YouTube Just Made It Easier for People to See Just How Long They’re Watching Videos

YouTube announced Monday that it consolidated all of its tools that enable people to control and monitor their usage of the video site in a single location. The video site’s parent company initially introduced the tools at its Google I/O annual developers conference in May. Director of product management Brian Marquardt said in a blog… https://www.adweek.com/digital/youtube-just-made-it-easier-for-people-to-see-just-how-long-theyre-watching-videos/

The Growth of Social Commerce: Why It Works Now

With big brands dominating the social media influencer circles and celebrities selling their precious endorsements, it was starting to look like the authentic appeal of social media marketing was dead. Fortunately, there are still plenty of stories of startup unicorns floating around to give a small entrepreneur hope. Some stories just warm your heart …… https://www.adweek.com/digital/the-growth-of-social-commerce-why-it-works-now/

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3 Ways Facebook’s Updated Pixel Helps Your Business Grow

Facebook’s recent announcement of its advancement in pixel improvements is making waves in the sphere of online advertising. While the social network already boasts unparalleled trackability within a multitouch attribution model, its recent pixel enhancements were designed to help businesses drive even more conversions by automatically capturing website visitors’ information. At my agency, Drive Social…
https://www.adweek.com/digital/3-ways-facebooks-updated-pixel-helps-your-business-grow/

How Should Businesses Cope With Social Media Churn?

One of the biggest challenges facing businesses on social media today is growing their audiences. According to a report by The Manifest, building their follower and influencer bases is one of the top challenges facing 24 percent of social media marketers today. But among the number-dependent social media challenges, one stands out: churning. In a…
https://www.adweek.com/digital/how-should-businesses-cope-with-social-media-churn/

Twitter: Here’s How to Turn Off Sound Effects in the App

Did you know you can turn off the sound effects in the Twitter mobile application? Our guide will show you how this is done. Note: These screenshots were captured in the Twitter app on iOS. Step 1: Tap your profile picture in the top-left corner of the screen. Step 2: Tap “Settings and privacy.” Step… https://www.adweek.com/digital/twitter-heres-how-to-turn-off-sound-effects-in-the-app/

Is It Time to Hire a Designated Instagram Marketer?

Is Instagram becoming a drain on your time and resources? If so, no wonder: Instagram now has over 25 million business profiles and 2 million monthly active advertisers. It is a dream social network if it is used correctly and campaigns run successfully. But for many marketing teams, it can be extremely time-consuming to keep… https://www.adweek.com/digital/is-it-time-to-hire-a-designated-instagram-marketer/

How to Leverage Paid Social at Every Stage of the Customer Journey

With U.S. digital marketing spend climbing its way to a predicted $119 billion by 2021, marketers are tasked with determining where to spend that budget. Forrester Research foresees that digital advertising options, like social media and display ads, will represent 46 percent of all advertising in the next three years. Social media continues to thrive,… https://www.adweek.com/digital/how-to-leverage-paid-social-at-every-stage-of-the-customer-journey/

Top 5 KPIs Social Media Marketers Need to Track and Improve

Social media is an important business tool. According to the 2018 Global Digital Report, there are over 3 billion active social media users. It’s no wonder, therefore, that businesses continue to amplify their social media efforts in order to reach more customers. At least 88 percent of businesses use social media. Jumping on the bandwagon… https://www.adweek.com/digital/top-5-kpis-social-media-marketers-need-to-track-and-improve/

Dropping the Filter: How Brands Can Navigate Instagram's IGTV

Instagram made its name by offering photo filters that gave the amateur's pictures some professional sheen. But lately, its video offerings have been also become a place where brands offer unfiltered images of themselves. Many brands are likely to continue with that approach for IGTV. Introduced in June, IGTV is notable for two things: It… https://www.adweek.com/digital/dropping-the-filter-how-brands-can-navigate-instagrams-igtv/

Facebook Expanded Its Level Up Program and Revealed Its Gamescom Plans

Facebook launched its Level Up Program in June for video game content creators, designed to help livestreamers grow their audiences on the social network. The program was originally limited to users in the U.S., U.K., Philippines, Malaysia and Thailand. However, in a Facebook Gaming blog post, Bob Slinn, head of games partnerships for Europe, the… https://www.adweek.com/digital/facebook-expanded-its-level-up-program-and-revealed-its-gamescom-plans/