

YOUTUBE PUBLISHES NEW DATA ON RISING TRENDS DURING COVID-19

YOUTUBE HAS PUBLISHED A NEW SET OF INSIGHTS INTO RISING TOPIC TRENDS DURING COVID-19, BASED ON VIEWER SEARCHES AND BEHAVIORS ACROSS THE WORLD.

And interestingly, as YouTube notes, similar trends were reflected in almost all regions: "The global pandemic is not over. But, its shocking onset allowed us to see an astonishing uniformity in content trends around the world. That uniformity helped demonstrate the reality of our shared needs: to experience a sense of connection, feel as good as possible, and project a strong sense of self."

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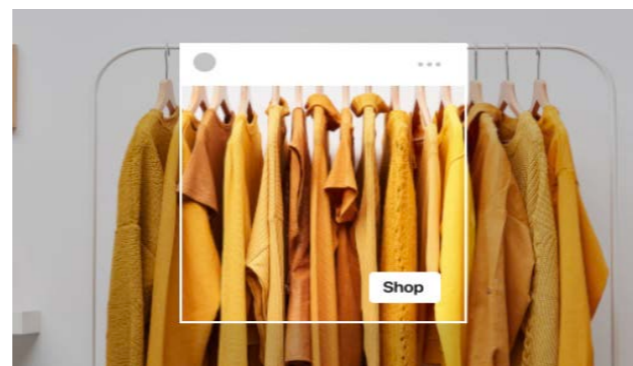


CMO Reflections on the State of Marketing in 2020

Whatever it is, 2020 is a year very much like no other. And for marketers, that's made it increasingly difficult to get a solid handle on what to say, how to say it, when to say it, and what's relevant and important - in alignment with your business goals - amid the various crises.

No doubt you're tackling the same at your business - and recently, a team sought the opinions of some leading experts in the field to help provide some guidance on how the marketing landscape has changed, and what businesses should be considering in their messaging in 2020.

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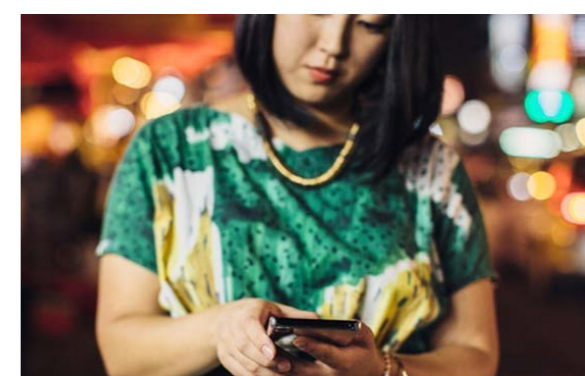


Facebook adds shopping section, expands Instagram checkout

Facebook added a shopping section to its main social networking app and plans to offer more software tools to help businesses set up online stores. Facebook Shop is a dedicated place for merchants to show product catalogs to shoppers who can buy items directly through the app.

The company also plans to offer Instagram Checkout to all U.S. businesses, letting them sell products directly through the photo-sharing app. To use the service, businesses must have a shop in the app and use Facebook Commerce Manager or e-commerce platforms Shopify and BigCommerce. Facebook plans to support other platforms soon. The company is waiving selling fees through the end of 2020 to help small businesses during the pandemic.

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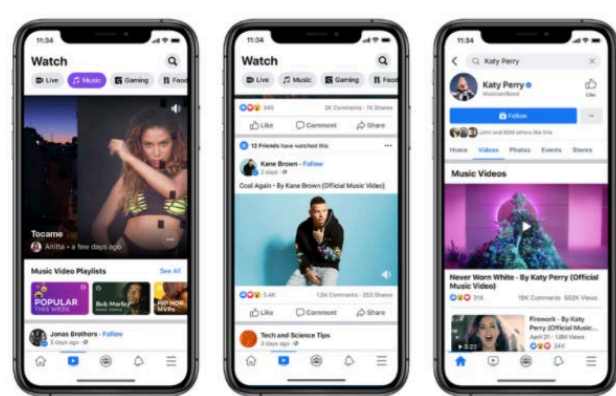


Mobile ad spend jumps 71% amid pandemic recovery

Mobile advertising spend surged by 71% worldwide in the second quarter from a year earlier as marketers sought to reach consumers who spent more time on their smartphones during pandemic lockdowns. Q2 ad spend on mobile devices was 8% higher than in Q1, per a study.

While mobile advertising fell after the outset of the coronavirus pandemic in March, it recovered more quickly than desktop advertising, which grew by 2% between Feb. 26 and June 24 on private marketplaces (PMPs). In-app ad spend soared 391% during the period, outpacing the strong 52% gain for the mobile web. The growth varied by region, with the Americas seeing a 77% gain in mobile ad spend in Q2 from a year earlier, faster than the 62% jump for Asia-Pacific (APAC) and 61% increase for Europe-Middle East-Africa (EMEA).

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Facebook Unveils its New Music Video Approach, Which Could Provide a Boost for Facebook Watch

After announcing its new program for hosting exclusive music video clips earlier this month, Facebook has today unveiled its new 'Music Video Playlists' within Facebook Watch, which will increase the focus on Facebook-exclusive releases, coordinated in partnership with music labels.

As explained by Facebook: "Today, we're adding a new way for people to come together around music by bringing official music videos to Facebook in the US. Starting this weekend, you'll be able to discover, watch and share music videos from today's top artists to up-and-coming bands and classics across various music genres on Facebook."

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SEO Checklist: The Positive & Negative Signals You Need to Know About [Infographic]

Are you looking for ways to improve your ranking on Google? Want to learn the positive and negative signals Google looks out for?

The team from Blue Ocean Group share their tips for success in this infographic.

Here's a quick summary of what they cover:

The umbrella of off-page SEO
Trust factors that have a positive impact
Ways to build better backlinks
Social media signals
Tactics to avoid
Check out the infographic for more detail...

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Snapchat Updates Audience Reach Insights with Regional Audience Counts

This could help provide more context for your Snapchat marketing approach.

Last month, Snapchat shared its Q2 performance numbers, in which it reported a 17% year-on-year increase in daily active users to 238 million.

Google's latest update involves new ad types, including new markers on search ads to prompt audience action, and improved display types to assist in branding.

First off, Google's launching a new beta program for image extensions, which will enable advertisers to include product visuals in search ads.

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