

So OffScript Podcast

Case Study

2023



Facts

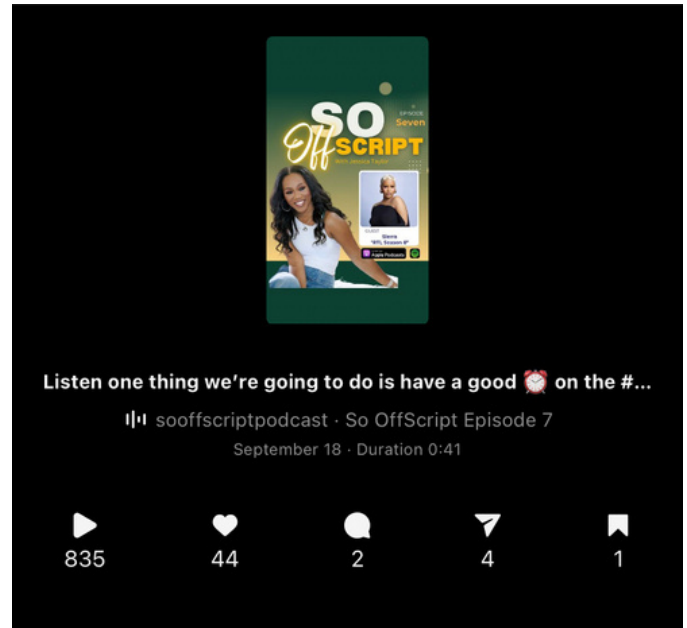
This our client's first stab at podcasting. We created an 8 episode season detailing the experience of Reality TV castmates while touching on relationships, culture and community awareness.



WMG's Role

The Willis Media Group, served as Executive Producer and Social Media Manager of So OffScript Podcast. Responsibilities included:

- Show format and strategy
- Confirming guests
- Guest toolkits
- Social media management



Key Impact By Numbers

- 9.1 K total streams across YouTube, Apple and Spotify
- 200 subscribers across all platforms
- 100 followers on Instagram

