

THIS C**MMERCE LIFE**
the podcast | business services

CONTENT PROPOSAL

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WHAT WE DO

Tell Canadian Success stories at retail. We find great emerging brands, entrepreneurs and teach retail while navigating the road to success

We're ex-retailers, with marketing, sales ops and trade strategy experience. We've owned brands, sold product, driven in-bound traffic, and worked on costing and balanced PNL's.

We hear "I wish I knew that before I started" from entrepreneurs all the time. How do we teach things and make it interesting?



PODCAST



YOUTUBE



WEBINARS

WHY YOU MIGHT WANT TO WORK WITH US



10,000
DOWNLOADS /
MONTH



3600+
SUBSCRIBERS

- You need help with exposure for events
- You have brands that you want to highlight
- Drive awareness for compelling stories to brands, retailers and consumers within your membership

WHO WE ARE

Hire in experience that your team doesn't have, without paying for additional office space & other overhead.



Curious as hell.
A podcast that is passionate about CPG and Canadian retail.

Obsessed with the stories from entrepreneurs about their journey to success.

PHIL CHANG
FRACTIONAL CMO



I come from consumer-packaged goods (CPG) ,doing everything from analytics, sales, sales strategy, trade marketing.

MARKETING

SEO

SALES STRATEGY

STARTUPS



What it takes to make a business, build a business and succeed in the Canadian Landscape.

If you're new to CPG, being a supplier, talking to retailers

KENNY VANNUCCI
FRACTIONAL COO



I've spent 40+ years in retail, 26 years at London Drugs before striking out on my own to now to help small CPG companies and retailers with sales and operating fundamentals.

RETAIL

COSTING, SALES OPS

SALES STRATEGY

OPERATIONS



Temporary, strategic help. We have the experience to help companies fix problems and grow.

Experienced buyers, sales strategy, marketers and operators

AARON MANN
MARKETER



I'm a marketing grad working in my first marketing job with these two knuckleheads. SEO, Marketing tactics, ads and branding.

MARKETING

SEO

EMAIL CAMPAIGNS

SOCIAL MEDIA

ask me
about

WHY US?

Designed to be simple.
Designed to give you
maximum impact without
having to spend a lot of money

CHEERING ON CANADIAN SUCCESS STORIES MOTIVATES US. WE DO A LOT FOR FREE.

We do a lot of content for free. We'll work to fit your brands, retailers into our podcast rotation. Their amazing stories are good for us too.

A "partnership with us" can be as simple as a contra deal , free membership for a month's worth of mid-roll promotion on the podcast

We do this with
these folks already



We're already
members



Food Executives Club of Vancouver
Established 1955

Partnership means you could appear on
or request that one of your members
could appear on:

We do a lot of teaching -
we could do a specific
webinar for your audience

#FASTTHOUGHTS **PODCAST**



WEBINARS



WHAT ELSE COULD WE DO TOGETHER?

Focus on interesting stories, bring robust content to membership and target audience

DINNER WITH THE FOUNDERS

PODCAST FROM YOUR EVENT

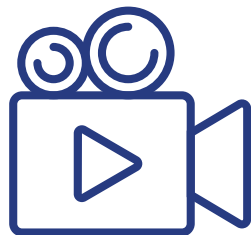
INTERVIEW A BRAND / PROCESSOR “THAT YOU LOVE”

INTERVIEW FEATURED SPEAKERS / EXPERTS

INTERVIEW POTENTIAL AWARD WINNERS/ AWARDS WINNERS

HEAD TO A LOCAL RETAILER AND INTERVIEW ON LOCATION

Kinds of Content we produce or can produce:



- All content is shared (unless you want otherwise) - we make everything available to everyone. (the more sharing the better!)

WHAT DO THINGS COST?

Travel costs get covered (air & hotel, meals)
Per diem \$1500 (covers both of us)

WHAT'S INCLUDED?

PODCAST FROM YOUR EVENT

INTERVIEW A BRAND / PROCESSOR "THAT YOU LOVE"

INTERVIEW FEATURED SPEAKERS / EXPERTS

INTERVIEW POTENTIAL AWARD WINNERS/
AWARDS WINNERS

HEAD TO A LOCAL RETAILER AND INTERVIEW
ON LOCATION

DINNER WITH THE FOUNDERS - COSTS FOR THE
DINNER NOT INCLUDED

POST VIDEO / AUDIO RECORDING PRODUCTION
TIME IS INCLUDED IN OUR COSTS

Additional discussions around exact deliverables is always specific to what you're looking for.

Sometimes this means we need extra equipment, extra manpower, etc. All of these are additional costs, that we'll cover during discovery with you

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THANK YOU!

Proposal By :

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