



# Making Custom Audio Ads Work in Mission-Driven Marketing:

## Order of Operations

A step-by-step workflow for producing custom podcast ads — from brief to broadcast — with built-in checkpoints for reviews and approvals.

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### Step 1 | Match Your Brand to the Show's Tone

*Owner: Creative*

Before writing a single word of copy, complete the brand to show tone matching worksheet.

### Step 2 | Define Your Talking Points

*Owner: Creative*

Align on what the ad needs to say, including the key message, call to action, and any required disclosures or language.

*Our talking points for this ad:*

### Step 3 | Internal alignment on brand/show tone matching, talking points

*Owner: Operations*

Share the brand/tone worksheet and talking points with stakeholders before any creative work begins.

*What feedback came up? How will we address it?*



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### Step 4 | Write the script draft

*Owner: Creative*

Write the full ad script. Include timing notes and any details for the host (or VO artist, if doing a pre-produced spot).

*Script:*

### Step 6 | Revise and finalize script

*Owner: Creative*

Incorporate feedback. Flag any changes that alter the tone or creative strategy — don't let revisions silently degrade the concept.

*Changes we made and any creative concerns flagged:*



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### Step 7 | Final script sign off

*Owner: Operations*

Get written confirmation the script is approved.

*Approved by + date:*

### Step 8 | Produce the audio

*Owner: Ad Ops*

Record, edit, and mix the ad. Pre-produced ads: ensure sound design matches show tone. Host-read: provide the host with a clear, flexible script with delivery notes.

*Production notes:*

### Step 9 | Audio approval

*Owner: Ad Ops*

Share the produced audio for final sign-off.

*Revisions needed, if any:*



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### Step 10 | Trafficking and launch

*Owner: Ad Ops*

Submit final assets to the network or host. Confirm placement details, tracking links, and any other key info are correct before launch.

*Approved by + date:*

### Step 11 | Post-flight debrief

*Owner: Creative*

After the flight, document what worked, what to change, and what questions to bring into the next cycle. This goes for the creative process as well as the creative strategy!

*Key learnings for next time:*