



BadgeCert Podcasts

Promote your organization to a wider audience! Join BadgeCert's podcast series, [StreetCred](#). In each episode we connect with one of our issuers, partners, earners, or other education experts to explore themes in the digital credentialing ecosystem, and the broader world of professional development.

StreetCred

- Our podcasts are recorded on Zoom. The tool is free, very easy to use and secure
- Our 20-minute conversation is then edited in post-production by our team
- The episode is published on Spotify, Apple Podcasts, Google Podcasts, Amazon Podcasts, other major podcasting platforms, and BadgeCert's website

Timeline

- Together with you, we agree the content, title, speakers, time and date of the podcast
- BadgeCert creates the marketing materials, and makes them available to you
- Finally, we promote the episode

Promotion

We promote the podcast to our community via email, on our website, and LinkedIn. You'll receive materials to promote it, including:

- Images with speakers' profile pictures, job titles and company logos
- Copy for emails and social media posts – which you can make your own
- Links to the podcast hosted on various platforms

For any questions or to discuss this further don't hesitate to contact us.

Regards,

Ginger Malin
CEO and Founder
gmalin@badgcert.com

Paolo Lenotti
VP Marketing
plenotti@badgcert.com