

# CASE STUDY | AMPLIFY YOUR BRAND

## Podcast Turns Up the Volume on Stock Market Analysts Who Are Quietly Changing the Game

How Podcasting Has Helped Grow the Message of Local Stock Market Experts



### **CLIENT:** Stock market experts who offer technology that tracks brand mentions and consumer behaviors

LikeFolio is the brainchild of serial entrepreneurs and brothers, Andy and Landon Swan. Did they set out to become a leader in tracking consumer behavior around brands through social media? Not necessarily, but when you discover something so unique and applicable to the market, you don't walk away.

LikeFolio discovers and analyzes shifts in consumer behavior by scanning social media for mentions of the brands and products owned by publicly traded companies. They have developed a proprietary brand mapping database coupled with their state-of-the-art LikeFolio Data Engine and Insights Feed that allows them to see every mention of every brand/product owned by publicly traded (and some privately held) companies. They then analyze and enrich that data to find trends and shifts in the marketplace that give investors or corporate stakeholders a competitive advantage.

This technology offers consumers a whole new way to analyze trends and make educated decisions about the markets they invest in. LikeFolio knows the power of the product they offer, but the question quickly became: does their audience know?

We quickly began brainstorming with LikeFolio on the most effective strategies for reaching their audience and sharing their technology.

### **SOLUTION:** Video and audio podcasts leveraged on social media

With state-of-the-art technology, a brand with a strong personality, and clear evidence of authority, we had all the elements we needed to build an audience. The only thing we were missing was the right vehicle to deploy the message. We embraced the idea of creating content that would span multiple platforms, including social media, YouTube, and audio-only outlets. Revamping their existing podcast was the clear answer. With dynamic

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personalities on the LikeFolio team, and the ability to create time-optimized content for any relevant topic, we immediately realized we were on the right track.

In the first podcast episode we produced together, the focus was on one specific topic, with everyone chiming in with their thoughts. As time went on, it became clear that audiences wanted a variety of content with the unique perspectives of the three LikeFolio hosts.

Episode titles went from “EV Boom Underway—Tesla to \$3k?” to “Bitcoin Breakout? And...3 ‘MUST BUY’ stocks”. The audience could now listen to one episode but hear about up to 3 different stocks that may be worth investing in or dumping

### **RESULT:** Increased engagement across all platforms

The engagement generated by their new and improved podcast helped make clear how much their audience wanted to see them on camera. This has made video a priority for all of their future projects. They have embraced the reality that podcasting is no longer just about audio. People want to see the interaction happening in real-time.

**400** impressions on average

**50** new subscribers

Additional **192** hours of watch time

Recent videos with **1.35k** views



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