# 5 Tips for Integrating Audio Into a Marketing Strategy

As music streaming, podcasts, audiobooks, smart speakers, connected cars and voice assistants have caught the public’s attention, the amount of audio-friendly content space is multiplying by the minute. To plant a seed in this growing ecosystem, brands need a comprehensive strategy for navigating the flourishing mediums that rely on sound, music and voice. If your… https://www.adweek.com/brand-marketing/5-tips-for-integrating-audio-into-a-marketing-strategy/