

Life, Listened

INFLUENCE YOU CAN HEAR



Production

We've been making informative, conversational podcasts in the women's lifestyle space since 2012. Our shows have been downloaded millions of times, connecting engaged audiences with brand initiatives.



Creative

We're your creative partners when it comes to podcast advertising. We'll help you turn your brand's initiatives into messaging that inspires audio consumers to act.



Strategy

We develop podcast advertising campaigns from the ground up, create effective strategies for cross-platform amplification, match you with the right audio influencers, and report clear results, every time.

Your Creative Partners

Life, Listened Media is a boutique creative services agency specializing in podcast-focused influencer campaigns.

We're more than a brokerage or media placement agency. We're a true creative partner, harnessing decades of experience in creating engaging content that inspires action.

Our Experience

Our team boasts decades of experience in content creation & digital media, with backgrounds in podcasting, blogging, social media, and branded content.



contact

email hello@lifelistened.com to learn more & request a proposal

creative services

There's an art to creating podcast ads that sell, and even 'unscripted' endorsements and sponsored conversations benefit from clear objectives and the right messaging. With a long and rich background in content creation and community building, our creative team knows how to craft sponsored campaigns that inspire emotion and move an audience to action. Depending on your campaign scope and objectives, we can craft a single message and call to action that talent can modify within your chosen parameters, or work with individual podcasters to create copy points and messaging tailored specifically to each individual audience.

What Sets Us Apart

Audience Engagement & Results

We work with proven winners in the podcast & digital space, looking beyond download numbers and choosing talent who've established strong relationships with their audiences. The result: stronger loyalty, more trust, higher engagement and measurably better results.

Seamless Oversight & Reporting

We act as a single point of contact to administer the campaign--so you don't have to. Agency principals will work directly with you to establish objectives and success metrics and develop the campaign's creative focus. Your assigned Sponsorship Coordinator oversees quality control and provides analytics and in-depth reporting.

Content & Delivery Coaching

We do more than hand out copy points and hope for the best. Drawing from years of experience creating podcast ads that sell and the strong relationships we've built with individual talent, we proactively coach hosts on how to craft effective, authentic ads, endorsements and sponsored audio content.



Our Principals

Meagan Francis (left) is a 15+-year media veteran whose work has appeared in nearly every medium, from books, magazines, and blogs, to social media, radio, and television. She has also partnered with major brands like Whirlpool, ConAgra, Clorox, and Huggies as a spokesperson and content creator. Meagan founded Life Listened Media in 2012 and has established herself as a respected leader in the parenting & women's lifestyle audio space.

Sarah Powers (above right) has a background in strategic communications and content development for bloggers, podcasters, and social media personalities. A early leader in the emerging landscape of podcast-focused influencer campaigns, Sarah has overseen more than 100 brand relationships and managed sponsorship campaigns for dozens of PR firms, start-ups, and podcast industry partners.

The power of audio

72%

of listeners say they're more likely to make a purchase decision after hearing about it on a podcast ad, versus other modes of advertising



PODCAST LISTENERS are social creatures. 94% are active on at least one social channel (vs. 81% for total population).



42 MILLION people have listened to a podcast in the last week.

Our Portfolio

We're connected with dozens of podcasters and online influencers in the parenting and women's lifestyle space, and thoughtfully partner with proven winners whose demonstrated influence, audience loyalty, and professionalism set them apart in the industry.

For more information about the podcasts we represent, email hello@lifelistened.com.

(A Few Of) Our Partners

