

# Set up & plan campaign



## Designing the service to meet your needs

Whether it's promotion of a product or service, a regular update on market developments, or a series of thought pieces, audio podcasts are a great way to keep in touch. And when these are combined with ongoing access to two online radio channels and a massive podcast archive dedicated to sharing ideas about money, all for free, that's a highly attractive proposition.

Once you've decided how best to engage your customers and potential customers, the next step is to plan your audio production and where to advertise your podcast URLs. Also, let us know whether you wish signed-in customers to receive Share Radio's weekly programme information and comment mailing (we suggest they should, for best service).

For the technical set up, you need to provide your logo for inclusion in the joint sign-in window, and put forward any variations to our suggested sign-in and terms wording. We're happy to work with your compliance/data protection team to ensure that the wording of the joint sign-in window and terms are to their satisfaction.

We then build the dedicated sign-in window and terms and conditions, which include your rights to receive personal data as a result of the sign-in process and to send marketing material. We provide the dedicated URL formats which can be used for any audio podcast hosted on Share Radio, and for access to our live radio channels. Examples are as follows (please note that the dedicated sign-in window will only appear for people who don't already listen to Share Radio):

- for Podcasts:
  - <https://www.shareradio.co.uk/podcasts/track-record-sir-martin-jacomb-25-apr-15/PodcastPlayer/share>
- for 'Listen Live':
  - <https://radioplayer.shareradio.co.uk/partner/share>

The whole process can be arranged in a few days, then you're up and running.

### Production and Hosting