting at \$5,000

EQUIPMENT UPGRADE

Feel Good, Sound Good Sound Good, Podcast Great

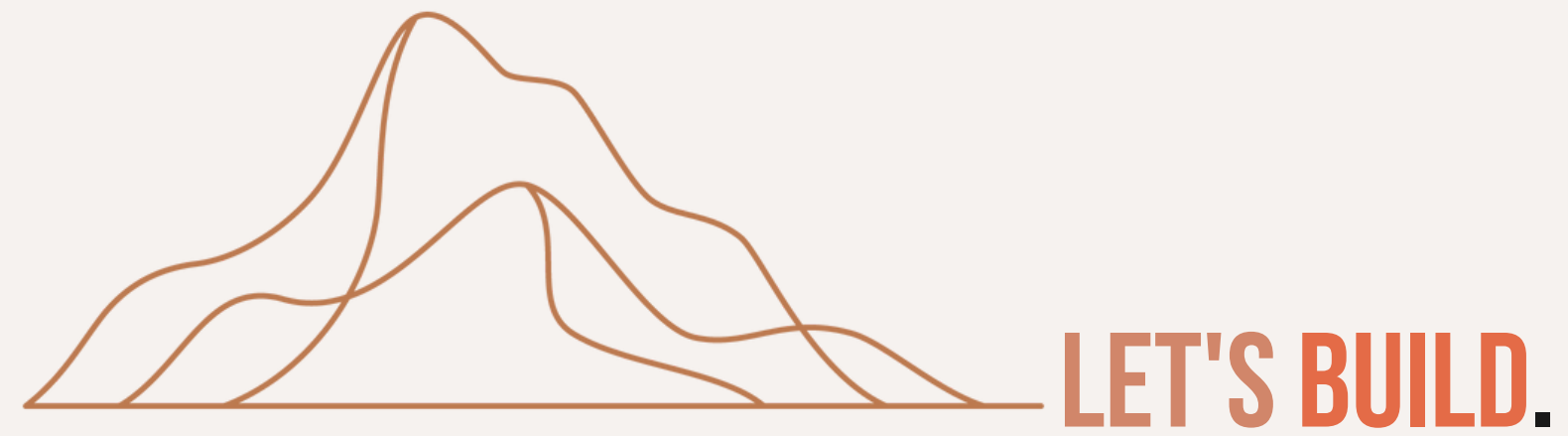
Sound quality is critical for audio products. When all you have to rely on is your voice in someone's headphones, it is critical to sound the best you possibly can.

We'll audit your space and provide you with best recommendations on how to design the room, purchase the correct equipment (often with a discount from our team), install effectively, and train on how to use everything every time you record.

We also provide a full studio space for rent in Austin, Texas.



Starting at \$5,000



T E R R A
F I R M A