



WHATSAPP ADS ARE COMING: WILL ADVERTISERS START BUYING?

SOCIAL MEDIA MARKETING AGENCIES AND PLATFORMS WEIGH IN ON FACEBOOK'S PLAN TO FURTHER MONETIZE ITS ENCRYPTED MESSAGING APP.

In August, Facebook introduced News Feed ads that launch a chat in WhatsApp, making it possible for consumers to start a chat with a business or brand in the Facebook-owned encrypted messaging app via their Facebook timelines. At the time, Facebook also launched its WhatsApp Business API and told the New York Times it would begin showing ads directly in the WhatsApp Status feature next year. All these moves to monetize WhatsApp — an app that has mostly remained independent from Facebook since its acquisition more than four years ago — are evidence Facebook is ready to open up WhatsApp as its next ad channel.

With the first installment of ads coming to the platform next year, Marketing Land reached out to multiple social marketing agencies and management platforms to ask their thoughts on the coming WhatsApp ads.

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6-second ads deliver big mobile viewership, but little emotional punch, study says

Short-form, six-second ads that have become more popular on social media and even broadcast TV get high marks for mobile viewership but pack little emotional punch, according to a study

Six-second ads present significant challenges for advertisers that have luxuriated for decades in commercials that last 30 seconds, as in traditional broadcast TV, but consumers' shift to mobile viewing has led to lower tolerance for longer-format videos. A younger generation of viewers has been trained to swipe past video ads to access desired content, pointing to why creative needs to instantly capture attention and tell a complete story in less time.

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The disastrous consequences of measuring engagement

The engagement metric is steering social media marketers very wrong. Here's what you should be doing instead.

Brands have measured engagement since the beginning of social marketing. We couldn't have chosen a worse metric.

Facebook included engagement data its first Facebook Ads dashboard in 2007. That same year Forrester declared engagement "marketing's new key metric." Ever since, brands have listed engagement as their standard social metric.

But measuring engagement has proven disastrous for marketers. This insidious metric fails to gauge our success, undermines our ability to improve social marketing, and ultimately makes us look stupid.

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What is paid search (PPC) and why do you need it?

Paid search marketing is known in the marketing and advertising industry by many different names (and abbreviations).

Search engine marketing (SEM, which can include SEO), pay-per-click (PPC), search engine advertising, sponsored listings... the list goes on. And that's before you start to involve the names of specific advertising programmes and ad types, such as Google Ads (formerly Google AdWords), Google Product Listing Ads, Google Shopping Ads, and Bing Ads.

But never fear: Econsultancy is here to demystify everything. In this article, we'll give you a basic overview of what paid search consists of and what it looks like, explain the different abbreviations and ad types you'll come across, and examine the benefits and drawbacks of investing in paid search.

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Three things data-driven marketers do (that others do not)

Digital Cream is an annual event in Singapore, where brand marketers from across the industry get together to discuss the trends, insights, and frustrations which are driving their digital marketing strategies.

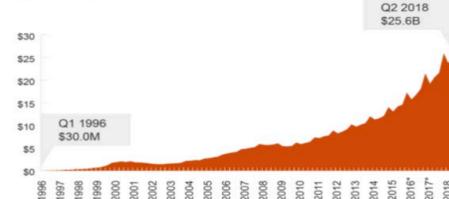
At the Data-driven Marketing and Marketing Attribution table, sponsored by Tealium, marketers said that now that they have all the data they need in one place, they struggle to filter out useful data and apply it to improve marketing performance. So, they asked, what can marketers do to make better use of the data they have?

Fortunately, the three discussion groups on the day included several marketers from 'data-rich' organisations who were able to point out a few things that data-driven marketers do which other marketers typically do not.

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IAB: Digital ad revenues could exceed \$100 billion for first time in 2018

Quarterly revenue growth trends 1996–2018
(\$ billions)

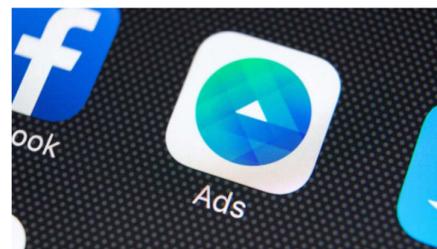


Growth continues, driven by mobile. Social and video see double-digit, if flattening, growth (US market).

Overall, U.S. digital ad revenues grew by 23.1 percent to \$49.5 billion in the first half of 2018, adding more than \$9 billion compared to the first half of 2017. That put digital on track to exceed \$100 billion in annual ad revenues for the first time, according to the Interactive Advertising Bureau's (IAB) Internet Advertising Revenue report for the first half of 2018, released Tuesday.

"Typically, first half revenue trends lower than the second half. That we've seen 23 percent growth this year from January through June..."

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Facebook Attribution deep dive: Democratizing attribution for digital marketers

Facebook has put aside any platform bias and now there is a way to compare performance across platforms.

Picture this – for a given period, your Google Ads campaigns record 500 conversions and for that same period, Facebook Ads campaigns show 700 conversions but the total number of conversions in Google Analytics was closer to 1000 instead of 1200? I see this every day and it's one of the most frustrating aspects of being a digital marketer – and it makes it challenging for stakeholders to understand the true impact of your marketing initiatives.

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To drive sales, retailers are changing their brick-and-mortar strategies

In an effort to drive sales this holiday shopping season, major retailers with brick-and-mortar footprints are increasingly altering their offline strategies.

For example, in the run-up to the biggest sales period of the year, Walmart, Target and Kohl's have all launched mobile checkout offerings that allow employees to speed the process by which customers pay for their purchases. In effect, customers can skip lines by checking out with a store employee on the spot.

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The secret formula for determining a marketing budget

Balancing tools, time and resources to hit the magic number.

Determining a marketing budget can be frustrating. Are you investing enough? Are your marketing dollars being applied in the most efficient way? How do you know if what you're doing is working?

Lou Covey, principal of Footwasher Media Agency, has decades of experience helping clients hit that marketing budget "sweet spot." In this Agency Perspective from SharpSpring, he shares two simple equations that can take a lot of the guesswork out of the budgeting process.

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"This restaurant has an app that lets you download parmesan cheese from the cloud!"