



# ROCKIN' YOUR MARKETPLACE

Building for success in the gig economy.

Powered by  
**YARDSTIK**

## RECORDING PROCESS

- **Pre-Interview** - 10 minute phone call to find a topic and answer any questions.
- **Outline Delivery** - Guest will receive an outline of the podcast episode based on the pre-interview. Guest may add, remove, or change anything.
- **Recording Session** - 1 hour time block to record the episode and go through a brief post-interview. Each episode is 20-40 minutes. We typically don't use the entire block.
- **Podcast Launch** - We launch the podcast and provide links to the episode.
- **Distribution** - We spend about 2 weeks distributing each episode.

YOUR TOTAL TIME COMMITMENT:  
**1 HOUR 10 MINUTES**

## DISTRIBUTION

**Audio Podcast Apps:** We publish audio-only to Apple Podcasts, Google Play, Stitcher, Pandora, and iHeartRadio.

**Video Podcast Apps:** We publish video + audio to Youtube and Spotify.

**Social Media:** We publish clips, quotes, and learnings from each guest to LinkedIn and Twitter.

**Newsletter:** We announce each podcast episode and publish learnings from each guest to the Rockin' Your Marketplace bi-weekly newsletter.

## ABOUT

Rockin' Your Marketplace interviews marketplace leaders and experts to bring practical, helpful insights to others building marketplaces.

## ORIGIN

Rockin Your Marketplace is a young podcast that began in September 2022. Our fans and distribution have continued to increase across platforms since the podcast began.

## YARDSTIK

Rockin' Your Marketplace is operated by Yardstik, Inc, a human security platform built for platforms.

## PREVIOUS GUESTS

- **Vishal Kapoor**, Director of Product at Shipt
- **Atif Siddiqi**, Founder/CEO at Branch
- **David Pickerell**, Founder/CEO at Para
- **Michelle Tinsley**, Founder/President at YellowBird
- **Alexia Smith**, VP of Marketing at Dispatch
- **Chris Heffernan**, Founder/CEO at Divvrd
- and others...

## COLLABORATION

We distribute each podcast episode in a number of ways through our own channels. We are also happy to provide materials and assist you with distribution of the podcast episode in any way that would be helpful - including providing video, audio, and social media content.

[YARDSTIK.COM/PODCAST](https://yardstik.com/podcast)

