

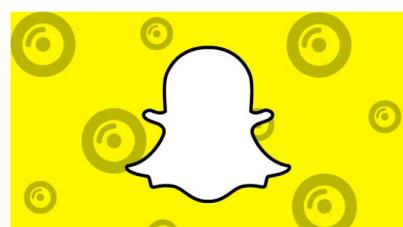


HOW YOUR CONTENT STRATEGY CAN INCREASE YOUR SOCIAL FOOTPRINT

IF YOU'RE LOOKING TO OPTIMIZE YOUR BRAND'S SOCIAL REACH, IT'S TIME TO DEVOTE MORE RESOURCES TOWARD YOUR CONTENT STRATEGY.

While traditional content marketing is great for site conversion, research shows that sponsored content, many times placed under the umbrella of native advertising, is more effective at driving social engagement.

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Snapchat Is Now Pitching Brands on Sequential Video Ads

Is one of your New Year's resolutions to quit social media and claw back your free time? If so, you're not alone.

Close to 8 in 10 people wish to banish their Facebook, Twitter, Instagram and Snapchat accounts — and countless other networks and apps — new research suggests.

Almost 4 in 10 people, out of 4,800 users polled worldwide by anti-virus firm Kaspersky Lab, say they find social media a waste of time. But pulling the plug is not as easy as it seems. A fear of losing friends and the neat catalogue of memories captured in cyberspace keeps more than 6 in 10 people from pulling the plug.

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Here's What Marketers Can Expect From Pinterest in 2017

Two and a half years after launching its first paid ads, Pinterest is finally ready to compete head-on with Google, Facebook, Snap Inc. and others for big brand dollars.

The eye-opening point that you're going to hear from us all year is, "We're a mass reach play." A marketer tends to think, "If I want mass reach with my customer, I go to Facebook with their 1.7 billion users or I go to Instagram because they have 600 million users." But if you think about the major CPGs and retailers, the audience that drives all the decision-making are women, 25 to 54. If you want to reach those people, we reach 80 percent of what Facebook reaches every month. And we reach more of that segment than Instagram, Snap or Twitter.

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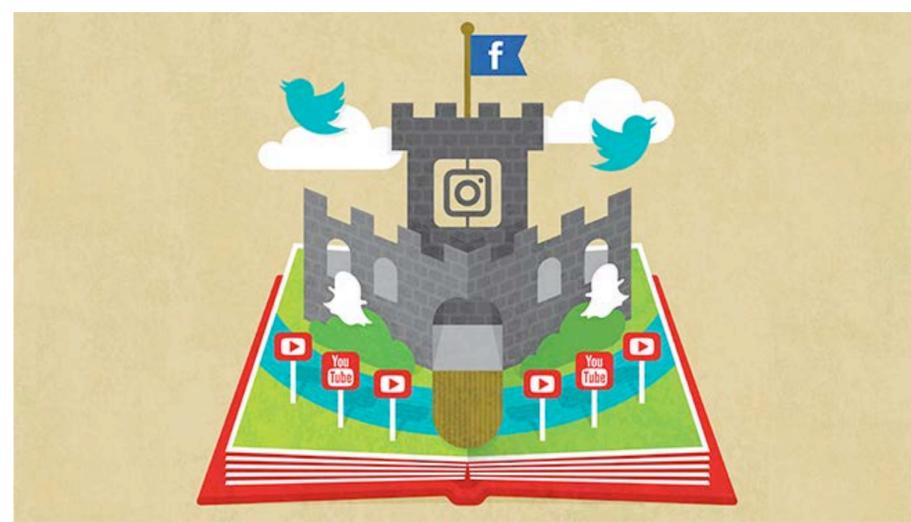
Mobile marketing predictions for 2017 from 11 industry veterans

Yes, it's time to look forward to 2017 and take a stab at predicting what important events and developments will impact mobile and location-based marketing.

According to eMarketer, there are nearly two billion smartphones worldwide, with 200 million or so of those in the US (nearly 65 percent of the population). The growth here is slowing in mature markets but continues to be strong in developing countries like India, Brazil and Russia.

Nearly 50 percent of all time spent consuming digital media is done through a smartphone, according to ComScore. For location-based marketing, no one technology has emerged. Bluetooth Low Energy, RFID, geofences and so on have had moderate success in providing data and opportunities to engage with customers down to the shelf level, but scale and adoption continue to hinder the real unlocking of this space.

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What Brand Storytellers Have to Say About the Content People Want to See

At its core, all marketing is storytelling. But new digital platforms—from video to Snapchat to VR—are providing brands with more powerful tools to build compelling narratives that engage and delight consumers. We asked the sponsors of the Brand Storytelling conference, taking place at this year's Sundance Film Festival, to share their insights on what brands need to do to become captivating storytellers. Here are highlights of what they had to say...

The Branded Content Lifecycle

As digital, social, TV and film converge, the ability to craft stories that are engaging and adaptable across formats and screens is increasingly valuable. Advertisers can act like traditional networks—developing, green-lighting, piloting and measuring the success of brand stories digitally before graduating the most successful to additional or bigger screens.

The New Technologies That Are Changing Storytelling

Last April, Garret Madison set out to ascend Mount Everest for the seventh time. The world-class American climber, who had previously guided 37 others to the summit, again found himself leading a group into the most dangerous journey in the mountaineering world. Only this time, Madison and his team were seeking to capture the climb in a way that had never been done before—in virtual reality.

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Top Trends in Technology for 2017 and how they will drive Marketing

2017 will see advances in tech we've seen in 2016 go on overdrive. A lot of these revolve around developments in AI and machine learning. They're all in some ways connected. To each other. And to us as people.

Cognitive Devices: This is a step beyond 'smart' devices. Products that have self learning built in to become aware of context — and that are capable of complex thinking that mimic human capabilities. See Sentient IOT below. Cognitive devices will allow for predictive marketing and product delivery — taking loyalty based decisions to levels of automation which are actually quite scary..

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Study: Gen Z more discriminating, more advertising-resistant than Gen X or Y

They study reveals an emerging population with more than two billion people.

A massive new demographically segmented study from Kantar Millward Brown presents an instructive (and challenging) set of findings for marketers trying to reach younger audiences. The study spanned 39 countries and 23,907 interviews, including populations representing Gen X (35–49), Gen Y (20–34) and Gen Z (16–19).

It's particularly tricky to get Gen Z to engage, because they are highly discriminating and more averse to advertising in general. In the online space Gen Z are significantly more likely to skip ads, suggesting they have a lower threshold for boredom. They are also more turned off by invasive, interruptive online and mobile formats.

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Facebook takes on a bigger role in journalism



Company envisions Facebook engineers working with news organisations to create new ways of telling stories and novel advertising or subscription models

Facebook is launching a journalism project aimed at strengthening its ties with media organisations to help them expand their audiences, come up with new products and generally promote trusted news in today's "post-truth" era. The project is in its early stages and as such, light on specifics. But the company envisions Facebook engineers working with news organisations to create new ways of telling stories and novel advertising or subscription models, right from the early stages of development.

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UAE advertisers join war on fake ad sites

Leaving them unchecked would mean getting skimmed off on their digital ad dollars

Local advertisers better keep a close eye on where their digital ad dollars are going — chances are "(ro) bot viewers" or fake sites may pick them clean if they don't. And by the looks of it, they shouldn't be spending too much time on what their counter strategy should be. It should come as no surprise that the problem of "fake" should start cropping up more frequently in the region's digital space. In fact, it could be one of the most commonly used word — or set of words — in any mention of digital's near universal reach.

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