

2025 MEDIA KIT





CYPRESS NORTH

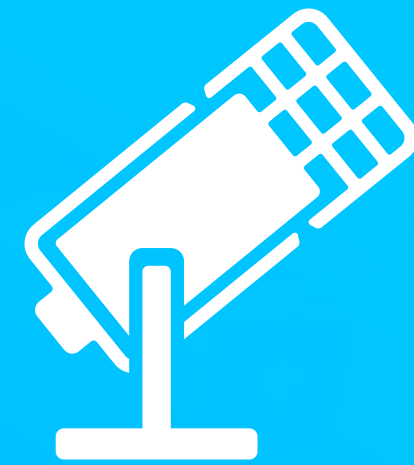
# MARKETING O=CLOCK



Jess Shep Greg Julia

Weekly Digital Marketing News & Much More

# WHAT IS MARKETING O=CLOCK?



It's the digital marketing weekly news show powered by the community!



# LISTENED TO (& Loved) BY THE BEST IN THE BIZ!



**OK, I was talking about this the other day. When will @spotifypodcasts acquire @MarketingOClock? One of my favorite industry podcasts. Covers Paid, Organic, & Social. Has a great team, it's super-entertaining + informative.**

**Glenn Gabe** @glenngabe



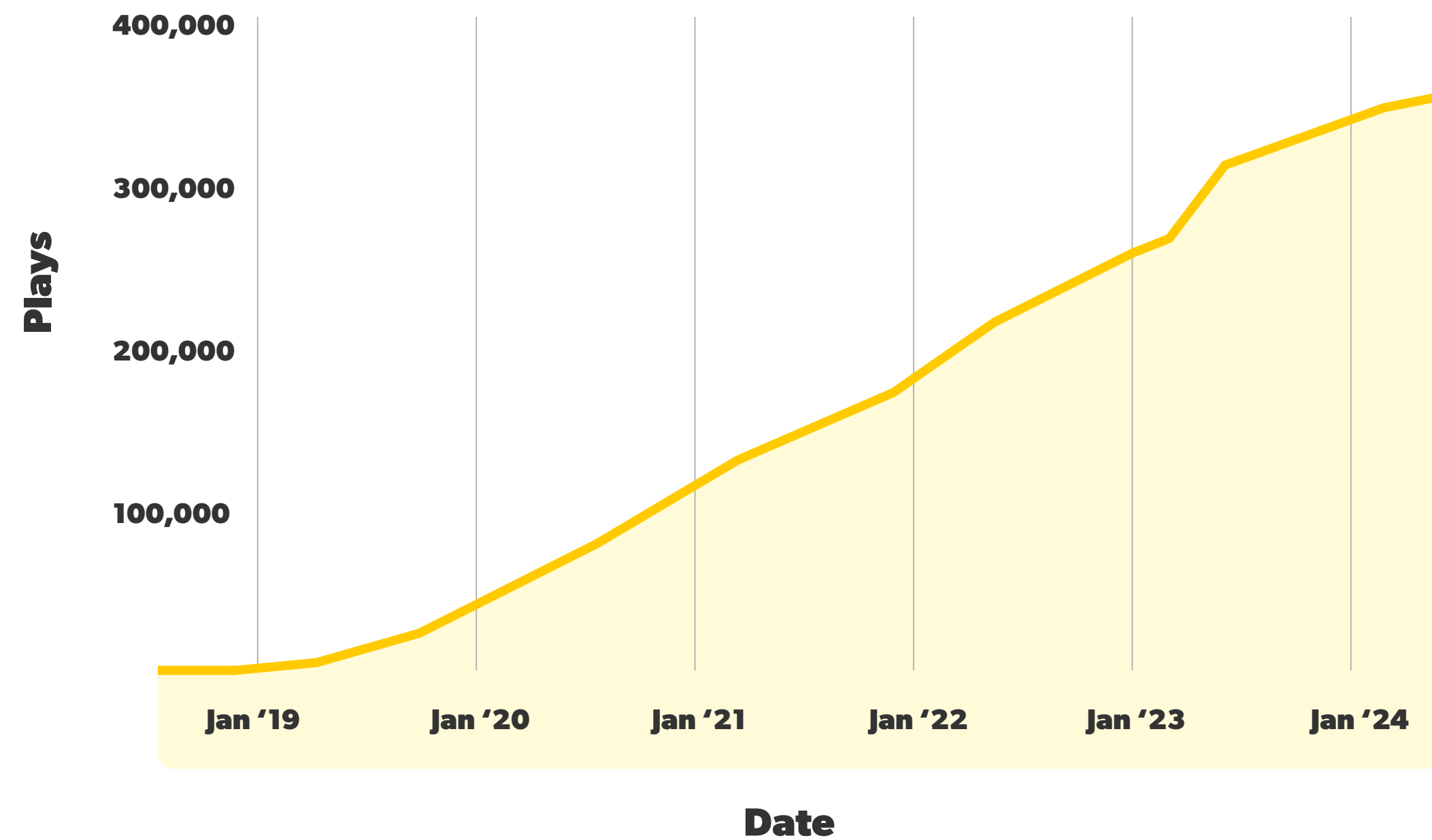
**Got off a call with a new marketing student I'm mentoring and she asked for marketing podcast recommendations. No brainer reccos: @MarketingOClock and The LinkedIn Ads Show with @wilcoxaj.**

**AkvileDeFazio** @glenngabe

# SHOW REACH

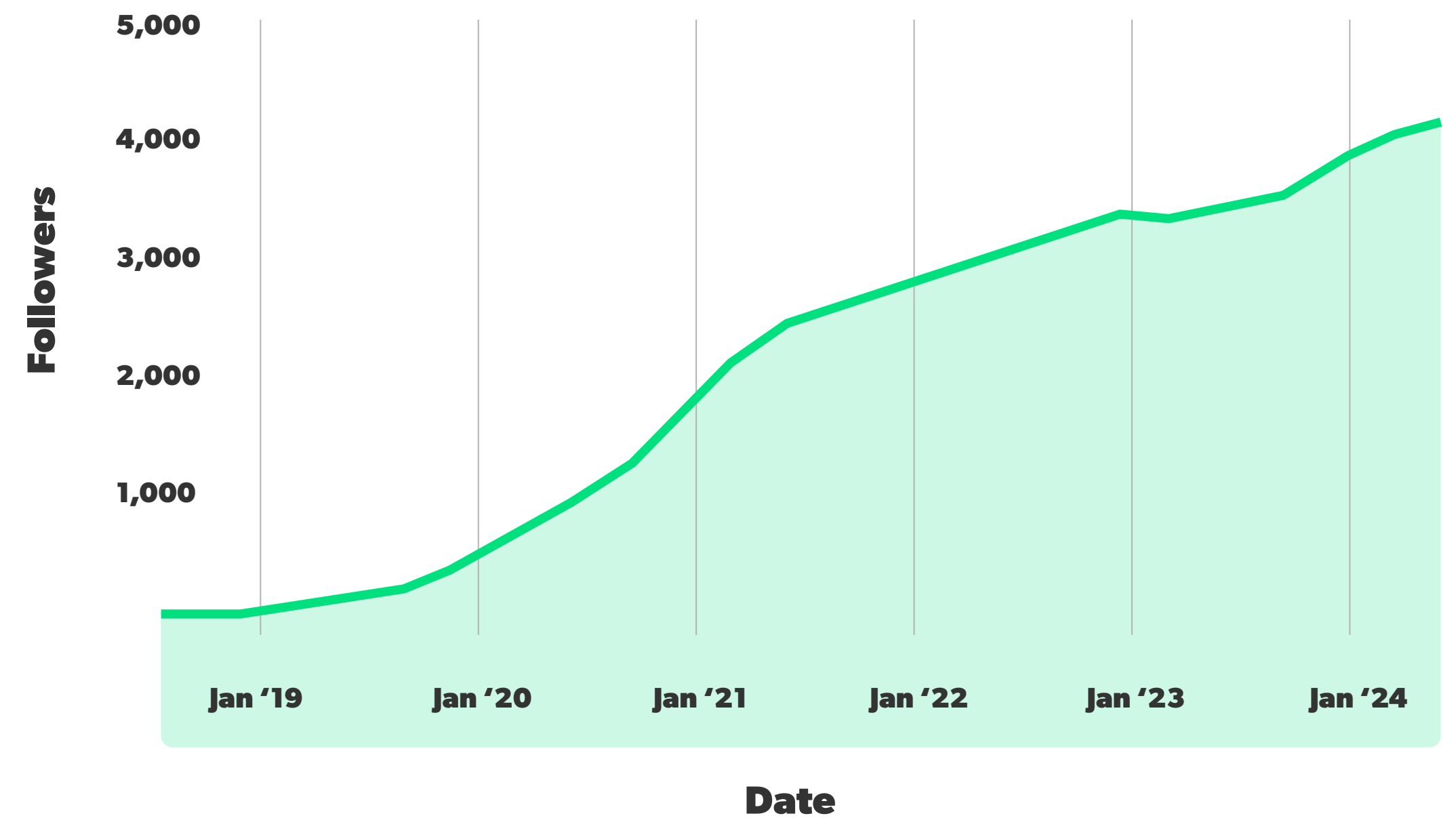
**350,000+** Streams

## Total Podcast Streams



**4,100+** Spotify Followers

## Spotify Total Follower Growth

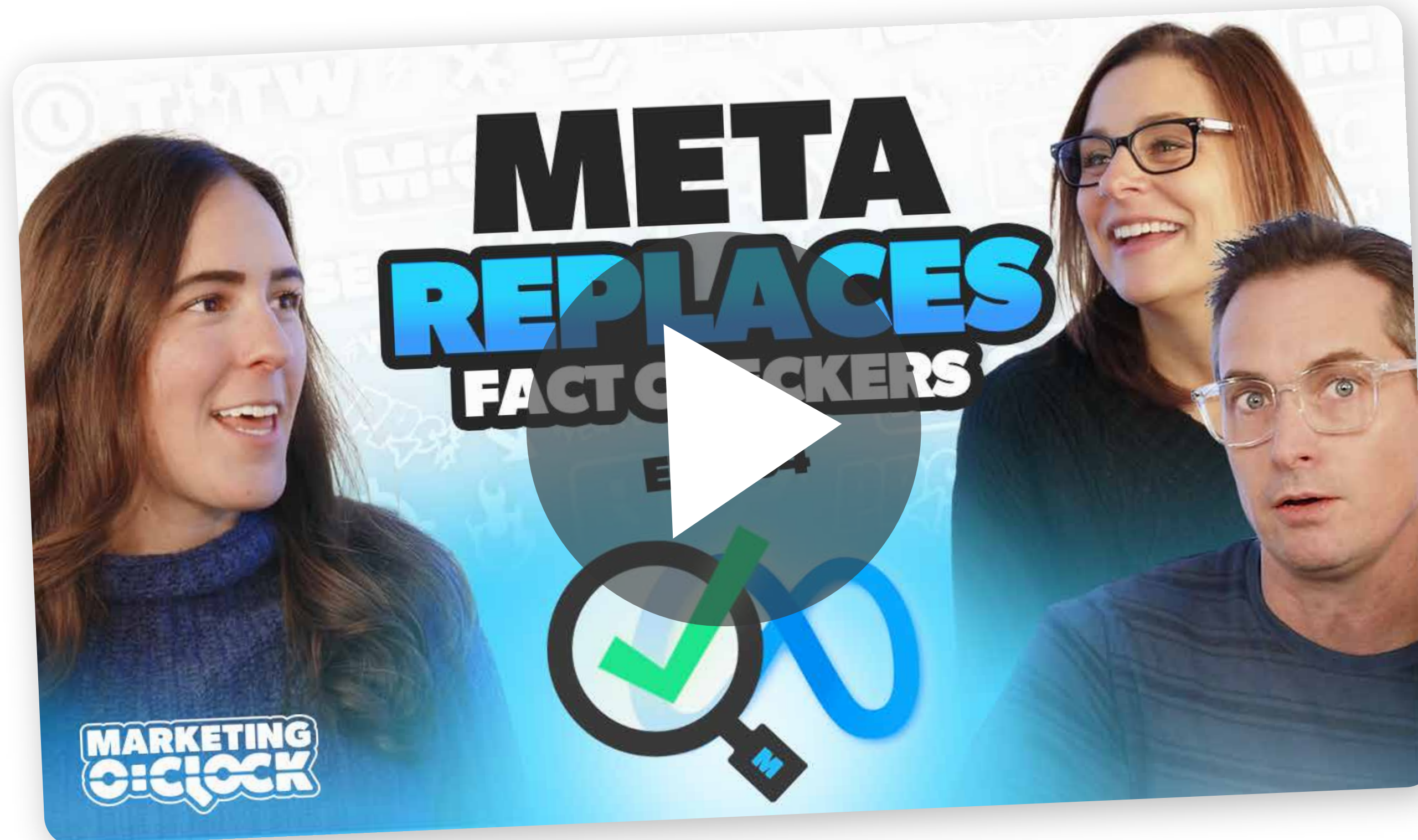




# YouTube channel



Fully produced video versions of each episode, launched in 2021



**5.5K+**

SUBSCRIBERS

**200,000+**

VIEWS IN 2023

**86,000+**

HOURS WATCHED

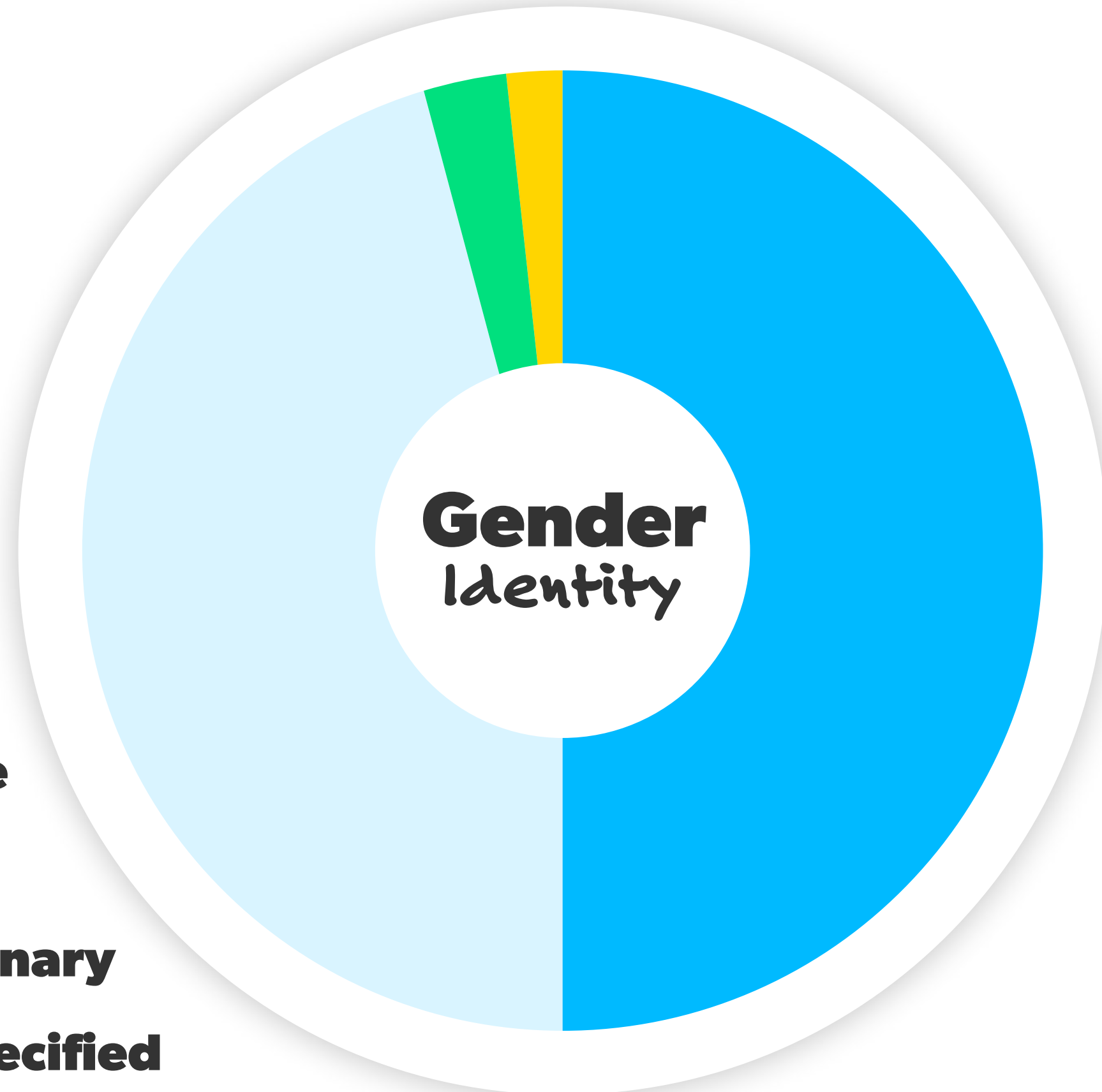


Watch us on YouTube!

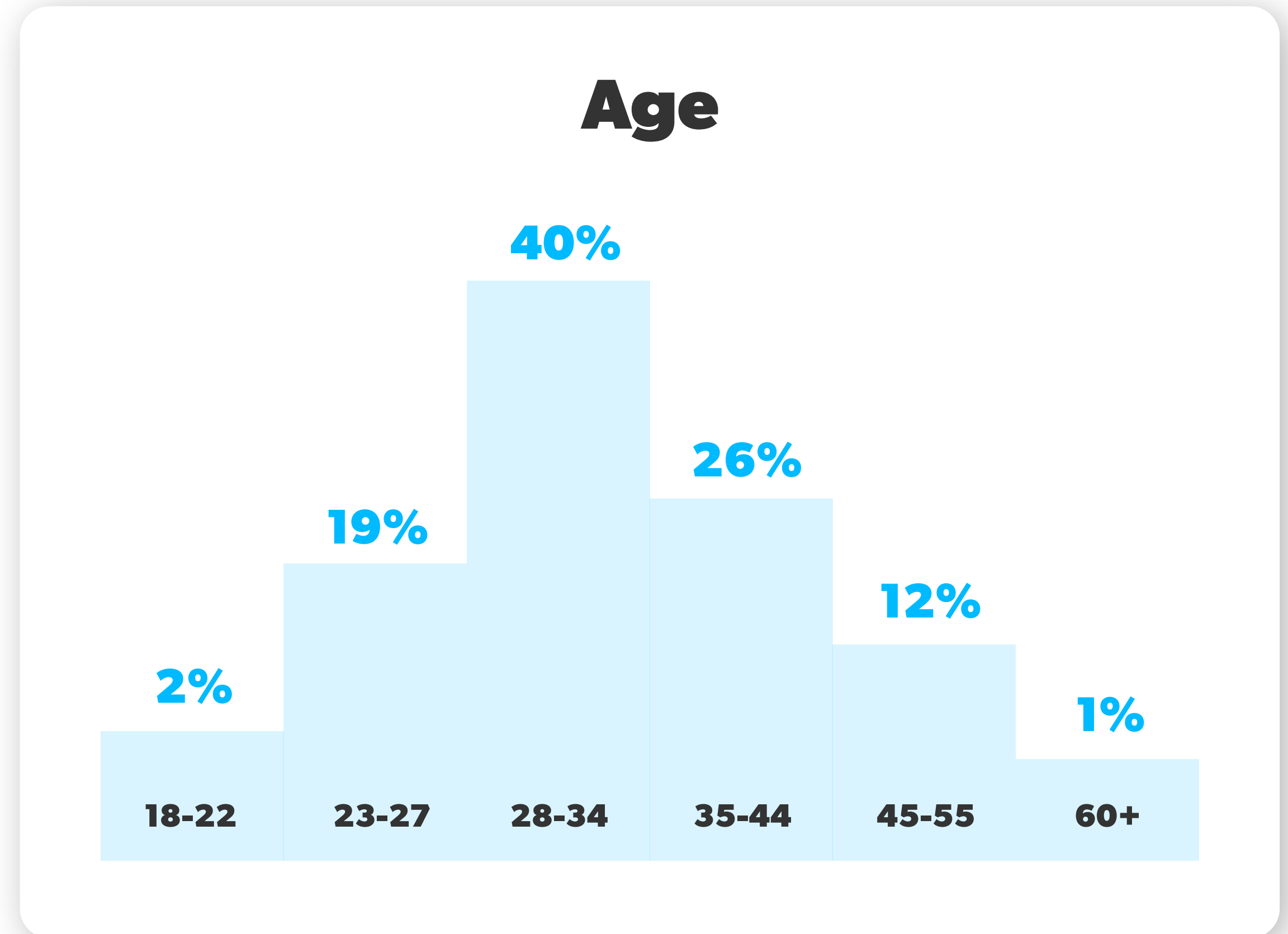
## 350+ Weeks of Consecutive Podcasts

# MEET OUR AUDIENCE

The next generation of Digital Marketing

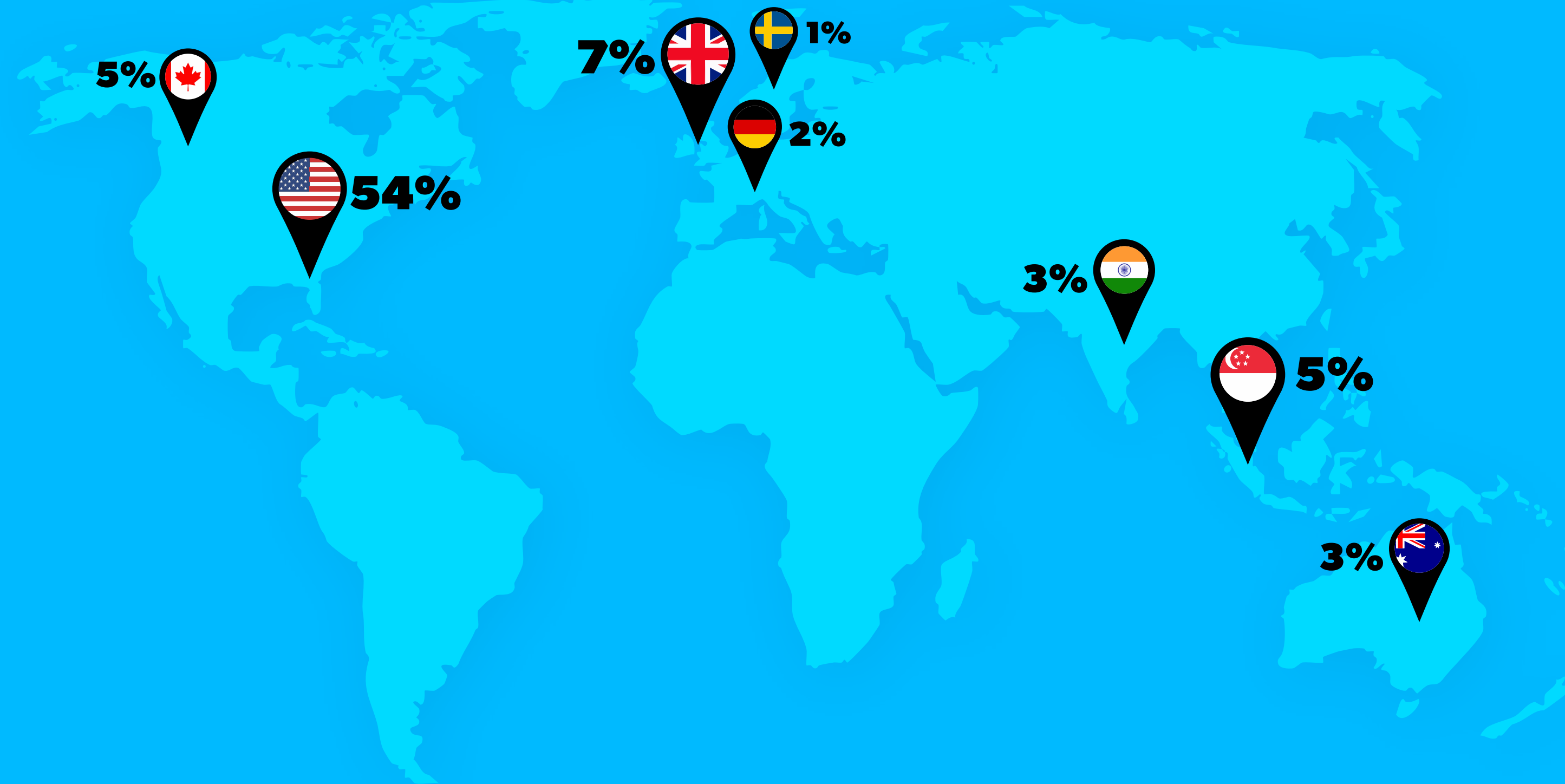


- 49% Female**
- 45% Male**
- 5% Non-Binary**
- 1% Not Specified**



# MEET OUR AUDIENCE

An engaged digital marketing community



## SOCIAL FOLLOWERS

**6,250+**

Sharing the digital marketing news of the week via X, Instagram, LinkedIn, and TikTok



## WEEKLY EMAIL NEWSLETTER

**1500+**

subscribers receive the news each week

## DISCORD COMMUNITY

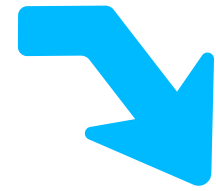
Hundreds of digital professionals talking shop, shooting the h\*ck



**Discord**



# MEET THE TEAM



## Greg Finn

**HOST & CO-CREATOR** @gregfinn

Greg has been managing internet marketing campaigns for more than 20 years and is obsessed with PPC. He is on the Search Marketing Expo (SMX) programming team helping to build content around Digital Advertising. Named among the top 100 PPC Experts of 2025 by PPCSurvey.com, Greg has been a featured speaker at some of the largest search engine conferences like Search Marketing Expo, eSummit, HeroConf, & Pubcon. In addition to hosting Marketing O'Clock, he hosts Wix's daily SEO show "It's New". Greg fearlessly leads the marketing team at Cypress North along with his 10 year old twins' youth sports teams.



## Christine (SHEP) Zirnheld

**HOST** @shepzirnheld

Christine is a Senior Digital Marketing Manager at Cypress North. She has been managing PPC campaigns for 6+ years and a part of Marketing O'Clock for 5. "Shep", as she is affectionately known to our team, loves to talk about all things PPC when she isn't talking about her two Swiftie daughters or QVC. She was named among the top 100 PPC experts of 2025 by PPCsurvey.com. Shep has spoken at industry conferences such as SMX London & SMX Advanced and has contributed to industry publications like Wix.com, Search Engine Land, & Search Engine Journal.



## Jess Budde

**HOST & CO-CREATOR** @jessicalbudde

Jess is Vice President of Marketing Operations and Client Service at Cypress North. She works closely with both clients and our internal team, overseeing account staffing to ensure client satisfaction. When not at the office, she can be found slinging beer at her husband's bottle shop/craft beer bar. Or listening to metal. Or both.



## Julia Meterer

**HOST**

Julia is a Digital Marketing Strategist who joined Cypress North in June 2022. She spends her days in the office working on PPC strategies and helping manage budgets for some of our largest clients. She brings experience in Google Ads, Microsoft, Meta, LinkedIn, Hubspot, and some of the biggest eye rolls the show has ever seen.

When not in the office or behind the mic Julia enjoys hiking, exploring Buffalo, and watching the latest reality dating shows.



# REVIEWS (from industry champs)



**I also strongly recommend every digital marketer - no matter your field of marketing or level of experience - to check out Marketing O' Clock. It has been a weekly source of news, insights and entertainment in a relaxed, well-structured and informative format. You can find their podcast on their site, YT and on all popular podcast platforms.**

**Chris Ridley** @C\_J\_Ridley



**It was awesome to be a part of Marketing O'Clock this year and meet (although virtually) smart, talented people who work in the same field and handle the same challenges I do every day. I remember listening to the podcast and thinking "They sound fun! Maybe I can meet them one day" and I did! Huge shoutout to Greg Finn @gregfinn for bringing me on! Tune in to their podcast or check it out on YouTube.**

**Anastasia Sorokina** @anna\_sorok



**The industry moves too quickly to not be always staying up to date. Which is why I love @MarketingOClock.**

**Greg** @PPCgreg

# MORE REVIEWS



## Runnerkik Apple Podcast Listener



What Can I say? These Guys Feel Like My Friends! This is another podcast you should listen to weekly and make sure to listen until the end when they "shoot the heck". My favorite part is straight out of our accounts into your ears. It's funny and relevant!

## Tampa Dave Apple Podcast Listener



The ONE Search Podcast You Need Far and away the best SEO/digital marketing/SEM/Social podcast available today. Timely and useful industry news, great chemistry between the hosts, and actually enjoyable to listen to. When Christine is not at her desk or behind a mic, you can find her singing off-key in her car, watching Murder She Wrote, or consuming large amounts of noodles.

## Strangenickname Apple Podcast Listener



Weekly smile and best conversation I absolutely love The humor and conversations in this podcast. I seriously get so excited every week when new episodes come out. Keep these coming! Having all of the weeks SERP news in one spot and fantastic personalities that actually make me LOL, it's the perfect combination to stay on the up and up. Thank you

## Kate F8 Apple Podcast Listener



Awesome & relevant podcast! I love this Podcast and look forward to it each week. It is very informative and a must listen for any modern marketer. And the tone and different takes on things are relatable. It is like listening to friends talk about marketing trends. I learn something new (many things, actually) each week. Thanks for doing this, Cypress North team! When not in the office or behind the mic Julia enjoys hiking, exploring Buffalo, and watching the latest reality dating shows.



# PRAISE FOR MOC



Search  
Engine  
Journal®

**Top 13 SEO  
Podcasts For  
2025**



LOWER  
STREET

**25 Must-Listen  
Digital Marketing  
Podcasts for 2025**



**The Best  
Marketing Podcasts  
to Listen To**



*Logan Bryant*

**Firsthand Insights  
From 15 Hosts of  
2023's Top SEO  
Podcasts**



CoSchedule

**The 40 Best  
Marketing Podcasts  
to Improve Your  
Marketing Skills**



KLiNT

**Best Marketing  
Podcasts For  
Fantastic Growth In  
Your Business**



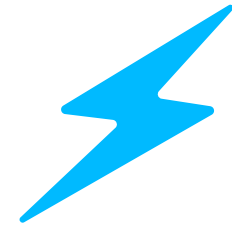
FeedSpot

**Top 40  
Digital Marketing  
Podcasts**



MARKETING  
CLOCK

# NOTABLE ADVERTISERS



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MARKETING  
CLOCK

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SPONSORED BY: adzviser

CLICK TO SEE OUR AD READS!



# SPONSORSHIP OPPORTUNITIES

## Episode Sponsorship

\$1000 per episode

**When you sponsor an episode of Marketing O'Clock, your brand takes over the episode!**

*This sponsorship includes:*

**- 2 ads per episode for better message retention**

Option for ad to be:

- Sponsor-provided audio ads
- Scripted ad reads from Marketing O'Clock hosts
- Custom ad read/testimonials promoting benefits of good service from Marketing O'Clock hosts (may require tool access/other info)
- Combinations of all of the above

**- Sponsor-branded border for YouTube version of show**

**- Screenshots/Logos/Graphics applied to video during the show**

**- Custom edited clips of all ads for your own promotional purposes**

**- Custom branded & tagged promotional clips shared to our 4,100+ Twitter followers & all social media accounts**

**- Sponsor promotion on episode show notes pages**

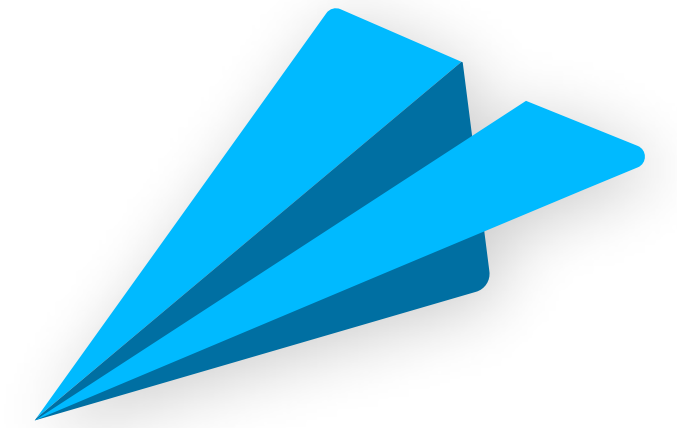
## Package Pricing

4 episodes - \$3,500

8 episodes - \$6,000

## Newsletter Sponsorship

\$250 per episode



Let your brand be a part of our weekly newsletter! We send out the show notes with all article links and a link back to the episode every week.

**Add a banner to the top promoting your business!**

## Customized Sponsorship

\$TBD

**Contact us for customized sponsorship opportunities to fit your business, including:** Studio naming rights, Segment naming rights, Interview episodes



Julia



Jess



Greg



Shep



Interested in more info?

**CONTACT US!**

@MARKETINGOCLOCK

**MarketingOclock.com**