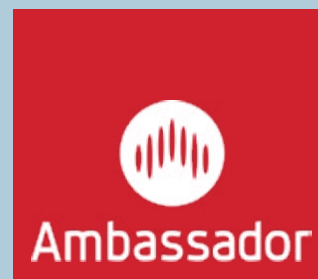


January 2023

Media Translator

Connecting your ministry to today's media platforms



Radio Check ✓

Get the *State of Audio report* from Audacy and learn more about your audience's listening habits. The report gives insight to the "11 Moments That Matter"—the **times when your listeners are most likely to tune in**.

We are all aware of how reliant on technology, particularly mobile devices, we have become. Did you know heavy radio listeners are 28% more likely to have **listened to radio on a mobile device** in the previous month. **Noting the platform where your listeners find you is important to staying connected.**

You may have heard of the **four P's of radio, product, promotion, price and place**. Product, or content, still remains king, but how do we **approach the other three in this ever changing digital world?**

Download this *study from Radio Advertising Bureau* about the **evolving nature of radio and the bright future it holds**. Learn from experts about trending themes and how to reach a wider demographic.

Radio Matters has compiled a selection of their **favorite 12 blogs from 2022** as a farewell to the year. Each with information and encouragement of why and **how radio as a medium, matters**.



The World Wide Web ... and Your Station

- You might be thinking about **updating the website for your radio station** now that the new year has arrived. Make sure your website is performing at its highest level for your radio station by using these 6 questions as a starting point.

- The Complete SEO Checklist. Are you **looking to improve your website's SEO but unsure of where to start?** This checklist will take you through the basics to the more technical aspects of maintaining a successful website for your station.

Extra: 15 Best Practices for Landing Pages

WHAT'S NEW IN Social Media

The **ever changing Twitter arena is yet again causing a stir**. As of mid-December, **Twitter has banned direct linking to other social media channels**. Although not all platforms are on the do-not-link list, notable ones include Instagram, Facebook and Linktree.

Amid the Twitter newstorm, one "trend" stands out in particular, **the rise of impersonators**. This has major consequences including user's being banned, and stock prices to plummet. Use these **5 tips to protect your station's brand and reputation**.

Marketing Matters

- Your listeners spend **an average of 13 hours in their cars each week**, this is a huge opportunity for you to tap into this market. Download this **infographic** to find out how to reach the behind-the-wheel demographic.

- Download this **guide to building your "martech stack"**— the group of digital tools you need to analyze, implement and improve your marketing strategy. Although you may already be using these tools, the start of a new year is a great opportunity to reevaluate your approach.

- Navigating the trends and tips for email marketing can be tricky. The digital world is ever changing and email is still an important tool. Use this **summary** to help you **prepare and optimize your 2023 strategy** to stay connected and engaged with your audience.

- Check out these **5 Need to Know updates to LinkedIn**. These include improved video, automatic captioning, job searching filters and post scheduling. Take advantage of this professional platform in the new year!