New Research: Social Marketers Still Can’t Prove ROI

Do you struggle to measure the return on investment (ROI) for your social media activity? Turns out you aren’t alone. In this article, you’ll discover insights from new research that addresses the age-old ROI challenge. #1: Measuring Return on Investment Remains Marketers’ Biggest Challenge Social Media Examiner’s 2018 Social Media Marketing Industry Report found that […]

The post New Research: Social Marketers Still Can’t Prove ROI appeared first on Social Media Examiner.

https://www.socialmediaexaminer.com/research-social-marketers-roi/

Instagram Brings Notifications to Web Browsers by @MattGSouthern

Instagram has added notifications to the web-based version of its app.

The post Instagram Brings Notifications to Web Browsers by @MattGSouthern appeared first on Search Engine Journal.

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Facebook Now Lets All Advertisers Run Ads in Stories by @MattGSouthern

Facebook Stories ads are now available globally to all advertisers following a successful test run this summer.

The post Facebook Now Lets All Advertisers Run Ads in Stories

by @MattGSouthern appeared first on Search Engine Journal.

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Instagram is Testing a Way to Add Hashtags to Posts Without Putting Them in Captions by @MattGSouthern

Instagram has been spotted testing a way to add hashtags to posts without including them in post captions.

The post Instagram is Testing a Way to Add Hashtags to Posts Without Putting Them in Captions by @MattGSouthern appeared first on Search Engine Journal.

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Pinterest Lets Small Businesses Use ‘Shop the Look’ Pins by @MattGSouthern

Pinterest is now letting small-to-medium sized businesses use Shop the Look pins for marketing their products.

The post Pinterest Lets Small Businesses Use ‘Shop the Look’

Pins by @MattGSouthern appeared first on Search Engine Journal.

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Instagram Lets Users Send GIFs in Direct Messages by @MattGSouthern

For the first time, Instagram is letting users send GIFs via direct messages.

The post Instagram Lets Users Send GIFs in Direct Messages by @MattGSouthern appeared first on Search Engine Journal.

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Pinterest Makes it Easier for Businesses to Connect With Influencers by @MattGSouthern

Pinterest is opening its content marketing API to third-party influencer marketing platforms in an effort to connect businesses with influencers.

The post Pinterest Makes it Easier for Businesses to Connect

With Influencers by @MattGSouthern appeared first on Search Engine Journal.

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Instagram Introduces Shopping in Stories, New Shopping Section in Explore by @MattGSouthern

Instagram is expanding shopping capabilities, giving more businesses access to Shopping in Stories, and testing a Shopping Channel in Explore.

The post Instagram Introduces Shopping in Stories, New Shopping Section in Explore by @MattGSouthern appeared first on Search Engine Journal.

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Should Your Brand Take a Stand on Controversial or

Political Issues? by @gregjarboe

Ask these six time-tested questions before deciding to take a stand on controversial issues.

The post Should Your Brand Take a Stand on Controversial or Political Issues? by @gregjarboe appeared first on Search Engine Journal.

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Twitter Lets Users Switch to a Chronological Feed by @MattGSouthern

Twitter plans to let users easily switch between a reverse chronological feed and an algorithmically curated feed.

The post Twitter Lets Users Switch to a Chronological Feed by @MattGSouthern appeared first on Search Engine Journal.

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