

# 2024 MEDIA KIT



**824 EPISODES  
4.94 MILLION DOWNLOADS  
AND GROWING!**



# The Owner

Hi, I'm [QUĀY.jo] \_\_\_\_\_

I am the host of The Art of Online Business podcast. Your one-stop-shop for Facebook ads strategy, online funnel reviews, practical tips, expert interviews, and easy to implement secrets to running a high 6-figure business and still clocking out in time for family dinner.

I'm dedicated to empowering online course creators to accelerate their growth and success in the digital space. Join me for insightful conversations and genuine business stories that will provide you with strategic guidance and inspiration for your online business endeavors.

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# Podcast Overview

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For established online course creators and who want to positively impact the people you serve, The Art of Online Business is the place where you'll learn how to optimize your sales & marketing, and create the systems and processes that your business needs to scale beyond your individual capacity (while keeping your sanity).

On this podcast, you'll gain insights from a blend of episodes where [QUAY.jo] pulls back the curtain on his client Meta Ads Strategy & Funnel Fixing calls and interviews a diverse group of seasoned online entrepreneurs who offer not only actionable advice but also share their inspiring and transformative business journeys.

If you're an online course creator looking for business tips on things like removing overwhelm, building a team, outsourcing, Facebook & Instagram ads, social media, productivity, scaling online courses & memberships, evergreen funnels, podcasting, building a YouTube channel and more, let's go!

## General Information

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**Days of Release**

**Monday, Wednesday, Friday**

**Categories**

**Business, Marketing, Entrepreneurship**

**Network**

**All major podcast platforms + YouTube**

# My Audience

## Audience Reach

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**29K**

**Avg. Monthly Downloads**

Entire back catalog of about 750 episodes that we can dynamically insert into

**922**

**7-Day Avg. Downloads**

First 7 days of the last 20 episodes

**1,286**

**30-Day Avg. Downloads**

First 30 days of the last 20 episodes

Download numbers as of: July 25th, 2024

## Audience Demographic

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**40%**



**60%**



**Male and Female Percentage**

**25-54 years old**



**Age Range**

**College Level**



**Education Level**

**70% 25-34 years old**

**20% 35-44 years old**

**10% 45-54 years old**

**Age Distribution**

# Who Is Our Average Listener

Our typical listener is an entrepreneur running an online based business selling courses, consultations or memberships. Always seeking new strategies and insights, they're keen to stay ahead in the digital space. They are proactive and eager to learn how to overcome challenges, scale their operations, and achieve success.

While some are solopreneurs, many have a small but mighty team of part-time and full-time virtual assistants. They manage small to medium-sized businesses and average gross revenue between \$65,000 - \$700,000 annually. They balance flexibility and responsibility, dedicated to revenue growth and a sustainable, value-driven business. They prioritize a growth-oriented, nurturing work environment for their team.

To run their businesses, our listeners use a suite of online software for hosting & selling courses, email marketing, project management and podcasting. They are also present on most major social media platforms. They're not novices but savvy operators with a solid track record. They listen to The Art of Online Business podcast to fuel their growth.

## How To Work With Us

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Connect with Kwadwo  
to discuss your goals  
for the campaign

Step 1

Choose the scope and  
length of your  
campaign

Step 2

Review the ad creative  
and approve the  
campaign

Step 3

## Brands I've Worked With

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**WIX**

**zapier**

*Honest*  
**PODCASTS**

# Podcast Reviews

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Kwadwo's warm and genuine energy helps you take the information he gives and put it to good use in your life and your business! The tips he shares are gold!

Ciciamor - Mar. 5th 2024



Loving the new voice on the podcast! Kwadwo is awesome! He's so genuine. Well done Rick. When I'm ready to run ads I'll definitely take Kwadwo's course.

Mimzy & Co, - Nov. 3rd 2023



"I just love this podcast and have been listening for a long time. It has great interviews and the solo episodes are packed full of tips and actionable advice. Listening to each successful online business owner who's interviewed is such an inspiration to me and to many others as well. Highly recommend this podcast if you are interested in online business."

The Wayward Home - Mar. 11th 2023



## What it's like to work with [QUĀY.jo]

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I started working with Kwadwo on my Facebook ads because I was tearing my hair out trying to do them myself. The business coaching was a huge bonus. We uncovered massive issues in my messaging that were undercutting the value of my programs and targeting completely wrong pain points. Kwadwo helped me feel confident in my pricing, sort out funnels that worked both organically and via paid ads, and learn how to track it all so it doesn't just feel like throwing spaghetti at the wall, hoping something sticks, but having no idea why it worked. I've been able to use what I learned to scale my business massively and feel more confident in how it's running. It was a pleasure to work with him and get honest feedback on things I was doing wrong, and get challenged to think about my business in a different way when he'd ask challenging questions."

Nina Clapperton - She Knows SEO