

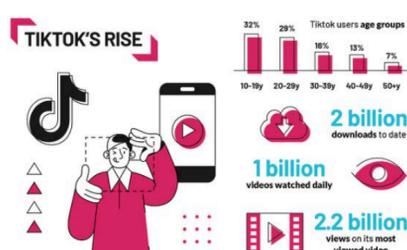


CMOs SAY COMPANIES ARE MORE PREPARED TO PIVOT THAN BEFORE PANDEMIC

A VAST MAJORITY OF CMOs (91.6%) SAYS COMPANIES ARE EITHER MUCH MORE (45.8%) OR SOMEWHAT MORE (45.8%) PREPARED TO STRATEGICALLY PIVOT IN 2021 COMPARED TO BEFORE THE PANDEMIC BEGAN, PER AN ANNUAL SURVEY BY CHIEF OUTSIDERS.

The percentage of CMOs who believe that economic conditions will positively impact business performance is up from the survey's findings last year, when concerns about a possible recession were top-of-mind for marketers, even before the pandemic's onset in the U.S. Marketers are split between forecasting that the pandemic will have positive (38.9%), negative (27.8%) or negligible effects (31.9%) on performance in 2021, and are about evenly split on whether the pandemic has created mostly business opportunities (43%) or threats (38.9%).

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Facebook Shares New Research into the Comparative Performance of Brand vs Direct Response Campaigns

Should you invest more of your marketing budget into brand-building or direct response, in order to drive sales results?

Both elements are important, but due to immediate pressures, it's often direct response that gets more focus. Because we need to sell now, right? We need conversions in order to meet our KPIs and demonstrate ROI to decision-makers.

Yet, at the same time, the benefits of building brand can be equally, if not more significant, over time. It just depends on how long a time scale you're able to measure.

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The Top 6 Social Media Trends of 2021 [Infographic]

Is your social media marketing approach in line with the latest usage and behavioral trends?

The use of digital platforms changed significantly over the course of 2020, with the lockdowns and COVID mitigation efforts forcing people to find alternate ways to socialize, to shop, and to work, all of which have flow-on effects. That's sparked new trends, like audio social, and new approaches in how businesses connect with their target markets.

If you're not aware of these shifts, you may be limiting your marketing performance. To provide some more perspective, the team from tech.co recently put together a listing of six key digital usage trends that could influence your strategic approach.

You can check out their six key trends in the below graphic, which might help in your planning.

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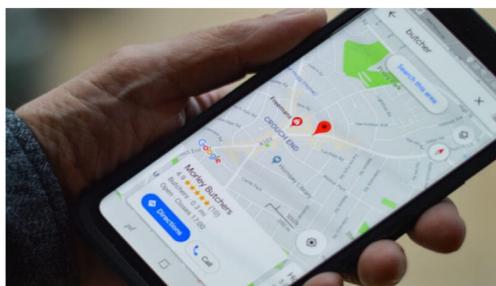
Unilever plans \$2.4B investment in high-growth products, e-commerce

Unilever will invest \$2.4 billion (2 billion euros) over the next two years to support high-growth business segments like beauty products, plant-based food and e-commerce.

The maker of products including Dove soap, Lipton Tea and Ben & Jerry's ice cream outlined those plans in its quarterly earnings statement, which showed underlying sales growth of 3.5% during Q4 from a year earlier and net sales of \$14.5 billion (12.1 billion euros), down 4.2%.

Unilever seeks to position itself for higher growth this year, identifying key categories that have shown promising results amid the disruptions of the pandemic that put a drag on the company's recent financial performance, which in turn has disappointed investors.

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6 tips to win local with paid search

Recent change in consumer behavior has put local search on the map.

Consumer behavior has fundamentally changed and put local search well and truly on the map. Due to restrictions on movement, more and more consumers realize the ease and opportunity of online search and purchase. Individuals want a tailored search view with results that are relevant to where they are at that very moment. To win those conversions, your location-specific ads must be at the top of the search engine results page; it's a competitive imperative.

Here are six tips every marketer needs to win local marketing with paid search.

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Three customer loyalty trends to include in your ecommerce marketing

Amidst tighter budgets and increased competition, many retailers are shifting their focus to customer retention.

The fact that it's easier and more cost-effective to retain customers than to acquire new ones is well documented. In fact, research shows that it's 5-25X more expensive to acquire a new customer than it is to retain an existing customer.

But with the pandemic changing how people shop, getting up-to-date consumer insights has never been more important.

Read on to discover the three key loyalty trends we identified and learn how to include them in your ecommerce marketing.

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8 Types of High-Performing Video Content to Upgrade Your Marketing Strategy [Infographic]

Are you looking for ways to improve your online marketing? Want to know the different types of video you can add to your marketing arsenal?

The team from Breadnbeyond share their tips for success in this infographic.

They break things down into the following parts of the marketing process:

- Attract interest
- Educate prospects
- Convert customers
- Retain clients

Check out the infographic for more detail...

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