

## WHAT IS CROSS-CHANNEL MARKETING AND WHY DO YOU NEED IT?

TODAY'S CONSUMERS ARE MORE CONNECTED THAN EVER BEFORE - CONSTANTLY CHECKING EMAILS, SOCIAL MEDIA APPS, AND EVEN INTERACTING ONLINE VIA VOICE TECHNOLOGY.

For brands, the challenge is to cut through the noise to be able to reach consumers at the right time. This is where cross-channel marketing comes in: an approach that allows brands to seamlessly communicate with consumers across multiple touchpoints.

So, what are the benefits exactly? Here's what you need to know.

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### 5 Trends That Will Shape Social Media in 2018

There's no shortage of predictions at the start of a new year, especially for marketers. Deciding where to invest your time and money is hard enough without long lists of flash-in-the-pan fads and experimental tactics. So, when we produce our annual Social Trends Report at Hootsuite, we focus our analysis on trends that are both realistic and actionable.

We've combed through global data, survey results, and analyst reports—and here are the five biggest trends we believe are worth pursuing in 2018.

The evolution of social return on investment  
As a chief marketing officer, I expect to see business results from social strategies. Likes, comments and shares don't show the true value that social media brings to the business.

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### Facebook updates News Feed again: The detail

After a year in which Facebook found itself under growing scrutiny over how it determines what content is displayed to users, Mark Zuckerberg made a simple resolution for 2018: fix Facebook.

It would appear that the Facebook CEO is serious as not two weeks into the new year, the company has announced an update to its News Feed that will impact brands active on the world's largest social network.

Here's what marketers need to know. Facebook wants to prioritize content "that spark[s] conversations and meaningful interactions between people" Currently, Facebook looks at engagement metrics such as the number of Likes and comments a post receives when determining where that post will appear in users' News Feeds.

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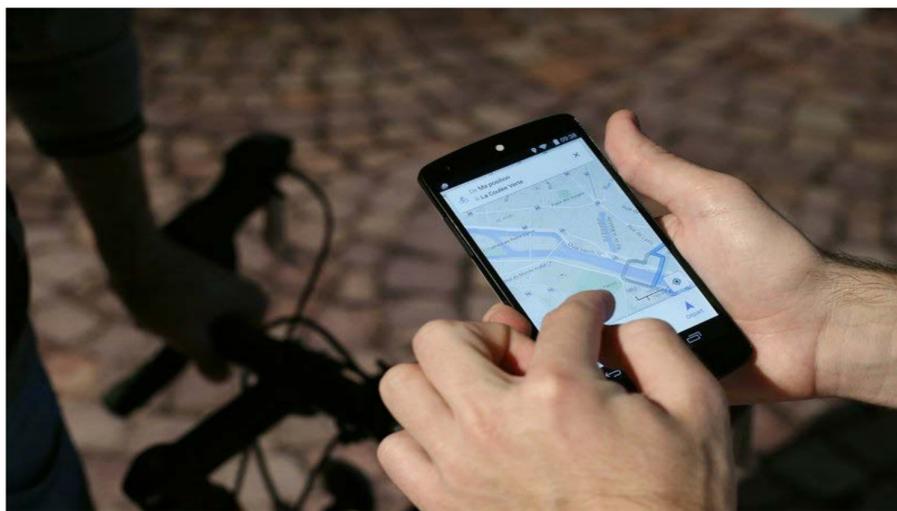
### Q&A With Venture Capitalist Powerhouse Eric Hippeau on the Future of Digital Media

Eric Hippeau has been riding the media wave for almost three decades—from running Ziff Davis throughout the 1990s to serving as the chief executive of the Huffington Post during its 2011 sale to AOL.

Since then, Hippeau has served as managing director at Lerer Hippeau Ventures, Hippeau has arguably had more influence in shaping the realities of "new" media than any other company. In effect, his role is to bet on the future of media and advertising.

Adweek recently visited Hippeau in his lofty SoHo office to talk about the current state of media, where it's heading, and how tech plays a vital role in the decisions the industry makes.

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### 15 Ways Geolocation Is Totally Changing Marketing

**Geolocation is the next buzzword in marketing. As brands discover the power of GPS-fueled augmented reality (think Pokémon Go), they're finding new ways to reach customers. For them, it's meaningful not only to know not only where a consumer is, but also where that consumer's attention is, and technology is making that possible.**

"Every advertiser has an understanding of where consumers are located through their devices translated as specific GPS coordinates," says Jim Kovach, vice president of business development at CrowdOptic, an augmented reality technology firm that has worked with L'Oreal, Sony and IMG.

Kovach sat down with me to talk about trends to watch as geolocation sweeps marketing and advertising. Here are 15 trends to watch.

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### Four digital transformation secrets, revealed



After years of discussions, digital transformation has finally become a reality at many organisations.

And along with actual transformation projects has come the realisation that digital transformation in practice is quite different than digital transformation in theory.

So what have practitioners learned about digital transformation that most of us don't already know? What are the secrets to digital transformation success?

Digital transformation is really about survival The first secret revealed by attendees is that digital transformation is not about getting ahead of the competition. Instead, for most firms, digital transformation is started to head off bankruptcy.

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**MARKETING STRATEGY 101**  
**2018 TREND: HOW AI WILL DRIVE AD TARGETING AND DECIDE ON FREQUENCY**

FINDING THE RIGHT NUMBER OF TIMES YOUR BRAND'S MESSAGE NEEDS TO BE OUT THERE IS KEY. AND AI WILL HELP YOU FIND IT.

### 2018 Trend: How AI will drive ad targeting and frequency to improve efficiency

**How many times does your brand's message or ad needs to be exposed to your audience for them to act on it?** While there are no definitive numbers out there, and many marketers use tools such as econometric modeling to figure out an "effective frequency" number for exposures, Artificial Intelligence is going to come into play to help you decide. That's what will trend in 2018.

Research has shown that the minimum number of exposures for a good recall is around 10. There's a school of thought that states that repetition is essential to generate audience response\*. And then there's the audience who gets really turned off seeing a message over and over again.

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### How Twitter Plans to Evolve Its Partnerships With Brands and Agencies in 2018

Twitter announced that it has promoted head of U.S. agency development Stephanie Prager to head of global agency development, consolidating the two roles.

The move is part of the social media company's plans to evolve its relationships with the biggest names in the ad industry in the new year. Prager, who is herself a veteran of several major media agencies, will now be responsible for managing all partnerships with global holding groups including WPP, Omnicom, Publicis, Interpublic Groupe and Dentsu.

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### Seven quick steps to prepare for Google's mobile-first index

Even before its official announcement back in Nov 2016, Google has been planning a release of a mobile-first iteration of its search engine's index of webpages.

As more and more searches are coming from mobile devices, Google is following suit to represent this shift and is creating a separate mobile index that will become the primary source for all search query results.

When will the mobile-first index roll out? This is a difficult one. We have already had confirmation that a number of sites have been tested on the mobile index in the wild for a number of weeks dating back to October 2017.

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