



## UNILEVER'S GLOBAL VP OF ECOMMERCE: "THE CHANNEL SHIFT IS HERE TO STAY"

**CLAIRE HENNAH, GLOBAL VP OF ECOMMERCE FOR UNILEVER, GAVE A TALK AT ECONSULTANCY LIVE TODAY EXPLAINING SOME OF THE WAYS THE COMPANY HAS REACTED TO CHANGING CONSUMER TRENDS IN 2020.**

Hennah breaks down how Unilever has accelerated and sharpened channel choices, and how it is striving to remain relevant as we head into 2021. Despite the clear shift to ecommerce in markets like the US and UK – the same rate of growth has not been seen everywhere...

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### Four trends that show how influencer marketing has evolved in 2020

**The start of the Covid-19 pandemic resulted in a downturn for influencer marketing, as brands and agencies suspended campaigns and sponsorship deals.**

Continued economic uncertainty is likely to bring new challenges, but the industry has adapted well as the year has progressed, and many brands are now upping spend in the category as a result.

According to a recent report by Takumi, in the twelve months to August 2020, 73% of surveyed marketers allocated more resources to influencer marketing, with spend particularly increasing in the three areas of retail (79%), legal (79%), and manufacturing (75%)...

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### 57% of younger adults ramp up smartphone use to stream video

**In a reflection of how the pandemic has impacted mobile app subscription behaviors, about 57% of younger adults said they had used their smartphones more often to stream video while social distancing.**

Younger adults tend to be the most willing to pay for app subscriptions, which is a mixed blessing for different segments of the mobile industry. For brands seeking to reach those younger consumers, their willingness to pay for apps may mean that they're less likely to see advertising. For app developers that charge subscription fees for an ad-free experience, such as game developers and streaming platforms, the willingness of younger consumers to buy a subscription is positive.

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### To understand behaviour shifts and optimize content, SEO is now mission critical

**In a new report written by Econsultancy in partnership with DeepCrawl, we explore the value of SEO and organic search in striving for top digital performance. In particular, we explore the strategies to effectively align investments to marketing goals, challenges frequently experienced and approaches to overcoming barriers.**

Due to recent trends that have forced widespread lockdowns across the planet, companies have had to reinvent entire business models around digital. At the same time, they've been rationalizing traditional media budgets as they seek more cost-effective ways to understand shifts in customer behaviour – all the while optimizing content for all their digital channels.

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### 10 Facebook Trends You Need to Know in 2021

**Are you looking for ways to improve your Facebook marketing approach? Want to know the key platform trends that are predicted to rise in 2021?**

Here's a summary of the key points:

- Facebook Live back in favor
- The AR ecosystem on Facebook
- Facebook video marketing to grow
- Private, interest-driven communities
- Include online shopping experiences
- Facebook News Feed ads format remains king
- Chatbots potential
- More support for small businesses
- User-generated content
- Hashtags usage to improve reach

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### Twitter Launches Story-Like 'Fleets' for All Users

**After announcing the expansion of its Stories-like 'Fleets' option to users in Japan just last week, Twitter has quickly followed that up with a full roll-out of the function, with all users on iOS and Android to get access to Fleets over the next couple of days.**

So now, you can create Stories on Twitter, with a dedicated tray of Stories - sorry - Fleets bubbles along the top of your news feed, where users can share updates that disappear after 24 hours within the app.

Which, while it is indeed a copy of Stories, Twitter says will fulfill a distinct need on the platform. Apparently, according to Twitter, many people leave many tweets in their drafts, never to see the light of day...

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### Pandemic spurs business for 70% of mobile marketers

**Seventy percent of mobile marketers reported that the COVID-19 pandemic has been somewhat positive for business, a study that app marketing firm Liftoff emailed to Mobile Marketer.**

The pandemic has led to a massive disruption in consumer behavior, suddenly accelerating longer-term trends like the growth in mobile usage. While the health crisis has had a negative effect on economic growth and roiled countless businesses, it has led to a surge in mobile activity as homebound consumers use their smartphones to handle a wider variety of activities beyond communications, such as shopping, banking, gaming and video streaming.

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