Who is Fable and Folly Productions?
Fable and Folly Productions creates audio fiction podcasts. Civilized, their latest production, a completely improvised dark comedy sci-fi podcast, is delivered through email. How the story unfolds is entirely dependent on the choices that the listener makes in a choose-your-own-adventure style audio fiction story. Every morning, fans receive an interstellar email with a new audio file and a new option to select. Civilized is entirely listener funded through Patreon, and patrons get exclusive access to bonus episodes and early access to new content.

Why AWeber
Building the Civilized interactive experience required Fable and Folly to move from Mailchimp to a new email service provider that could accommodate trigger-based automations. “Choosing to work with AWeber was a no-brainer. Their platform allowed us to weave 23 fully-produced minisodes into an amazing interactive experience. The move to AWeber was seamless, and AWeber’s platform helped combine audio, graphic design, and written media to bring Fable and Folly’s storytelling to a whole new level,” said producer Sean Howard.

Choosing to work with AWeber was a no-brainer. Their platform allowed us to weave 23 fully-produced minisodes into an amazing interactive experience.

Awesome Results with AWeber
Fable and Folly recently switched almost all patron communications to AWeber when they noticed less than 3% of their Patreon supporters viewed their content. “The shift to use AWeber to deliver our Patreon perk emails resulted in 100% open rates on our $10/month tier and 50% open rates at our $5/month tier. And we could use tag automation to deliver them,” Howard said. Fable and Folly will still release content on Patreon but use AWeber to notify patrons of new releases.

The shift to use AWeber to deliver our Patreon perk emails resulted in 100% open rates on our $10/month tier and 50% open rates at our $5/month tier.

Favorite Feature
The biggest challenge for most podcasters is getting attention. More producers with big budgets are entering the space, so independent producers need the best tools available to build an audience. “The automated Campaign feature, when combined with automations and tags, allows our email subscribers to play a role as an antagonist in the story using meta tags,” Howard said. AWeber’s email marketing platform allows Fable and Folly to stand out and to connect with their listeners.

AWeber’s Smart Designer is a free, intelligent design assistant that lets you automatically create an amazing-looking, branded email template in seconds by entering either the URL of your website or social media account.

You can find and listen to Civilized at https://civilizedpod.com or on your podcast player of choice.