



Three trends in online consumer behaviour, according to Facebook

The way people act online is fundamentally changing, and with access to the behaviour of 1.1bn people each month there are few companies better placed to comment on that than Facebook.

In his talk at the Content Marketing Summit last week, the social network's head of agency relations, Ed Couchman, gave an interesting talk on what he believes are the three biggest changes currently happening in digital.

- The move away from desktop to mobile.
 - An increase in more visual-based communication.
 - A tendency for discovery rather than search on mobile.
- Let's go into a bit more detail on each of those points.

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14 predictions for mobile marketing trends in 2016

In the final trends round-up from me (until next year, of course), I'm looking ahead into 2016 to see what the most exciting developments in mobile will be.

1. Joined-up mobile experience,
2. Virtual and augmented reality,
3. Heightened security,
4. The internet of things
5. Personalised retail
6. New approach to products,
7. Mobile apps will impact TV viewing habits.
8. The way people interact with mobile content will evolve,
9. Better use of data to personalise content,
10. Education revolution
11. App-only content in SERPs,
12. App streaming,
13. Video consumption will rise, which will impact on advertising,
14. Artificial intelligence will improve

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Debunking four popular myths about influencer marketing

It's time for brands, both big and small, to get smart about influencer marketing if they really want to see it working for them.

"Influencer marketing is not about throwing money at someone and expecting wonders to happen overnight for your brand," said Sarah Penny, editor of Fashion and Beauty Monitor.

It is about a long-term partnership with a person who will consistently add value to your business because of the influence they yield online.

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Do new features make Facebook a viable customer service platform?

Last month, Facebook revealed it is now home to 50m active business Pages.

So it's no surprise that the world's largest social network is working to make itself more business-friendly.

In August, Facebook unveiled messaging functionality for Pages to facilitate communication between users and businesses. A month later, it released updates, such as prominent call-to-action buttons, designed to improve the productivity of Pages for business use cases.

One of the use cases Facebook is most focused on is customer service.

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Five best practice tips to boost mobile conversions

With mobile now accounting for the majority of visits to retail websites, it's crucial that retailers deliver a mobile experience that drives conversions.

To help ecommerce professionals understand how to improve mobile UX we recently examined 15 leading retail sites from the point of view of smartphone shoppers.

The research revealed over 120 mobile conversion blockers as well as highlighting best practice from sites including Amazon, Argos, Schuh and Tesco Direct.

Here's a quick summary of some of the more interesting findings:

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SEO trends in 2016: What do the experts predict?

What does 2016 have in store for SEO?

The experts have already summed up 2015, let's see what the crystal balls reveals for the year ahead.

Moving towards the 'no-search' future

Mobile will overtake desktop, where it hasn't already, in 2016 and that means more voice searches and smart assistants....

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Four display advertising trends in APAC

In 2015, many marketers have been thinking about how display advertising now fits into the marketing mix.

With so many other options available and with how confusing the display landscape has become with programmatic ad buying, it's not surprising that many people are now wondering just what their display strategy should be.

To help out, especially with the programmatic bit, we published a few reports on:

- What programmatic display ad buying actually is,
- The size of the programmatic market in APAC,
- And predictions for the future of display

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How to achieve the right tone of voice for your brand

The way a person speaks is one of the first things people notice.

Soft-spoken, polite, enthusiastic, rude, dull: you can make an instant judgement about somebody based on how they communicate. It is no different for brands. The way a brand speaks to its audience is extremely important, because that is how people are going to remember it.

But there are two major hurdles to overcome before you can achieve consistent tone of voice: first you need to decide what that tone of voice should be, and then you need to ensure everyone at the company adheres to it in all published communications.

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