

5 Reasons to Use Audio Ads for Brand Building & Lower Your Performance Marketing Expenses

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Highlight: *In this article, we have discussed the following benefits of using audio ads for brand building and how they can help reduce your performance marketing costs:*

- *Captivating Emotions through Sound*

- *Building Brand Recognition and Recall*
- *Reaching a Wide and Diverse Audience*
- *Cost-Effective Performance Marketing*
- *Enhanced Engagement and Listen-Through Rates*
- *BONUS CONTENT – Why you Should Focus on Spotify Ads*

Are you ready to elevate your brand's presence while also, lowering your marketing budget?

Then, you MUST incorporate [audio ads](#)!

We all listen to Spotify, right? Then, we all must have encountered Spotify ads for a few seconds. Also, I am sure you can recount those audios in your head right now!

That is because sound has a unique ability to connect with audiences on a deep emotional level, making it a valuable tool for brand building.

Moreover, audio advertising presents an opportunity to lower performance marketing expenses while still achieving remarkable results.

Now here are 5 reasons why you should include audio ads in your marketing strategy!

- Captivating Emotions through Sound

The power of audio lies in its ability to reach the subconscious mind.

Sound can evoke various kinds of emotions regardless of the visual.

You must have seen some Instagram memes that show some famous movie scenes but with different audio to show how background music or sound can change the context of the video.

Brands have used this power to make a lasting impression on their audience's minds through their mindfully crafted script, tagline or jingle, which leads us to our second point.

- Building Brand Recognition and Recall

Audio ads provide an opportunity to reinforce brand recognition and recall.

How many of you remember Kingfisher's Oo La La Lala Le O jingle?

OR...

Can remember these ladies- Hema, Rekha, Jaya and Sushma who all love using one washing powder, Nirma.

Most of us can even sing the whole song.

The use of catchy jingles, brand-specific sound effects, or a recognizable voice can help establish a sonic brand identity that instantly triggers recall when encountered by your target audience.

This builds familiarity and trust, leading to long-term brand loyalty.

- Reaching a Wide and Diverse Audience

With the rise of smartphones and digital platforms, audio consumption has become more prevalent than ever.

How many of us listen to Spotify, SoundCloud, Pandora, PocketFM or any other streaming service platforms while working out, commuting or cooking?

OR...

Played Candy Crush or Ludo King on our phones and tablets?

Audio ads provide a seamless experience since they don't disrupt the user's visual or reading activities. This makes it easier to capture attention and engage with listeners, enhancing the effectiveness of your brand-building efforts.

[According to eMarketer](#), adults will spend more time listening to digital audio than they will on other forms of digital media content.

Hence, this is high time to incorporate audio ads in your marketing campaigns.

Streaming services, podcasts, and audio platforms offer access to a vast and diverse audience base.

- Cost-Effective Marketing That Generates Leads and Sales

While marketing often requires significant investments in digital advertising platforms, audio ads offer a cost-effective alternative.

Furthermore, platforms like PayTunes, a leading audio advertising platform, provide advanced targeting capabilities that ensure your ads reach the right people at the right time.

This precision targeting minimizes wasted impressions and optimizes campaign performance, resulting in higher qualified leads and sales.

- Enhanced Engagement and Audio Completion Rates

Audio ads have demonstrated exceptional engagement rates around 90% – 95% audio completion rate, also called listen-through rates.

Listeners tend to pay attention to audio content, making it more likely for your brand message to be absorbed and retained.

By creating compelling audio narratives and captivating storytelling, you can create an immersive experience that keeps your audience engaged from start to finish.

Why You Should Focus on Spotify Ads

Additionally, when exploring the realm of audio ads, it would be remiss not to mention the immense potential of [Spotify Ads](#).

As one of the leading music streaming platforms worldwide, Spotify offers a vast and engaged user base that presents a unique opportunity for brands.

Spotify has stated that it has 515 million monthly active listeners as of Q1 2023. out of which 210 million are premium subscribers.

Embrace the influence of Spotify Ads to amplify your brand's reach and impact, making your presence felt in the hearts and ears of millions of Spotify users worldwide.

The post [5 Reasons to Use Audio Ads for Brand Building & Lower Your Performance Marketing Expenses](#) appeared first on [SeoXnewsWire](#)

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