



WHO DOES THE BRINGING BUSINESS TO RETAIL PODCAST APPEAL TO?

As the host of the Bringing Business to Retail weekly podcast, my aim is to show small biz retailers that there is an entirely different 'business world' out there, that seems to pass retailers by. By introducing listeners to a range of industry and thought leaders in the business world, they open their mind to a range of new ideas.

The Bringing Business to Retail show brings actionable business strategies to independent, small biz retailers, that they can implement to move their businesses forward.

"I had a real problem with 'business people'. They only seemed to focus on money, but you've shown me that there are business people who can do something they love, create a community and still make money - thank you."
- Marnie

WHO IS SALENA KNIGHT

You have to have a title for what you do, right? The old 'elevator pitch'.

I've kind of honed it down to Retail Biz Strategist, but what IS that?

You know what, there aren't many people who are willing to help passionate, small business retailers get their biz together.

"I was on the search for businessy Podcast recommendations. I have fully caught up on yours Salena! It is fantastic. Thank you so much for sharing your wisdom"

- Michelle

There are lots of consultants, that will come to your business and tell you what's wrong - for a hefty fee. There are also eleventy billion courses that a small biz retailer could do, from financial, to social media, to sales.

What there isn't, is someone who will bring a bucket load of that information, straight to them. Actionable stuff that isn't overwhelming. Someone who has sifted through the crap, and handpicked the stuff they need to know. And this 'stuff', opens their minds to change, confidence and growth.

This sifting, and my approach to delivering this information, is what makes people want to follow me, and tell their friends about me.

If you'd like to know more about how I got here, you can read that on my About page

WHY IS SALENA AND THE BRINGING BUSINESS TO RETAIL PODCAST A GOOD FIT FOR YOUR BRAND.

I'm not going to write this in the third person, because you don't NEED the third person. You need (or want) me.

Why? Because I add value through my knowledge, focus, ambition and confidence.



*“Thank you so much for your podcast.
I very much appreciate the time and effort you
put into making this podcast.
Very professional, no waffle and informative.
As a start-up you are giving me the tools and
confidence I need to succeed.
I’ve always wanted to do a tradeshow, but
didn’t have the cashflow to buy in so much
inventory. Your episode on trade fairs gave me
the confidence to approach a supplier, and now
we’re partnering to do it. Thanks so much.
- Trista*

I take my strong will and achieve deliverables.

I have big goals and I know how to execute them to the highest standards.

I lead through authority.

And that authority is what my listeners pick up on. They know they I research a product and will only endorse it if I believe it is the best for their circumstances.

That authority, and knowledge, can’t be attained by ‘just anyone’.

My listeners instinctively look to me for cues on how to behave, what to implement and for the inspiration they need to kick their business out of the park.

They are energised by my enthusiasm and this enthusiasm causes them to take action.

AUDIO SPONSORSHIP

Audio sponsorship gives you:

- Two audio spots; one at the start and one near the end of the show.
- A paragraph in the show notes for that episode, including up to two text links.

Prices start at US\$250 an episode, minimum 8 show sponsorship.

GOALS

The goals of audio sponsorship are:

- Increased awareness amongst listeners.
- Brand recognition, vital for search engine recognition and to become an industry leader.

THE BENEFITS OF ADVERTISING THROUGH THE BRINGING BUSINESS TO RETAIL PODCAST

Advertising for the long haul.

With podcast advertising, you aren’t a one-episode wonder. Podcasts are listened to weeks, months and even years later. Your message stays on those episodes and is listened to in perpetuity.

And remember, podcasts aren’t just listened to on-the-go. Using search engines, listeners continue to be directed to specific episodes for relevant content.



Very professional, and informative. - 5 stars
- Tracymumto6

GO GLOBAL BABY

Whilst over half of the Bringing Business To Retail listeners are located in the US, downloads come from all over the world, including Australia, UK, China, Japan, and even Botswana!

Because the podcast is available in itunes, Stitcher and other relevant podcast directories, you get maximum bang for your brand's buck.

STAY SOCIAL

The podcast is promoted primarily on instagram and facebook, because that's where the target audience hangs out.

SHARE THE LOVE

As most episodes feature prominent industry and thought leaders, episodes are also shared with the guest's audience, giving your brand an even farther reach.

CONTACT ME

I'd love to help you build your brand.

Email me sal@salenaknight.com or schedule in a time to chat over Skype <https://calendly.com/salenaknight>