

December 2022

Media Translator

Connecting your ministry to today's media platforms



..... Radio Check

- ✓ Setting up a call to action for your radio station's digital strategy is crucial for connecting and communicating with your listeners. Here are **10 ideas on how to ask for email addresses** on your station's website.
- ✓ The time is right for AM/FM streaming. According to the most recent **report by Edison Research**, in the age group of 25 to 54, 17% of AM/FM radio listening now comes from streaming. Additionally, AM/FM had a 74% increase in ad-supported listening, outpacing the popular streaming services.
- ✓ Download the comprehensive, **The Spoken Word Audio Report 2022**. One highlight: spoken word audio is gaining tremendous popularity with 46% of the US population listening daily.
- ✓ A reminder that **a format is not a brand**. Avoiding a predictable utility approach and opting for a living, memorable brand will ensure that your radio station can hold its own in the competitive marketplace.
- ✓ Today's economic climate is compelling Americans to assess their finances and the banks and companies they use. **As a dependable medium, radio can help communicate** and inform listeners of services that could help with finances.

Podcast News

The founder of Amplifi, Steve Goldstein, analyzes "**podcasting's paradox of choice**" and the typical methods by which listeners choose which podcast to listen to.

Check out this brief but insightful article on **how to start a podcast on YouTube**, along with a source for uploading whole episodes.

New Year, New Strategies

- Thinking about what to incorporate into your marketing next year? Don't disregard these **3 "traditional" marketing strategies** because they could help you grow your organization in 2023.
- Speaking of the "traditional" marketing tactics, check out these **5 email marketing trends on the horizon for 2023** and ways to start using them now.

Get Social

Although not available to all users yet, **LinkedIn has just added an in-app scheduling option**. While it was possible to schedule posts through third party apps, this tool will at least be more reliable with time and display accuracy.

Confused about Twitter's new features? **Check out the "Twitter 2.0" route map**. This overview provides a basic description of the changes you might begin to see, (though it has the potential to change).

Speaking of ... there are **three new verification checks for Twitter** to help identify users and brands. Gold for companies, gray for government, and blue for individuals. Verification will also now be manually authenticated, which will take more time but will be more legitimate. (Unless Elon Musk changes his mind—again).

Here are **32 predictions and trends for 2023** in social media marketing. AI, Avatars, and VR posts are just some of the new ways to reach your audience.

'Tis The Season For . . . Giving!

Here are the top 5 reasons your listeners give to your station. The top two—feeling called by God to give, and the listener's belief in the mission and values of the ministry.