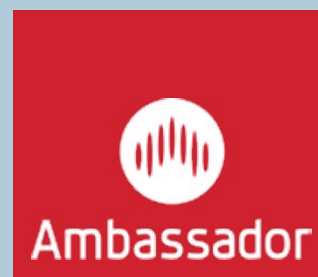


September 2022

Media Translator

Connecting your ministry to today's media platforms



TUNE IN: Radio Business

An **Edison research report** has determined the median listener age at: **AM/FM—46 years, Podcasts—34, Streaming—34**. However, the median age by time spent listening is: AM/FM—51 years, Podcast—36 and Streaming—31.

New data challenges the popular belief that music tastes are formed during teenage years. **Younger generations are listening to music that was popular at least a decade before they were born**, meaning mixing genres and staying on top of trends might be the ticket.

Restaurants rely on radio ads to promote deals and new items to hungry customers. **A recent report** found that **radio listeners are 102% more likely to spend more at fast-food chains**, and 76% more likely to spend more at sit-down restaurants.

Check your Inbox

- Have you noticed this trend in email designs? The **“one column”** design has become increasingly popular to **accommodate for mobile devices**. One easy way is to stack your elements on top of one another to fit the vertical layout.
- **Email marketing** is unmatched when it comes to personalization and data collection. It is **cost effective, easy to streamline and personal, securing it a long spot** in digital marketing trends.

Media matters

State of Marketing 2022

Download this **comprehensive report of marketing trends for 2022**. What stands out: short-form video is king on socials, Facebook boasts the best ROI from ads, and social media in general is the #1 marketing channel.

Media's Future

Look back only 20 years and you'll see how drastically different our media world was. The way we share information as well as the amount, continues to change. **What will be next?** Hint: a LOT more data.

10 Social Analytics Tools

What are they, why you should use them, which ones stand out. If you don't have data to drive your marketing efforts, you're going in blind. This isn't just for the pros, **these tips can help anyone regardless of where you are with your socials**.

Repurpose. Reuse. Repost.

Creating quality content is often time-consuming. Being able to **repurpose and overlap content over platforms** saves time and creative energy. Check out these 12 ways to repurpose social media content

A “Tokumentary”

The New Creative Language: A Tokumentary | TikTok for Business. **Learn how to speak the language of the app with more than 1 billion users**. This 8:00 mini doc takes you through some popular tips and tricks for this popular platform.

TMI

Speaking of TikTok... **this popular social app is grabbing more than people's attention**. A cybersecurity report suggests that TikTok is harvesting more info than necessary.