



Julie Bee Media Kit

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Who is Julie Bee?

Julie is a speaker, podcaster, author, and coach to business owners and their teams. She is an entrepreneur, a CPA, has 15+ years of experience in marketing, and is a thought leader in the entrepreneurial community.

Exposure to 18,000 entrepreneurs in 60 days.
What could that do for your business?

Julie's audience is business owners and entrepreneurs aged 34-55. **They are engaged and seeking resources and guides to help them. Your company could become that resource.** Julie's sponsors experience growth on social media, website traffic, and overall brand engagement and awareness. Because Julie promotes all sponsors over at least 60 days, you'll experience the benefits during your partnership with her.

Content Consumption Stats

April - June, 2023



56,284

Impressions



9.3%

Social
Engagement Rate



51%

Email Open
Rates



Audience Demographics

Age

- 35-44: 28%
- 45-54: 25%
- 55-64: 11%

Gender

- Men: 35%
- Women: 50%
- NB/Unspecified: 15%

Title, Company Size, & Location



85%

Identify as
CEO/Owner



30%

2-10
Employees



24%

11-200
Employees



90%

USA
Based

Be a part of helping **ONE MILLION** business owners by 2032!

"I believe anyone with the resilience to pursue entrepreneurship relentlessly deserves a chance at success so that they can make a positive impact in their communities. My mission is to help one million business owners achieve that success by 2032." ~Julie Bee

Impact

July 2022 - April 2023



5

Owned
Channels



71,486

Entrepreneurs
Helped



143k

Omnichannel
Impressions



They Don't Teach This in Business School

Starting a business is hard – growing one is even harder. In this award-winning podcast, Julie interviews business owners to gain deeper insights into what it takes to be a leader.

Links: [Podcast](#) and [YouTube Series](#)

Game of Leadership

Sports and athletics build leaders. The Game of Leadership series interviews former collegiate, professional, and Olympic athletes turned entrepreneurs.

Links: [YouTube Series](#)



Weekly Email Newsletter

The weekly newsletter and blog deliver big ideas and easy actions to help readers elevate their businesses. Our readers look forward to receiving these weekly updates.

Links: [Email](#) and [Blog](#).



Episode Sponsor

Available for They Don't Teach This in Business School podcast, YouTube show, and/or Game of Leadership YouTube show.



- 10-second pre-roll ad OR
- 15-second mid-roll ad
- One-line promo text and link from podcast platform show notes to sponsor website
- Two social media posts with sponsor tag/mention as episode sponsor
- One stand-alone sponsor social media post

Investment: \$300/episode or \$1,000 for four (4) episodes.

Weekly Newsletter Sponsor

Available for the weekly newsletter and corresponding blog post.

- Prominent logo location inside the newsletter
- Two media placements: one-line promo text and link from the email newsletter AND on the corresponding blog on Julie's website
- Two social media posts with sponsor tag/mention as newsletter sponsor
- One stand-alone sponsor social media post featuring the sponsor logo



Investment: \$600/newsletter or \$2,000 for four (4) newsletters.



Highlight Show

Available for They Don't Teach This in Business School podcast and YouTube show.

Showcase your product or service, generate original content from the founder, and reach your audience in an authentic way.

- 30-minute show to highlight and sell your services/products
- 30-minute pre-production meeting with Julie
- Unedited and edited audio and video files with the right to use and edit as you need
- Three short-form, vertical videos ideal for Reels, TikTok, and YouTube shorts
- Four custom graphics with your best quotes from the show
- Show transcript in Word doc
- Custom-written blog with embed codes from YouTube and podcast platform
- Two social posts on TJB channels
- Paid advertisement on TJB social posts
- Julie's personal engagement with your social media posts about content

Investment: \$3,000 per show.



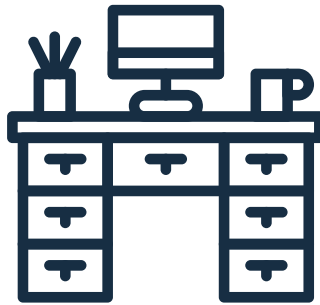
Studio Sponsor

One sponsor for each show channel (three total)

Studio sponsorships available for They Don't Teach This in Business School podcast and YouTube show, and Game of Leadership YouTube show.

- 10-second pre-roll ad
- 15-second mid-roll ad
- 10-second end-roll ad
- "Live from the [your brand name's] studio...] mentioned during show
- Two-line promo text and link from podcast platform and blog to two sponsor URLs
- Two social posts with mention/tag as sponsor on episode SM posts
- Four social posts with sponsor logo as standalone posts
- Social ads on two social posts per month
- Julie's engagement with your social media post about show
- Two short-form videos per month with Julie using your product/service*
- One long-form video, up to 10 minutes, per quarter with Julie using product/service*
 - *Product/service will be provided to Julie by sponsor

Investment: \$4,000/month, 3-month contract



Desk of Julie Bee Sponsor

One sponsor for each media channel (two total).

Desk of Julie Bee sponsorship available for weekly newsletter and four blogs written during the sponsorship timeframe.

- First section mention and link in the weekly newsletter and corresponding blog
- Three-line promo text at the end of each email with links to two URLs
- One-line promo text in the first paragraph of each editorial blog written with link to one URLs
- Two social posts with mention/tag as sponsor on blog SM posts
- Four social posts with sponsor logo as standalone posts
- Social ads on two social posts per month
- Julie's engagement with your social media posts
- Two short-form videos per month with Julie using your product/service*
- One long-form video, up to 10 minutes, per quarter with Julie using product/service*
 - *Product/service will be provided to Julie by sponsor

Investment: \$4,000/month, 3-month contract