I’m Just Here for the Comments

Ever since Emily Weiss announced that her cult-status beauty blog, Into the Gloss, was expanding out of editorial and into product development with a skincare brand called Glossier, the concepts of “customer-centricity” and “brand community” have evolved from marketing buzzwords into a standalone business strategy. Today, the disruptive beauty brand has yet to launch a…
https://www.adweek.com/digital/im-just-here-for-the-comments/

Does Live Video Make Sense for Your Brand?

If you’re following 2018 FIFA World Cup Russia, you’ve probably noticed the unprecedented amount of video coverage it’s delivering both on TV and in the digital space. It is the world’s most widely viewed sporting event, and Fox and Fox Sports 1 have teamed up to showcase exclusive behind-the-scenes content, social augmented reality content and…
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Snapchat Story Ads Work: Here’s How to See Success in Seconds

A little over one year ago, small and midsized businesses won a battle against the duopoly of Google and Facebook when Snapchat introduced its self-service, programmatic ad platform. The offering has quietly evolved, challenging acquisition specialists to develop a unique set of video advertising skills. From developing new ad products to weathering scandals and volatile… https://www.adweek.com/digital/snapchat-story-ads-work-heres-how-to-see-success-in-seconds/

Fake Followers Are the Latest Data Fraud Issue Hurting Brands

Data-driven marketing has a problem. Unilever chief marketing officer Keith Weed set off alarm bells recently when he called for “urgent action” in response to the problem of fake followers of supposed social media “influencers.” Given Unilever’s $8.4 billion marketing budget and hundreds of consumer brands, those comments carry tremendous weight. Beyond social media, third-party… https://www.adweek.com/digital/fake-followers-are-the-latest-data-fraud-issue-hurting-brands/

Instagram Tells Its Users, ‘You’re All Caught Up’

Instagram began notifying users when they’ve seen every post in their feeds from the past two days. The Facebook-owned photo- and video-sharing network announced in a blog post that iOS and Android users will begin seeing a message telling them “You’re All Caught Up.” Posts people have already viewed in in the past two days,… https://www.adweek.com/digital/instagram-tells-its-users-youre-all-caught-up/

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5 Ways to Deepen Your Social Engagement

No one doubted that Apple did indeed Think Different in 1997, when it introduced a series of advertisements featuring the plucky, succinct directive. Instead, consumers instantly bought into the mindset, peppered by familiar images of everyone from Kermit the Frog to Albert Einstein. It’s been two decades since Apple’s winning campaign, yet it remains evergreen…. https://www.adweek.com/digital/5-ways-to-deepen-your-social-engagement/

Tech and Media Companies Are Teaming Up to Keep Brazil's Elections Fake-News-Free

Voters in Brazil are set to go to the polls and choose a president starting Oct. 7 and running through Oct. 28, and the Comprova initiative was established to help ensure that the news those voters see is authentic. Platforms including Facebook, Twitter, Google and NewsWhip are teaming up with First Draft, a project based… https://www.adweek.com/digital/tech-and-media-companies-are-teaming-up-to-keep-brazils-elections-fake-news-free/

Music Can Now Be Added to Photos, Videos in Instagram Stories

Are you ready to sing along with Instagram Stories? Instagram announced in a blog post that 400 million people are using Stories every day—up from 300 million in the third quarter of 2017—and they can now add music to their Stories from a library of "thousands of songs," either before or after capturing photos or… https://www.adweek.com/digital/music-can-now-be-added-to-photos-videos-in-instagram-stories/

Pinterest Just Made It Easier to Save Pins on Desktop

Pinterest introduced a tweak to speed up the process of saving Pins on desktop. Rather than taking three clicks—clicking the save button, picking a board and clicking the save button again—users can now click once to access a drop-down menu enabling them to save Pins in search, their home feeds or their following tabs. Pinterest… https://www.adweek.com/digital/pinterest-just-made-it-easier-to-save-pins-on-desktop/

Facebook Is Continuing to Pump New Features Into Its Stories

Facebook added four new features to Facebook Stories: the ability to start a group conversation about them on Messenger, Reactions, two new interactive stickers and the ability to view Messenger responses without leaving Stories. When someone taps the reply bar of a friend's Story, they will now be able to add other friends to the… https://www.adweek.com/digital/facebook-is-continuing-to-pump-new-features-into-its-stories/