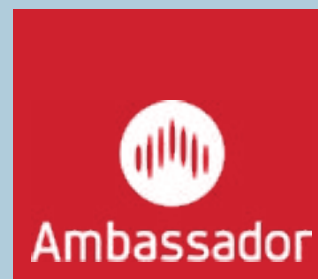


March 2024

Media Translator

Connecting your ministry to today's media platforms



Tune In: Radio

- Veritonic's Audio Attention Report identifies **key factors in audio ad engagement**. Low-volume voiceovers struggle, while louder ones achieve a 36% sustained attention rate. Ads with excessive creativity have a 25% attention rate. Shorter (32-second) ads outperform longer (95-second) ones and 75% of participants state high-quality audio ads positively influence purchasing decisions. [\[Radio Ink\]](#)
- Nielsen is revamping its radio ratings service by **transitioning from paper diaries to digital methods**. This includes electronic screeners, digital incentives, and a mobile survey to improve sample proportionality, particularly among younger demographics. It's a big move for Nielsen, investing heavily to make their radio market measurements more accurate and competitive. [\[Inside Radio\]](#)
- Fred Jacobs asks, **are you programming your radio station (or just changing the oil)?** Routine radio programming is like an ordinary oil change, but creating exceptional experiences requires something more. Jacobs underscores the impact of engaging content, like a personal interview. Successful radio, akin to high-end restaurants, requires leaders dedicated to exceeding expectations and creating a unique listener experience. [\[Jacobs Media\]](#)
- Over the past five years, Cumulus Media and LeadsRx teamed up for 17 studies, **finding a +14% boost in website traffic thanks to AM/FM radio ads**. They checked out different categories and learned that being creative, mentioning the brand early, mixing up media weight, and timing things right boosted effectiveness. It's a nod to AM/FM radio for mixing up site traffic and fine-tuning ads across the board. [\[Westwood One\]](#)
- In the past decade, the automotive industry has massively progressed the integration of technology into vehicles. **As cars have become more high-tech, the introduction of "glance time" as a new metric is redefining how listeners engage with in-car interfaces**, emphasizing the enduring importance of features like radio in the evolving automotive landscape. [\[Jacobs Media\]](#)

Marketing Matters

- When done right, *email marketing can have a great positive impact for your organization*. How do you know you're on the right path? By teaching you best practices for developing a strategy, expanding your subscriber list, and analyzing results, [this guide will help you succeed in your email marketing endeavors](#).
- Keeping up with marketing trends can easily become overwhelming, and *knowing what is going to work for your organization is a whole other matter*. Use the [2024 State of Email Trends](#) to learn what trends are predicted and which ones are worth a follow.
- At its simplest, email footers provide an address, privacy policy, and an unsubscribe button, *but the footer in your marketing emails can achieve so much more for your organization than you might think*. [Learn more about the purpose of footers and be inspired](#) to think outside the box for your own.

Get Social

The trend of short-form entertaining videos is here to stay. "**Edutainment**" content is effective, and cross-platform posting on TikTok, YouTube Shorts, Instagram Reels, and Facebook Reels is key. [\[Short and Sweet\]](#)

Unlock the secrets of **Instagram Reels** with this comprehensive guide for businesses. Discover effective strategies to expand your reach and captivate your audience using Instagram's favored format. [\[Reeling\]](#)

Understanding the difference between **reach** and **impressions** is vital, and each social platform has nuanced definitions. Reach refers to unique viewers, while impressions measure overall content views. [\[What's the Difference?\]](#)

In today's social media landscape, with over 4 billion users, organizations seek quality traffic and engagement. These **15 essential tips** cover defining goals, understanding the audience, platform selection, storytelling, and leveraging analytics for effective strategies. [\[Tips and Tricks\]](#)

8 Questions, 10 Seconds...

The average web-surfer expects to find the information they need and want on your website in 10 seconds. That doesn't give much time for blind scrolling or searching on a page. Ask yourself these 8 questions that website visitors want answered.

Can you find the answers in 10 seconds?

- What Are You Offering?
- Why Should They Care?
- What's the Cost?
- What Makes You Different?
- Can I Easily Navigate Your Site?
- Who Else Likes Your Product?
- Can I Trust You?
- How Can I Contact You?