



CLIENT SUCCESS STORY

# COACH AND COORDINATOR MEDIA INCREASES PODCAST REVENUES BY \$62,000

Courage First, FOCUS Always.

## Team Objective:

Coach and Coordinator Media teamed up with Seat 36 to monetize its 120,000 unique listeners and 1.5 million annual downloads, achieving organizational focus and \$62,000 in newfound revenues in 16 months.

## Services Used:



Brand Strategy Content Strategy Part-Time COO

## APPROACH

When Coach and Coordinator Media founder Keith Grabowski first approached Seat 36, he came armed with a startup business, but not a startup product. The company's flagship podcast, *Coach and Coordinator Podcast*, launched seven years previous as a gig and had amassed an impressive audience of 120,000 unique annual listeners in that time. Due to this dramatic growth, Grabowski aimed to turn the gig into a stand-alone business. But until this point, Coach and Coordinator had been unable to find a foothold from which to monetize the audience and scale its vision.

Seat 36 collaborated with Grabowski on a new business plan and joined his team as a part-time COO, leading the execution of all day-to-day business functions. This approach allowed Grabowski to exit the daily details of the business and spend more time on his passions, big ideas, and relationships that fuel Coach and Coordinator's growth.

### Seat 36 delivered success by:

- 1 Migrating *Coach and Coordinator Podcast* to Spotify's Megaphone platform to capture **programmatic advertising revenue** and cover all monthly operating expenses.
- 2 Generating sponsorship leads and nurturing each stage of the sales funnel, resulting in **ten new brand partnership deals**.
- 3 **Leading weekly strategy meetings** with senior leadership to review key measurables, resolve issues, and remove obstacles.



## MARKETING SERVICES



Seat 36 deployed its expertise in content marketing tactics to feed both listener and brand partner funnels, upping Coach and Coordinator's game across multiple channels.

The team first redesigned coachandcoordinator.com to better communicate Coach and Coordinator's brand story, mission, and values. Episode recaps, articles, and other supplemental content bites were published daily on the site to boost traffic and standing in search engines.

Next, the team created an email newsletter, distributed weekly to Coach and Coordinator's database of 20,000 football coaches. The *Weekly Tip Sheet* features the best ideas from recent podcast episodes, additional resources, and actionable ideas from adjacent industries.

Seat 36 worked closely with Coach and Coordinator's creatives on new social media campaigns to expand the reach of episode promotions and brand partner messages. The team created audio and video products to add sensory layers to the storytelling and better hook into social media algorithms. Organic reach topped 20,000 impressions, and paid campaigns eclipsed 200,000 impressions on the X/Twitter platform.



Coach and Coordinator Media is the authoritative clearinghouse of information for the football coaching community. Through its prolific content offering, inclusive of podcasts, articles, and courses, Coach and Coordinator develops the 10% Coach at all levels of play.



I was chasing too many rabbits at the same time... We were not able to land the sponsors our content deserved.



– Keith Grabowski, CEO, Coach and Coordinator Media



“ All together, we generated more than \$60,000 in new revenue, which makes a big impact in a company of our size. ”  
– Keith Grabowski, CEO, Coach and Coordinator Media

## BRAND BUILDING

Seat 36 created two sub-brands – The 10% Coach and 10% Toolkit – within Coach and Coordinator Media’s brand architecture to bolster its strong reputation in the marketplace of coaches.

The 10% brands support Coach and Coordinator’s position as the leading authority on coaching while establishing a well-defined aspirational model for listeners in their pursuit to be a top coach. The 10% Coach brand also gives confidence to advertisers that they are reaching the most successful coaches with their messages.

The 10% Toolkit certifies vendors servicing the coaching industry. When certifying a company, Coach and Coordinator provides a powerful endorsement and influences buyer behaviors. Seat 36 filled four categories of the 10% Toolkit as part of brand partnership packages, resulting in the largest sales tickets in company history.

## OPERATIONAL SUPPORT

Seat 36 served as the part-time COO at Coach and Coordinator Media for 16 months. During that time, Seat 36 ran the day-to-day operations of the business with its OS36 operating system.

With the new foundation solidified, the revenue engine humming, and all functions performing smoothly, Coach and Coordinator regained confidence in its internal operations capacity as the company enters its next stage.

### SEAT 36 IMPACT



**\$62,000**

new revenue generated



**TOP 150**

sports podcast



**TOP 3%**

all podcasts



**99%**

email deliverability



**45%**

email open rate



**3%**

email click rate



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