

CASE STUDY

HOW ELEMENTOR SAVES 6 HOURS PER EPISODE

Castos Productions



CLIENT BACKGROUND

ELEMENTOR

Elementor is an intuitive, front-end site builder plugin for WordPress. It's a visual editor that gives professional and amateur designers complete control over their website, allowing them to complete projects faster.

They have 4,000,000 users in 180 countries and 3,000 five-star reviews in the WordPress.org repository.

ELEMENTOR TALKS

PODCAST SETUP

Matan Naveh is the magazine editor at Elementor. His job is to publish content that educates WordPress users on best practices, latest trends, and ways Elementor can help create top-performing websites. Their podcast - Elementor Talks - is one way Naveh and his team package and distribute their content.

Matan hosts the podcast alongside Ben Pines, who's the Head of Content. It's Matan's job to plan content, schedule guests, and produce each episode. He also manages the podcast's website, publishing every new episode with their show notes and audio transcription.

BEFORE CASTOS PRODUCTIONS

Even with his audio background, Matan spent 8 hours per week planning, recording, editing, and finalizing each episode. Most of that time was spent in front of his editing software.



WITH CASTOS PRODUCTIONS

After recording each episode, Matan sends us their episode recording at the end of his work week, which is Thursday in Israel. We send back the edited version by Tuesday of the next week.

MATAN'S REFLECTIONS AFTER 6 MONTHS WITH CASTOS PRODUCTIONS

"Use Castos Productions if you want to avoid the headache - *literal headaches* - of expensive hours of editing.

Don't bother deleting this and that, adjusting volumes, and connecting pieces together. Why bother if you can have someone else do it for you? It's much easier and saves you a lot of time."

6

Hours Saved Per Episode

\$300+

Regained Productivity From Your
Marketing Team

PODCASTING DOESN'T HAVE TO BE TIME CONSUMING

By working with Castos Productions, Matan gets six hours of his life back for each episode they produce.

That's nearly a full working day where he can organize his content calendar, oversee in-house and contract content creators, and run meetings with his team.

HOW CAN CASTOS PRODUCTIONS HELP YOUR SHOW?

LET'S TALK

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