

#3 AI-Driven Medical Search Engine Helps Fight Covid-19

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 **The Technology Trailblazers Podcast**
Hosted by Derek Little
[TechnologyTrailblazers.Club](https://www.technologytrailblazers.club)



SUCCESS

DESERVES TO BE RECOGNIZED

Because tech firms must reach their markets before they miss their window of opportunity, we've created a way to help you build your reputation with a large technology-focused audience, ASAP.



Expert Interviews

Our technology news site positions you as an authority by showcasing your customer experience and proven results.



Social Media Promotion

Your content is promoted on our website, Google News magazine, YouTube channel and LinkedIn.



Tracking Analytics

You get detailed weekly or monthly statistics on total traffic and engagement for each of your podcasts.

TechnologyTrailblazers.Club

360 Degree Podcast Promotion

The TechnologyTrailblazers.Club "360 Degree" Podcast Promotion gives your target audience a 360 degree view of what it's like to work with you, and what results they can expect.

Frequently Asked Questions (FAQ's)



What It Is:

- Marketing solution that promotes technology firms worldwide
- 3-part podcast series featuring one of your customers, a member of your leadership team, and a member of your technical team.



How It's Used:

- One of your customers is interviewed about their business and the challenge your product helped them solve.
- Your employee is interviewed to describe the customer's challenge and the solution your team delivered.
- Your CEO (or Director) is interviewed on industry trends, your company's vision, the total solution your customers get.
- The CEO interview interview is bundled with parts of the first two interviews giving your prospects a 360 degree view of what it's like to hire you.
- Your podcasts are posted on our [website](#), [Youtube channel](#) and [Google News magazine](#).
- Detailed statistics on total traffic and engagement per podcast are available



How It Helps Your Business

- Builds credibility for your firm while promoting your products.
- Helps crystallize your company's vision and purpose
- Educates prospects on their challenges and risks
- Strengthens your relationship with an existing customer
- Recognizes your employees for their achievements
- Helps attract new talent to your company
- Our [website](#), [Youtube channel](#), [Google News magazine](#), and top LinkedIn groups expose your content to thousands of potential listeners for free.
- You get sharable content that positions your company as a technology leader



What the Project Involves

1. **Discovery Meeting** - to determine guest's area of expertise, what they are comfortable discussing and motivated to talk about
2. **Guest Outline** - lists the interview questions where the guest can make notes they can use during interview
3. **Interview:** Interviewer follows the guest outline to complete the interview
4. **Podcast production:** Includes Intro and Outro, guest introduction, and show notes
5. **Promotion:** Posted on [website](#), [Youtube channel](#), [Google News](#), LinkedIn groups

Cost: Custom proposal can be provided (typically US\$300 to \$500 per interview)

News Angles

Technology is often a topic of great interest - it represents progress. But due to the proliferation of technology, it's getting increasingly difficult to win your audience's attention. Fortunately, there are techniques to make your content more newsworthy. One or more of these news angles can improve the odds your content will be consumed by the largest possible audience.



Timeliness:

Timeliness as a key news value, such as a seasonal or annual event. That's why it's called news (not olds).



Relevance or Proximity:

Niche topics, like technology, are more relevant to certain groups in the same way that local news is more important to a local resident.



Importance, Impact, or Consequence

The more people who are impacted by an event, the more important your news will be. (e.g. climate change)



Human Interest

An inspirational story, such as a person overcoming the odds to reach their goal, will appeal to your audience's fundamental human interest.



Conflict or Controversy

Bad news such as a conflict or controversy is often more newsworthy than good news.



Sensationalism

Sensational stories tend to be shared more than what is average or expected.



Prominence

Famous people naturally get more attention than the average person.



Novelty, Oddity, or the Unusual

Unusual stories like "Man bites dog," will get more attention than, "Dog bites man."

NOTE: Google News only publishes [news content](#). Any content deemed not to be news is removed by Google.

360 Degree Case Study

[BlockchainGuru.ca](https://www.blockchainguru.ca) specializes in consulting, training and software solutions for blockchain and artificial intelligence. Their challenge was to introduce their complex technology solutions and achieve their marketing goals.

Their goals included promoting a new partnership, attracting new customers, and establishing their credentials to bid for government contracts. They chose the podcasting services of Trailblazerwriting.com to create clear, concise and compelling content.

Customer Interview Benefits

- Voice of the customer provides insight into their customer experience and level of satisfaction
- Customer's willingness to participate in podcast establishes the company's credibility
- Existing customer relationship is strengthened
- More visibility for the company is created when customer shares their podcast



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Technical Team Interview Benefits

- Demonstrates BlockchainGuru's technical capabilities
- Technical "how-to" solution generates a great deal of interest
- Builds company's authority by establishing credentials of their technical team.
- Increases employee satisfaction by recognizing their achievements.



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CEO Interview Benefits

- Description of industry trends educates prospects about their needs
- Articulates company mission, purpose and customer experience while crystalizing the vision.
- Opportunity to introduce a new partnership
- Provides answers to questions customers typically have prior to choosing a vendor.



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(Availability may be limited)