

2025 MEDIA KIT



**899 EPISODES
5.05 MILLION DOWNLOADS
AND GROWING!**



The Hosts

Hi, we're Jamie & Kwadwo (sounds like QUĀY.jo) hosts of The Art of Online Business podcast. Your one-stop-shop for Facebook & Instagram ads strategy, practical tips, expert interviews, and easy to implement secrets to running a mid 6-figure business and still clocking out in time for family dinner.

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

Podcast Overview



For established online course creators 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 QUĀY.jo & Jamie pull back the curtain on their client Meta Ads Strategy and interview 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 Facebook & Instagram ads, email marketing, social media strategy, productivity, scaling online courses & memberships, evergreen funnels and more, let's go!

General Information

Days of Release

Monday, Wednesday, Friday

Categories

Business, Marketing, Entrepreneurship

Network

All major podcast platforms + YouTube

Our Audience

Audience Reach

23K

Avg. Monthly Downloads

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

622

7-Day Avg. Downloads

First 7 days of the last 20 episodes

886

30-Day Avg. Downloads

First 30 days of the last 20 episodes

Download numbers as of: December 19th, 2024

Audience Demographic

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, landing pages, 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

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

WIX

zapier

Honest
PODCASTS

Podcast Reviews

The name says it all—online business is an ART and Kwadwo is a master at his craft. I have learned so much from these episodes and love to listen!

[FFerenczi](#) - Sep. 24th 2024



I just tuned into Top Email Marketing Mistakes with Allison Hardy. It was a perfectly bite sized episode packed with essential and actionable info! Kwadwo knew exactly what questions I needed answered. I'm currently book marking all the episodes I want to binge.

[Mindi H.](#) - Sep. 2nd 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



What it's like to work with [QUĀY.jo]

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

Here's What's Next

Step 1. Connect with Kwadwo to discuss your goals for the campaign

Step 2. We'll choose the scope and length of your campaign

Step 3. You can review the ad creative and approve the campaign, and we'll start running it

Ready to Amplify Your Reach?

[**Click Here To Get Started**](#)

Connect with Me



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theartofonlinebusiness.com